The Influence of Social Media Marketing and Online Customer Reviews on Buying Interest in TikTok Market Place: Study in Porli Hamlet, Batang Serangan District, Lalat Regency

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ABSTRACT

This research aims to determine the influence of Social Media Marketing and Online Customer Reviews on Purchase Interest at the Tiktok Market Place (Study in Porli Hamlet, Batang Panggang District, Langkat Regency. This research uses 3 (three) variables, namely, social media marketing and online customer reviews as variables free and purchase intention as the dependent variable. The research design used is quantitative research using multiple linear regression analysis techniques with the help of IBM SPSS version 25.0. The data processing results show that social media marketing variables have a positive and significant effect on purchasing interest. This is shown by the t_(calculated) value of the social media marketing variable which is 3.038. Value t_(count)(3.038) > t_table (1.68385). Then the online customer review variable positively and significantly affects purchasing interest. This is shown by the t_(count) value of the online customer review variable which is 4.762. Value t_(count)(4.762) > t_table (1.68385). Apart from that, social media marketing variables and online customer reviews simultaneously have a positive effect on purchasing interest. This is indicated by the Fcount value of 72.638 which is much greater than Ftable 4.07 and the significance value is 0.00 <0.05, so the hypothesis is accepted.

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1. Introduction

In the current era of digitalization, information technology is experiencing an increasing increase in Indonesia. Many companies sell their products through internet technology and Online. Given the amount of time people spend researching products in a systematic way. Online, it is not surprising that social media and the internet are used extensively in Indonesia. This can be a great opportunity for your business to promote your market digitally. One of the shops Online The most popular in Indonesia are TikTokshop Marketplace. A digital marketing tactic known as "Social Media Marketing" utilizing social media sites to advertise goods and services and foster meaningful relationships with target consumers (Hijratunnisa et al., 2023).

Today's technological developments are certainly getting more rapid, this can be seen in various industrial, social and lifestyle changes, including affecting the marketing strategy or advertising media used. Today, the Internet has become a tool that makes it easier for people to do business (Widiyasari, 2024). The existence of technology supported by the increasing and highly sophisticated internet has had a positive influence on various sectors of life, including information that leads customers to try new products that are made or marketed. The high level of competition in business means that many companies must continue to strive to excel in marketing competition and maintain products to always be known in the business world (Yuniardi et al., 2024). Given that the number of pages available to authors is limited. Manuscripts are written with a line density of 1.5 spaceletter Andalus Size12

The results of the research can be presented with the support of tables, graphs or figures as needed, to clarify the verbal presentation of the results. Table titles and graphs or image descriptions are arranged in the form of phrases (not sentences) in a concise manner.

The caption of the image/graph is placed below the image/graph, while the table title is placed above it. The title begins with a capital letter. Do not repeat writing the numbers that have been listed in the table in the discussion text. If you want to emphasize the results obtained, you should present it in another form, such as percentages or differences. To show the number in question, just refer to the table that contains the number.

In general, international journals do not want statistical language (such as: significantly different, treatment, etc.) to be written in the discussion. Avoid copying and pasting statistical analysis results directly from statistical data processing software.

The discussion material mainly explores whether the results obtained are in accordance with the hypothesis or not, and presents the arguments. Citation of references in the discussion should not be too long (if necessary to avoid it). Citations of research results or opinions of others should be extracted and written in their own sentences (not using exactly the same sentences). Similar research groups can be referred to in groups.

Marketing is a whole system that is related to business activities that aim to plan, determine prices, and promote and distribute goods or services that will satisfy the needs of both actual and potential buyers (Angelina et al., 2023).

Trade Online has now become a daily necessity of the Indonesian people and can be done through platforms such as E-commerce and social media such as twitter, TikTok, Instagram, and Facebook. Product marketing must follow the interests of today's society. One of them is the application TikTok, which is very popular with the younger generation.. Due to its high popularity, these apps can also help companies market their products. TikTok It can not only be used to promote products, but it is also one of the entertainment media. Indonesia is among the major players in the field of beauty, especially skin care (Salsabilla & Handayani, 2023).

Companies in today's digital era have used a lot of viral marketing strategies by utilizing the role of social media to change their business style so that they can grow rapidly, even social media today is not only used as a forum for communication or entertainment, but can also be used as a marketing tool for companies, especially in carrying out viral marketing strategies, because this is an opportunity in very large business activities. One of the efforts made by entrepreneurs today is the use of applications TikTok (Yuniardi et al., 2024).

Application TikTok currently it has presented a TikTok Shops that are used to carry out various buying and selling transactions easily and quickly such as presenting short-form content videos to see reviews directly so that they do not create boredom or boredom when looking at them. From this phenomenon, it can be considered by potential consumers in shopping through Online due to the existence of a marketing strategy Marketplace that exists today. This happens because of the features available on the application TikTok can make it easier for potential consumers to see the assessment of a product such as Online Customer Reviews through Social media marketing (Yuniardi et al., 2024).

Social media is one way people can communicate with each other without having to meet face-to-face. Social media can also be used to convey valuable information and expertise. With the advancement of marketing tactics, social media marketing has emerged as a marketing medium that is easily accessible to anyone. This is considered an opportunity for consumers to easily apply

marketing methods to achieve the desired results (Hijratunnisa et al., 2023). Activities carried out Social media marketing This focuses on efforts in creating content that can steal consumers' attention so that it can cause an urge to interact and share the content to the social network environment. For some people, social media has even become a window for marketers to not only listen to complaints from customer suggestions. Even today, social media has provided a feature for commenting for users who have used the product (Yuniardi et al., 2024).

Feature Review Customer Online allows consumers to search for desired product information from previous consumers who have purchased products from stores Online You. However, consumer reviews can be positive or negative, which can pose problems for businesses because they are out of their control. Online Customer Review online is one aspect that can influence a purchase decision. The ease of finding information about the product can be observed on the application site Online which provides reviews left by other customers who have purchased the product. Starting from the quality of the goods, to the similarities, delivery speed, and validity. Online Customer Reviews very important in the world E-commerce because it allows potential consumers to easily learn the things they are going to buy (Hijratunnisa et al., 2023).

For consumers with the existence of Online Customer Reviews This is very advantageous because giving a positive opinion will create consumer buying interest, but on the other hand, if there is a negative opinion, it can reduce consumers' buying interest in making purchases. For this reason, Online Customer Reviews This is said to be a factor that can influence consumers in making purchasing decisions (Yuniardi et al., 2024).

Buying interest is an opportunity for a customer to make a purchase after gathering information from various sources. Consumers are interested in a product or service, but they may not buy it. The relationship between social media marketing, and buying interest includes advertising strategies that incorporate platforms TikTok. Promotions on the platform are expected to introduce consumers to the products being promoted. The next step is for consumers to observe, gain knowledge, and react to stimulate their purchase intent. Consumer purchase intent often stems from reviews that contain certain feelings and emotions about the product or advertisement being promoted (Hijratunnisa et al., 2023).

Judging from the success of the TikTok application in overcoming competition in the online business industry, it proves that social media marketing and online consumer reviews are important aspects of marketing strategies because these factors can affect consumer buying interest. Many companies use social media and online reviews to reach a wider market and increase consumer trust. The increasing number of products offered with different qualities will certainly make consumers more careful in choosing a product. Consumers can also easily search and compare the products to be purchased with other products through social media.

2. Literature Review

Marketing through social media is a form of promotion and a form of marketing in the modern era through digital media. Social media is used to build attachment with consumers and can also make it easier for consumers to make a purchase. Marketing through social media can even reach more territories in a faster time than using conventional media. Social media marketing is a process that empowers individuals and companies to promote their websites, products or services online and through social channels to communicate with a much larger community that is not possible through traditional advertising channels.

There are 4 indicators of social media marketing, namely Entertainment Where the use of social media is fun and the content from the brand's social media looks attractive to consumers. Then Interaction that is Social Media Brand It makes it possible to share information with other users. Social media brand It allows conversations and exchanges with other users as well as the ease of giving opinions through the brand's social media. The third Trendiness Where the social media content is the latest information about their products and the use of social media fire It is very contemporary. last Costumization namely the desire to convey brand, product, or service information from the brand's social media to friends and the desire toUpload content from social media fire on personal social media (Sitorus, 2024).

Online customer reviews are assessments given by a consumer that consists of evaluating a product, with this information, it makes it easier for consumers to find out the quality of the product they are looking for from reviews and based on the experience of consumers who have purchased the product online . There are 3 indicators in the online customer review variables used in this study, which are as follows: Credible consisting of: honest & trustworthy, Expertise consisting of: useful & professional, Pleasant consisting of: attractive and possible to buy from the website with the Likely to buy from this website feature. Buying Interest is consumer behavior where the consumer has the desire to choose, use, consume or want the products offered. Buying interest consists of several indicators, namely: transactional interest, referential interest, preferential interest, and exploratory interest.

3. Research Method

The research method used by the researcher is a type of field research using a quantitative approach. The quantitative approach is data in the form of numbers. Quantitative data is processed or analyzed using statistical calculation techniques. The quantitative approach focuses on symptoms that have certain characteristics in human life called variables (Scott, 2021).

1. Population and Sample

Population is defined as a generalized area consisting of: objects/subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then conclusions are drawn (Harahap & Dewi, 2021). The population in this study is the people of Porli Hamlet, Batang Serangan District, Langkat Regency which amounted to 1200 people (Author's observation, December 2024). Samples are small groups that are observed and are part of the population also owned by the sample. In general, researchers use the this is for Obtain a large and complete list of quantities quickly and economically. The determination of this sample is determined by the Slovin formula, namely (Yusuf, 2017):

$$n = \frac{N}{1+Ne^2}$$

Description:

n = number of customers

n = population size

e = Critical Value = 15%

Based on this formula, the number of samples taken in this study is:

$$n = \frac{1200}{1+ 1200 .(0,15)^2}$$

$$n = \frac{1200}{1+ 1200.(0,0225)}$$

$$n = \frac{1200}{1+27}$$

$$n = \frac{1200}{28} = 42.85$$

From these results, the sample in this study was 43 people.

2. Data Collection Techniques

The data collection technique used in this study is field research (Field Research) which consists of interviews (Interview), questionnaires, observation and literature research (Library Research) (Herlina et al., 2023).

3. Data Processing and Analysis Methods

The analysis method used in this study is the multiple linear regression analysis method. The method is used to predict the influence of a bound variable (customer interest) based on independent variables (sharia factors, product knowledge factors, and service quality factors).

The data obtained was then analyzed with Linear Regression Analysis by using the SPSS program version 25.0. This analysis was carried out with the stages of classical assumption test, multiple linear regression test, hypothesis test, and compound determination coefficient (R^2) test (Ghozali, 2019).

4. Results and Discussion

1. Normality Test

The normality test is used to determine whether the data obtained from the results of the study is normally distributed or not. A data is said to be normally distributed if the significance level is ≥ 0.05, while if the significance level is < 0.05, then the data is said to be not normally distributed. The normality test can be done in a variety of ways. In the data normality test, if the data is normally distributed, it will be analyzed with a parametric statistical test. Meanwhile, if the data is not normally distributed, it will be analyzed with a non-parametric statistical test. This normality test uses the help of SPSS 25.0 for windows with the Kolmogorov Smirnov technique.

Table 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		43
Normal Parameters, b	Mean	.0000000
	Std. Deviation	.98377877
Most Extreme Differences	Absolute	.136
	Positive	.101
	Negative	-.136
Test Statistic		.136
Asymp. Sig. (2-tailed)		.046c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: IBM SPSS Version 25.0, 2024

From the results of the calculation of the normality test that has been carried out for buying interest, a Z value of 0.046 and an Asymp.Sig of 0.136 were obtained. Because the values of Z and Asymp.Sig ≥ 0.05, it can be concluded that the average data on the buying interest variable is normally distributed. So, it can be concluded from the calculation of the normality test that has been carried out that the distribution of data on the buying interest variable is normally distributed.

2. Multicollinearity Test

Multicollinearity can be detected in regression models if there are pairs of independent variables that are strongly correlated with each other in the variable. A multicollinearity test is needed to determine whether there are independent variables that have similarities with other variables in a model. The similarity in an independent variable will cause a very strong correlation. Test Multicollinearity It is carried out to find out whether or not there are bound variables that correlate with independent variables. To find out whether the research data contains multicollinearity or not, it can be based on the following assumptions (Sugiyono, 2021: 131):

- If the VIF value is > 10 and the Tolerance value is < 0.1, then the data can be said to contain multicollinearity.
- If the VIF value is < 10 and the Tolerance value is > 0.1, then the data can be said to contain no multicollinearity.

Using the same data as the data and variables used in the regression test, the classical assumption test of multicollinearity can be seen in table 2 as follows:

Table 2. Multicollinearity Test Results

Type		Collinearity Statistics	
		Tolerance	VIVID
1	(Constant)		
	Social Media Marketing	.238	4.206
	Online Customer Reviews	.238	4.206
a. Dependent Variable: Buying Interest			

Source: IBM SPSS Version 25.0, 2024

The table above shows that for the variables of social media marketing and online customer reviews, VIF has a VIF of 4,206, where VIF < 10. Meanwhile, the tolerance value for social media marketing and online customer reviews is 0.238 where the value is > 0.1. From these data, it can be stated that the multiple linear regression in this study is free from multicollinearity.

3. Heteroscedasticity Test

Heteroscedasticity can be interpreted as the unevenness of variable variation in all observations, the errors that occur show a systematic relationship according to the magnitude of one or more independent variables so that the error is not random. The residual in the heteroscedasticity state is greater when the observation is larger. Likewise, the observation of the larger independent variable (X) will magnify the average of the residue. A regression can be said to be detected in its heteroscedasticity if the residual scatter diagram does not form a certain pattern. A picture of the scatter diagram can be seen in the following image:

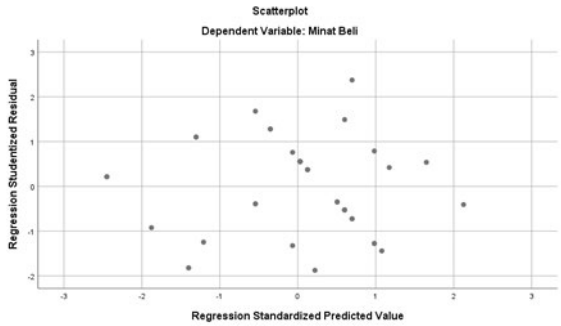

Figure 1. Heteroscedasity Test Results

Source: IBM SPSS Version 25.0, 2024

As seen in the image above, the residual scatter diagram does not form a specific pattern. Thus, the conclusion is that regression is free from the case of heteroscedasticity and meets the requirements of the classical assumption of heteroscedasticity.

4. Multiple Linear Regression Test

$$Y = a + b1X1 + b2X2 + e$$

Description:

Y = Buying interest (%)

X1 = Social media marketing (%)

X2 = Online customer reviews (%)

a = constant

b1.b2 = Regression Coefficient

e = error

The results of the multiple linear regression test can be seen in the table below:

Table 3. Multiple Linear Regression Test Results

Type		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	1.761	1.720
	Social Media Marketing	.579	.173
	Online Customer Reviews	.573	.159
a. Dependent Variable: Buying Interest			

Source: IBM SPSS Version 25.0, 2024

$$MB = 1.761 + 0.579SMM + 0.573OCR$$

The meaning of the multiple linear regression equation obtained above is as follows:

- The constant value is 1.761, which means that if social media marketing and online customer reviews are ignored, the buying interest will remain at 1.761.
- The regression coefficient of the online customer review variable is 0.579, meaning that if the value of the social media marketing variable increases by 1, it will be followed by an increase in buying interest by 0.579.
- The regression coefficient of the online customer review variable is 0.573, meaning that if the value of the online customer review variable is 1, it will be followed by an increase in buying interest of 0.573.

The figures mentioned above show that the variables of social media marketing and online customer reviews have a positive and unidirectional effect on buying interest in the Tiktok Market Place.

5. Statistical t-test (Partial Significance Test)

The t-test aims to determine the magnitude of the influence of each independent variable individually on the bound variable. The t-test in the table below is to find out the significance of the constant and the bound variable, namely buying interest. So the coefficients for this study are:

If the statistics $t_{hitung} > t_{tabel}$ so H_a Accepted

If the statistics $t_{hitung} < t_{tabel}$ so H_a rejected

Table 4. Results t-Test

Type		t	Sig.
1	(Constant)	1.024	.0002
	Social Media Marketing	3.038	.000
	Online Customer Reviews	4.762	.000
a. Dependent Variable: Buying Interest			

Source: IBM SPSS Version 25.0, 2024

The decision-making policy he accepts or rejects H_a i.e. by comparing t_{tabel} with t_{hitung}. The above data is known that with 43 samples, the t_{tabel} Viewed based on free degrees = n – k, where:

N = the number of respondents is 43

K = the number of variables X and Y, then there are 3 variables

then 43 – 3 = 40, with a significant rate of 0.05 or 5% then t_{tabel} is 1.68385.

Based on the table above, it can also be made t_{hitung} which is a guide to accept and reject hypotheses, which can be concluded that t_{hitung} X1 = 3,038, which indicates that t_{hitung} (3,038) > t_{tabel} (1.68385). Meanwhile, t_{hitung} X2 = 4,762, which indicates that t_{hitung} (4,762) > t_{tabel} (1.68385). This concludes that H_a accepted, i.e. the Social Media Marketing and Online Customer Reviews has a significant effect on buying interest in Market Place Tiktok. Meanwhile, the variables of the price factor and the service quality factor have a p-value of 0.000 < 0.05, then H_0 rejected, or Social Media Marketing and Online Customer Reviews significantly affects buying interest in Market

Place Tiktok. Thus, social media marketing and online customer reviews have a significant effect on buying interest in the Tiktok Market Place.

6. F-Test

The statistical F test aims to show whether the free variable has an effect on the bound variable. The F test can be seen from the table as follows:

Table 5. F-Test Results

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	147.631	2	73.815	72.638	.000b
	Residual	40.648	40	1.016		
	Total	188.279	42			
a. Dependent Variable: Buying Interest						
b. Predictors: (Constant), Online Customer Reviews, Social Media Marketing						

Source: IBM SPSS Version 25.0, 2024

The table above shows that the F_{hitung} = 72,638 with a P-Value of 0.000 > 0.05. If viewed from the F_{hitung} and F_{tabel}, then the table above describes the F_{tabel} DF 42 obtained a value of 4.07 which has a value less than 72,638. This shows 72,638 > 4.07 i.e. $F_{hitung} > F_{tabel}$ so that it can be interpreted H_a accepted and H_0 rejected for all independent variables. So the hypothesis for this study is H_a = variable Social Media Marketing and Online Customer Reviews Simultaneously have a significant influence on the purchase interest variable. Significance level is 0.000 < 0.05, so it is known that independent variables have a significant and positive effect on dependent variables.

7. Compound Determination Coefficient Test (R^2)

Coefficient of determination R^2 that is, measuring how capable the model is in explaining the influence of the independent variable, namely Social Media Marketing and Online Customer Reviews towards Buying interest. If the value R^2 the larger, the greater the influence of the independent variable (X) on the bound variable (Y). This shows that the influence of Social Media Marketing and Online Customer Reviews towards Buying interest getting bigger. Conversely, if R^2 the smaller it is (closer to zero), then it can be said that the influence of the variable (X) on the bound variable (Y) is getting smaller. This shows that the model used is not strong to explain the influence of the independent variables studied.

Table 6 . Compound Determination Coefficient (R2)

Model Summary[b]				
Type	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.885a	.784	.773	1.00807
a. Predictors: (Constant), Online Customer Reviews, Social Media Marketing				
b. Dependent Variable: Buying Interest				

Source: IBM SPSS Version 25.0, 2024

In the table above, it can be seen that the value of R = 0.885 (88.5%) then the values of the determination coefficient (R^2) is R x R = R^2 0.784 (78.4%) as seen in the table above. This means that the Social Media Marketing and Online Customer Reviews contributed to the formation of buying interest by 78.4%, the remaining 21.6% was explained by factors other than Social Media Marketing and Online Customer Reviews.

5. Conclusion

From the results of the research conducted by the author, the following conclusions can be drawn:

1) Variable Social Media Marketing Influential towards Buying interest on Market Place Tiktok. Based on the results of the analysis, the Social Media Marketing has a positive and significant effect on buying interest. This is shown by the value variable Social Media Marketing be 3,038. Value (3,038) (1,68385). Based on the results of the research that have been

statistically described, it can be seen that the Social Media Marketing has a positive effect on buying interest.

2) Variable Online Customer Reviews Influential towards Buying interest on Market Place Tiktok. Based on the results of the analysis, the Online Customer Reviews has a positive and significant effect on buying interest. This is shown by the value variable Online Customer Reviews be 4,762. Value (4,762) (1,68385). Based on the results of the research that have been statistically described, it can be seen that the Online Customer Reviews Positive Effect on Buying Interest.

3) The variables of social media marketing and online customer reviews simultaneously affect buying interest in the Tiktok Market Place. Based on the results of the research that has been statistically described, it can be found that the variables of social media marketing and online customer reviews simultaneously have a positive effect on buying interest. This is shown by the value of Fcal 72.638 which is much greater than the Ftable of 4.07 and the significance value is 0.00 < 0.05, so the hypothesis is accepted.

Based on the research conducted by the author, there are several suggestions as follows:

1) To the Tiktok Market Place to continue to improve the quality that is already good to be even better. Because people will be smarter in assessing which is suitable for shopping. By prioritizing consumer satisfaction, buying interest will also be higher to use the Tiktok Market Place.

2) For the public to be an additional source of insight and knowledge about social media marketing and online customer reviews, and buying interest.

3) For readers and researchers, it can be used as a reference source to be used in research that raises or researches social media marketing and online customer reviews, and buying interest.

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