



BOOSTING LUXCRIME SALES: TIKTOK MARKETING CONTENT'S IMPACT ON IMPULSE BUYING WITH PRODUCT REVIEWS MODERATION



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ABSTRACT

This research aims to investigate the impact of TikTok marketing content on impulsive purchasing moderated by product reviews, focusing on cosmetic products with the highest sales in Indonesia, specifically Luxcrime as the brand under study. The research method employed is quantitative research involving 100 respondent samples. Data management was conducted using Smart-PLS 4.0. The findings reveal that, without considering the contribution of the moderating variable, TikTok marketing content significantly influences impulsive purchasing. However, when considering the moderating effect of product reviews, TikTok marketing content does not significantly affect impulsive purchasing. The study also found that TikTok marketing content and product reviews collectively explain 40.9% of the variance in impulsive purchasing behavior. In conclusion, impulsive purchasing of Luxcrime cosmetic products can be significantly influenced by TikTok marketing content. Furthermore, product reviews were found to not significantly influence TikTok marketing content and impulsive purchasing when serving as a moderating variable, but they may have a significant impact on TikTok marketing content when acting as an independent variable

Keywords: *TikTok Marketing; Impulsive Purchasing; Cosmetic Products; Luxcrime; Product Reviews*

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INTRODUCTION

The research published by DataReportal.com in January 2022, active social media users in Indonesia have reached 204 million out of a total population of 277 million. Social media platforms now distribute various content that can be enjoyed more pleasantly and accessed by more people. One form of social media is TikTok, which has become one of the fastest-growing social media platforms. According to Databoks.katadata.co.id, the popularity of the TikTok application continues to rise globally, with TikTok now having 1.39 billion monthly active users worldwide as of the first quarter of 2022.

In the first quarter of 2022, the TikTok social media platform was downloaded 188 million times. Initially known as a social media app just for fun or entertainment, TikTok has evolved. Users of the TikTok app have begun to create content ideas to make them more engaging and educational. In early 2018, the TikTok app was previously blocked for 7 days by the Ministry of Communication and Informatics (KOMINFO) because the app was deemed to have a negative impact on its users, especially children. However, TikTok is now being used for more positive purposes. One of the benefits of using the TikTok app is turning it into a business platform. Business players are given the opportunity to build their brand image by uploading their business videos on the TikTok app (Mustaqor & Winanto, 2022)

Local brands like Luxcrime are also choosing to market their products through the internet and social media. Judging from their official account on the TikTok app, the most frequently uploaded content focuses on product reviews. Last year, in 2020, Luxcrime released a cosmetic product called Blur & Cover Two Way Cake, which became one of Luxcrime's cosmetic products that went viral on the TikTok app (Piesse et al., 2022). Many content creators on the TikTok app also discussed this Luxcrime powder product and provided other users with access to share their experiences in the comment section. As a result, many other users purchased the Luxcrime powder product, some of them impulsively, without prior purchase planning, solely based on watching the created content.

From the aforementioned discussion, the influence of Luxcrime's online media utilization is observed. Previous related research showing that product reviews and marketing content on TikTok significantly influence the purchase decisions of Scarlett Whitening (Cahyaningtyas & Wijaksana, 2021). Another study show that marketing content on the Instagram social media platform influences users to make impulse purchases online (Astuti et al., 2020). Based on this, the researcher is interested in conducting research on other different objects to see if the influence of marketing content on the TikTok social media platform will have the same effect as on the Instagram social media platform on impulse buying, considering the efforts already made by Luxcrime in utilizing its social media, and to analyze whether product reviews also indirectly influence consumers to make impulse purchases of Luxcrime cosmetic products

LITERATURE REVIEW

Impulse Buying

Impulse buying is a rapid, spontaneous purchasing behavior. Unplanned purchases, often referred to as impulse buying, occur when consumers shop without premeditation. Unplanned purchases occur when consumers do not have a prior intention to buy a product but make a purchase when they see the product or when they buy a different product from what was planned (Cahyorini & Rusfian, 2012; Tauriana & Fietrin, 2011; Yahmini, 2020).

TikTok Marketing Content

According to Gunelius in Lestari (2020), marketing content is the process of promoting a business or brand directly or indirectly through text, video, or audio content that provides value, both online and offline. TikTok, on the other hand, is a social media platform that popularizes short-duration videos and offers broad reach, ensuring that their videos are featured on the For You Page (FYP) (Lestari, 2020)

Product Review

According to Lackermair, Kailer, & Kanmaz in Nabila (2019), a product review is a consumer's evaluation based on personal experience that explains the characteristics (benefits and drawbacks) of a product that has been used (Nabila, 2019)

METHOD

This research utilizes a quantitative method conducted from September to December 2023. The types of data collected include primary data, gathered by the researcher through questionnaires, and secondary data obtained from books, journals, and websites. Data collection techniques involve the use of closed-ended questionnaires, employing a Likert scale with options ranging from 1 to 5.

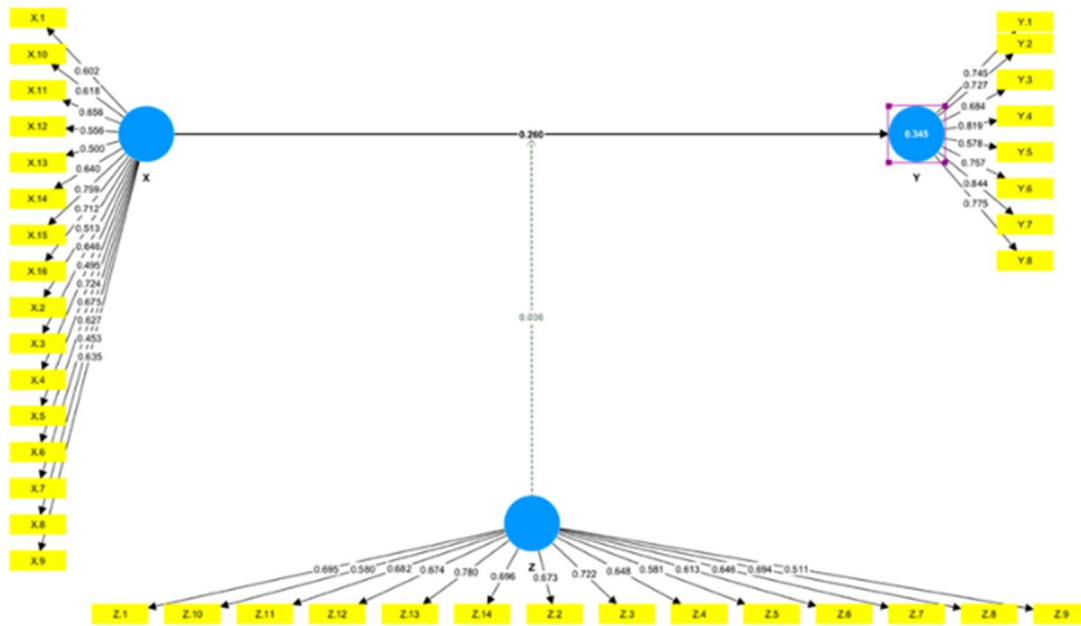
The research population comprises TikTok application users residing in Indonesia, totaling 92 million people as of January 2024. The sample size determination is calculated using the Slovin formula, resulting in 100 respondents, selected through non probability sampling. Subsequently, the research is analyzed using Structural Equation Modeling (SEM), with the assistance of Smart-PLS 4.0 software.

RESULTS AND DISCUSSION

The evaluation of the measurement model, also known as the Outer Model, is used to assess the indicator model by conducting checks including Convergent Validity, Discriminant Validity, and Reliability (Ghozali & Latan, 2015b).

Convergent Validity

Convergent validity testing is conducted to assess the measurement of manifest variables of a construct that have high correlations (Ghozali, 2017). There are two criteria in the convergent validity test: (1) Loading Factor, which should be greater than 0.50-0.70, and (2) AVE (Average Variance Extracted) value, which should be greater than 0.50 (Ghozali & Latan, 2015b). The results of the Loading Factor test in this study can be seen in the following figure and table.



Source : Processed by the Researcher using Smart-PLS, 2024

Figure 1
 The results of the Loading Factor test in the first stage

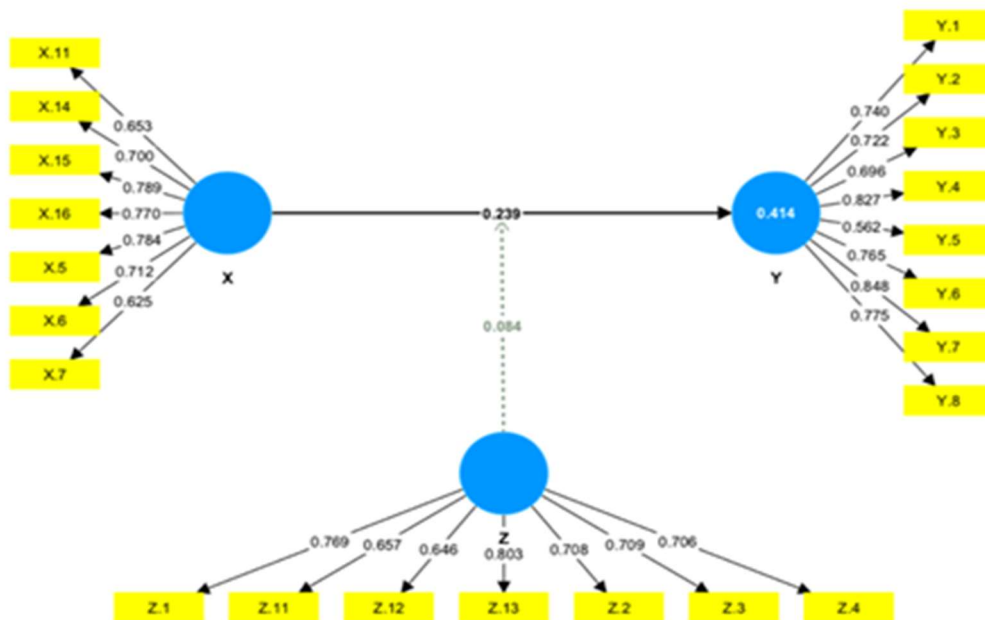
Table 1
 The results of the Loading Factor test in the first stage

Variable	Indicator	Value	Result
X - TikTok Marketing Content	X1	0.602	Invalid
	X2	0.513	Invalid
	X3	0.646	Invalid
	X4	0.495	Invalid
	X5	0.724	Valid
	X6	0.675	Valid
	X7	0.627	Valid
	X8	0.453	Invalid
	X9	0.635	Invalid
	X10	0.618	Invalid
	X11	0.656	Valid
	X12	0.556	Invalid
	X13	0.500	Invalid
	X14	0.640	Valid
	X15	0.759	Valid
	X16	0.712	Valid
Y - Impulse Buying	Y1	0.740	Valid
	Y2	0.722	Valid
	Y3	0.696	Valid
	Y4	0.827	Valid
	Y5	0.562	Valid
	Y6	0.765	Valid
	Y7	0.848	Valid
	Y8	0.775	Valid
Z - Product Review	Z1	0.695	Valid
	Z2	0.673	Valid
	Z3	0.722	Valid

Z ₄	0.648	Valid
Z ₅	0.581	Invalid
Z ₆	0.613	Invalid
Z ₇	0.646	Invalid
Z ₈	0.694	Invalid
Z ₉	0.511	Invalid
Z ₁₀	0.580	Invalid
Z ₁₁	0.682	Valid
Z ₁₂	0.674	Valid
Z ₁₃	0.780	Valid
Z ₁₄	0.696	Invalid

Source : Processed by the Researcher using Smart-PLS, 2024

After conducting the first-stage testing, the researcher proceeded to eliminate indicators that were deemed invalid according to the criteria in Smart-PLS (Ghozali & Latan, 2015b). Subsequently, the researcher retested the construct model on the entire sample of 100 respondents to assess the validity of the construct model based on loading factors.



Source : Processed by the Researcher using Smart-PLS, 2024

Figure 2
 The results of the Loading Factor test in the second stage

Table 2
 The results of the Loading Factor test in the second stage

Variable	Indicator	Value	Result
X - TikTok Marketing Content	X ₅	0.724	Valid
	X ₆	0.675	Valid
	X ₇	0.627	Valid
	X ₁₁	0.656	Valid
	X ₁₄	0.640	Valid
	X ₁₅	0.759	Valid
	X ₁₆	0.712	Valid

Y – Impulse Buying	Y ₁	0.740	Valid
	Y ₂	0.722	Valid
	Y ₃	0.696	Valid
	Y ₄	0.827	Valid
	Y ₅	0.562	Valid
	Y ₆	0.765	Valid
	Y ₇	0.848	Valid
	Y ₈	0.775	Valid
Z – Product Review	Z ₁	0.695	Valid
	Z ₂	0.673	Valid
	Z ₃	0.722	Valid
	Z ₄	0.648	Valid
	Z ₁₁	0.682	Valid
	Z ₁₂	0.674	Valid
	Z ₁₃	0.780	Valid

Source : Processed by the Researcher using Smart-PLS, 2024

After conducting the second-stage testing, it can be observed that all indicators within each research variable are deemed valid in the loading factor test. The next step is to test by examining the AVE value for each variable to assess convergent validity. In this test, the AVE value must be greater than 0.50 to achieve variable validity (Ghozali & Latan, 2015b). For a more comprehensive understanding of the nominal AVE testing, please refer to the Table 3.

Table 3
Results of AVE Testing

Variable	AVE
X – TikTok Marketing	
Content	0.521
Y – Impulse Buying	0.557
Z – Product Review	0.513

Source : Processed by the Researcher using Smart-PLS, 2024

Discriminant Validity

Discriminant Validity pertains to the principle that manifest variables of different constructs should not correlate highly. In the discriminant validity testing, measurements are observed based on the cross-loading values, which should be above 0.70 for each variable (Ghozali & Latan, 2015b). Therefore, the discriminant validity testing can be determined by examining the cross-loading values as shown in Table 4.

Table 4
Total Cross-Loading Values

Indicator	TikTok Marketing Content (X)	Impulse Buying (Y)	Product Review (Z)
X ₅	0.784		
X ₆	0.712		
X ₇	0.625		
X ₁₁	0.653		
X ₁₄	0.700		
X ₁₅	0.789		
X ₁₆	0.770		

Y ₁	0.740	
Y ₂	0.722	
Y ₃	0.696	
Y ₄	0.827	
Y ₅	0.562	
Y ₆	0.765	
Y ₇	0.848	
Y ₈	0.775	
Z ₁		0.769
Z ₂		0.708
Z ₃		0.709
Z ₄		0.706
Z ₁₁		0.657
Z ₁₂		0.646
Z ₁₃		0.803

Source : Processed by the Researcher using Smart-PLS, 2024

Based on the results of the cross-loading values test for all variables, where it is required to be above 0.70, it can be said that there are some variables that are valid and some are not, as the cross-loading values of the variables vary from 0.6 to 0.8.

Reliability Test

In the Smart-PLS reliability testing, it is conducted to assess the accuracy, consistency, and precision of the instrument in measuring a construct. This reliability test employs two indicators, namely Alpha Cronbach and Composite Reliability. However, the Alpha Cronbach value for testing the reliability of a construct may yield a lower value. Therefore, it is recommended to use the composite reliability value for reliability testing (Ghozali & Latan, 2015a). In this research testing, both the alpha cronbach and composite reliability values must be above 0.70. Thus, in this test, the alpha cronbach and composite reliability values can be determined based on the following Table 5.

Table 5
Composite Reliability and Alpha Cronbach Values

Variable	Composite Reliability Values	Alpha Cronbach Values	Result
TikTok Marketing Content	0.853	0.846	Reliabel
Impulse Buying	0.890	0.884	Reliabel
Product Review	0.858	0.842	Reliabel

Source : Processed by the Researcher using Smart-PLS, 2024

Based on the test results of composite reliability values for all variables in the table, it is known that they meet the criteria above 0.70, thus all variables are considered reliable with composite reliability values ranging from 0.853 to 0.890. Meanwhile, the alpha Cronbach values range from 0.842 to 0.884, which means that based on the alpha Cronbach values, all variables are also considered reliable.

Structural Model Evaluation (Inner Model)

In the structural model testing, the evaluation is based on the R-Square values to assess the influence strength on endogenous variables. The R-Square values are categorized into three types: 0.75 (strong), 0.50 (moderate), and 0.25 (weak) (Ghozali, 2017). In this research evaluation, there is only one variable, which is the Purchase Decision (Y), as described in the Table 6.

Table 6
Structural Model Evaluation

Variable	Nilai R-Square	Result
Impulse Buying (Y)	0.409	Weak

Source : Processed by the Researcher using Smart-PLS, 2024

From the test results, it is found that the R-Square value for the Purchase Decision variable is 0.409, indicating that the relationship between the (X) Tiktok Content Marketing and (Z) Product Reviews variables to (Y) Impulsive Purchases has an influence of 40.9% and is considered to have a weak relationship

Hypothesis Testing

In hypothesis testing, the examination will be conducted by comparing the T-Statistics values with the T-Table value of 1.66 (5% significance level) for each hypothesis test (Ghozali & Latan, 2015b). There are two discussions in hypothesis testing in this study: first, hypothesis testing based on the main variables, and second, hypothesis testing based on moderating variables. Further elaboration on each is provided below;

1. Testing the hypothesis of the main variables

The testing will be conducted by examining the indicator values of T-Statistics and comparing them with the T-Table value of 1.66 (5% significance level) for each test hypothesis. Additionally, the path coefficient values for each main variable will be examined within the range of -1 to +1, where values closer to 0 indicate a weak path coefficient. Further explanation can be found in the Table 7;

Table 7
Testing the hypothesis of the main variables

Hypothesis	Variable	T-Statistics	Coefisien	Result
H ₁	X → Y	2.125	0.244	Accepted

Source : Processed by the Researcher using Smart-PLS, 2024

Based on the Table 7, it can be concluded that hypothesis one is accepted. This is because the T-Statistics value meets the criteria above 1.66, which is 2.125 for H1. Therefore, the hypothesis is accepted with significant influence.

2. Testing the hypothesis of the moderation variables

The testing will be conducted by examining the indicator values of T-Statistics and comparing them with the T-Table value of 1.66 (Significance level 5%). Additionally, the path coefficient values for each moderating variable will also be tested. This is done to assess the significance and direction of each test hypothesis on the main variables within the range of -1 to +1. The closer the value is to 0, the weaker the path coefficient will be considered. For further explanation, please refer to the Table 8.

Table 8
Testing the hypothesis of the moderation variables

Hypothesis	Variable	T-Statistics	Coefisien	Result
H ₂	Z*X → Y	1.013	0.078	Rejected

Source : Processed by the Researcher using Smart-PLS, 2024

From the Table 8, it can be observed that the second hypothesis proposed in the study is rejected. This is because the T-Statistics value does not meet the requirement above 1.66, specifically H2 at 1.013. Therefore, the hypothesis is rejected with the result of no significant effect.

Discussion

Based on the data analysis and hypothesis testing, not all hypotheses can be accepted or rejected. From the findings of this research, it was found that one of them was accepted: the effect of TikTok content marketing on impulsive buying. Thus, it can be interpreted that TikTok content marketing significantly influences impulsive buying. Additionally, referring to previous research by Lestari (2020), social media has an impact of 2.9% on impulsive buying

On the other hand, for Hypothesis 2, the effect of TikTok Content Marketing on impulsive buying of Luxcrime products moderated by Product Reviews, it was found that product reviews as a moderating variable do not significantly affect the relationship between TikTok content marketing and impulsive buying of Luxcrime cosmetic products. Product reviews are more suitable as an independent variable, as evidenced by previous research by Dwiki and Ratna product reviews have a positive and significant effect on impulsive buying (Melisa & Damayanti, 2022).

Therefore, from this summary, it can be concluded that the variable directly influencing impulsive buying is TikTok content marketing. Additionally, it was found in that Product Reviews as a moderating variable cannot significantly influence the relationship between TikTok content marketing and impulsive buying. Furthermore, the testing results indicate that Product Reviews are more suitable as an independent variable as they have their own influence on the impulsive buying variable

CONCLUSION AND SUGGESTION

Based on the explanations provided, it can be concluded that there is a significant influence of TikTok Content Marketing on Impulsive Purchases among Luxcrime cosmetic buyers. There is no significant influence between TikTok Content Marketing and Impulsive Purchases moderated by Product Reviews among Luxcrime cosmetic buyers. The implications of this research are that future researchers can explore variables influencing impulsive buying, particularly focusing on the indicators of TikTok content marketing and product reviews testing, to gain a broader perspective. Additionally, they can expand the scope of research on Product Reviews as a moderating variable to obtain more varied results.

The implications for Luxcrime are as follows; (1) Maintain the quality of clear and easily understandable content, as indicated by the highest result of one of the TikTok content marketing indicators, (2) Enhance the quality of content that provides useful information, based on the lowest result of one of the TikTok content marketing indicators, (3) Sustain real and clear product review videos to encourage other consumers to make purchases from the website, as indicated by the highest result of one of the product review indicators, and (4) improve the appearance of product photos /videos to instill confidence and trust in the reviews, as indicated by the lowest result of one of the product review indicators.

Consumers are encouraged to pay close attention to the content created by businesses and prioritize clarity and authenticity in the content to avoid deceptive content. Additionally, consumers are urged to reconsider the consequences of impulsive cosmetic purchases to prevent regrettable decisions.

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