

The Impact of Sales Promotion and Electronic Word-of-Mouth on Originote Products via the TikTok Shop Application on Purchasing Decisions in Palembang City

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Abstract

Purpose: This study examines the impact of sales promotions and electronic word of mouth (e-WOM) about The Originate items in the TikTok Shop application on purchasing decisions in Palembang. This study aims to elucidate the significance of promotional methods and electronic word-of-mouth in enhancing customer purchasing decisions for companies.

Methodology: This research used quantitative methods with data collection techniques through questionnaires involving 100 respondents. The data obtained were analyzed using multiple linear regression analysis to test the influence of each independent variable on the dependent variable.

Result: The research shows that sales promotions and electronic word-of-mouth (e-WOM) have a big effect on people's decisions to buy Originote products in the TikTok Shop app at the same time. Sales promotions exert a greater influence on purchasing decisions than electronic word-of-mouth.

Conclusions: The study concludes that promotion (X_1) and e-WOM (X_2) positively influence purchasing decisions for The Originote products on TikTok Shop in Palembang City. The F-test results show that both variables together significantly impact purchasing decisions. In the digital marketing era, a strong promotion strategy combined with positive e-WOM can significantly boost consumer buying interest.

Limitations: This research only focuses on users of the TikTok Shop application in Palembang City, so the results cannot be generalized to other regions and only research Sales Promotion and e-WOM. Future research should consider other variables, such as price and product quality, for a more comprehensive analysis.

Contribution: This research offers ideas for business professionals, particularly The Originate, to optimize sales promotion methods and leverage e-WOM as an efficient digital marketing instrument. These findings constitute an academic addition to the examination of digital marketing in the e-commerce era.

Keywords: *E-Wom, Purchasing Decisions, Sales Promotion*

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1. Introduction

TikTok, launched in 2016, has been the most popular social media application in Indonesia since 2020. Indonesia is in second place as the most TikTok users in the world. The platform attracts widespread attention as it is the most downloaded application. According to the We Are Social report, TikTok users are dominated by women across all age groups, with the 18-24 year age group as the largest users,

consisting of 20.9% women and 17.5% men. TikTok Shop is a novel feature of the TikTok program that enables users and entrepreneurs to conduct product transactions directly within the app, eliminating the necessity to transition to an external marketplace. This function facilitates seamless shopping through social media, enhancing convenience and efficiency in the purchasing process (Hastiyana, 2023). TikTok Shop is gaining popularity in Palembang, attracting numerous individuals interested in shopping via this platform. Beauty products constitute one of the most commercially successful categories on the TikTok Shop, indicating significant consumer interest among the residents of Palembang. This feature facilitates convenience for purchasers while simultaneously providing significant opportunity for local enterprises to engage consumers more broadly and efficiently.

TikTok Shop is a feature of the TikTok program that facilitates the buying and selling of things for entrepreneurs and users. Users can now purchase things within a single application without the necessity of accessing a marketplace. This function facilitates seamless shopping for customers through social media, eliminating the need to transition to a different application (Hastiyana, 2023). This may stimulate consumer interest in the TikTok Shop, where beauty products are the top-selling items. This can be seen in the sales data Table 1 below:

Table. 1 Product Sales Data on TikTok Shop 2023

No.	Product	Sales
1	Beauty & Care	Rp 1,750.000.000.000
2	Women's Fashion	Rp 1.200.000.000.000
3	Muslim Fashion	Rp 1.000.000.000.000
4	Electronic	Rp 468.210.000.000
5	Men's Fashion	Rp 448.200.000.000

Source:(Kumparan.com, 2023)

Table 1 indicates that Beauty & Care products have the largest sales, totaling IDR 1.75 trillion. The most sold product categories include skincare, with total sales of IDR 456 billion; makeup and perfume, totaling IDR 244 billion; and bath and body care items, amounting to IDR 163 billion. Concurrently, women's clothing sales rank second, totaling IDR 1.2 trillion. The third place is occupied by Muslim Clothing Products, which generated total sales of IDR 1 trillion (Kumparan.com, 2023). We can infer that Beauty & Care products primarily influence consumers' shopping decisions at the TikTok Shop.

When it comes to the operation of a business, purchasing decisions are quite significant; it is absolutely necessary for businesses to have a strategy in place to entice customers to purchase the products that they have available (Rusdi, 2019). The purchase decisions of customers are therefore of utmost significance to businesses. The actions that consumers do in the process of acquiring particular products after being influenced by purchase stimuli are referred to as purchasing decisions. (Kotler & Keller, 2016). The stimulation of sales promotions and positive electronic word of mouth (e-WOM) is one of the elements that influence customer purchase decisions. Other factors include the influence of advertisements and social media (Ilhamah et al., 2023). Through the dissemination of content that is seen and connected directly by customers, sellers on TikTok Shop are also actively engaged in the process of carrying out sales promotions and electronic word of mouth. As a result of this direct engagement, marketers are afforded the ability to communicate directly with customers and are able to simply explain the benefits of the product. Due to the fact that this instills a sense of trust and confidence in the minds of customers, they are more likely to feel comfortable making purchases at that particular establishment. The findings of the research support this. The other researchers explain that promotions and electronic word of mouth (e-WOM) have a significant influence on purchasing decisions (Sisman & Muskita, 2021).

Individuals or companies carry out promotion as a communication activity with the general public. The purpose of promotion is to introduce products to the general public and increase their likelihood of purchasing and using them (Syahputra, 2019). Promotion is another type of marketing strategy that attempts to spread information, influence, convince, and remind the target market about the company

and its products. Promotion aims to get the target market to accept, buy, and stick with the company's products (Sitorus & Utami, 2017). In order for a company to be successful, of course it must try to achieve its goal of creating and retaining consumers, one of which is by carrying out sales promotions. Promotions significantly influence impulse buying, prompting customers to make unplanned purchases driven by emotional cues or situational factors associated with the deal (Arbaiah et al., 2022). Sales promotion is an important part of any marketing plan. It includes a variety of short-term incentives that are meant to get customers or merchants to buy more of a product or service quickly. Companies seeking to enhance product sales implement promotional strategies characterized by numerous indicators, including discounts, cashback offers, price reductions, coupons, and other sales incentives. In addition to sales campaigns conducted by firms to persuade consumers to purchase a product, this also inherently activates electronic word-of-mouth (e-WOM) (Setiyadi et al., 2022). Especially in online sales promotions, limited offers can stimulate impulse purchases (Ngadiman & Pradana, 2024).

According to Peng et al. (2016), Electronic Word of Mouth (e-WOM) is described as the opinions, experiences, and reviews that consumers have regarding a product or service. This type of word of mouth serves as the primary source of information for other consumers while they are making purchasing decisions. Other indicators that can help increase product sales include product content and valence of opinion (balance of opinion). Electronic word-of-mouth (e-WOM) can also help increase product sales with several indicators, like intensity or positive comments from users who have made purchases. Other users see these comments and become interested in making purchases. In addition to positive comments that can increase product sales, there are also other indicators.

The TikTok Shop features the Originote skincare product in its sales campaigns. Indonesia established the Originote, a skincare brand, in 2022. Originote is one of the most popular beauty goods in Indonesia since it offers a comprehensive selection of skincare products. Adult women, teenagers, and even men frequently utilize these products, seeking trustworthy and secure skincare solutions. These products are also halal-certified and approved by the BPOM. Another aspect that contributes to the widespread popularity of The Originone goods is the fact that they are offered at prices that are quite reasonable (Sulistiyarningsih, 2024). Originote launched its first product, a serum, in March 2022. One month later, the company introduced a moisturizer, facial wash, toner, serum, eye serum, sunscreen, and lash and brow serum. The serum was the first product that Originote ever introduced. Due to the exceptional quality of the Originote Moisturizer, it quickly gained widespread attention across a variety of social media platforms, to the point where it was awarded the "Brand Choice Award 2023: Top Moisturizer" (Pratama, 2023).

Table. 2 best-selling Moisturizer Brands in e-commerce in 2022 & 2023

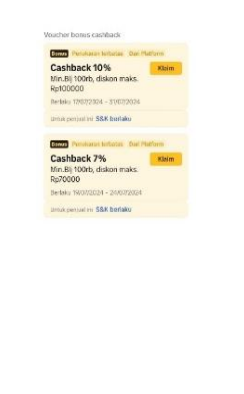

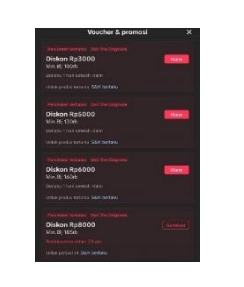
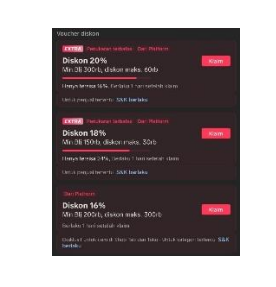
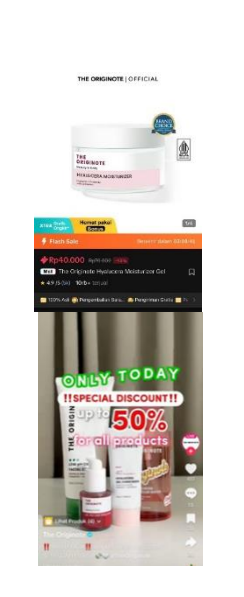

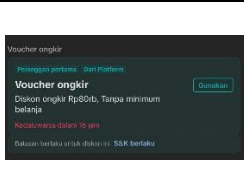
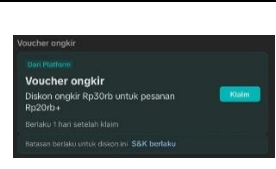
No.	Brand	Percentage 2022 (%)	Percentage 2023 (%)
1.	The Originote	12%	18%
2.	Skintific	11%	11,9 %
3.	Bioaqua	3,1%	4,7 %
4.	Wardah	3,1%	4,5 %

Source: (Kumparan.com, 2023 & Instagram compas.co.id, 2023)

According to the data presented above, the brand The Originote, which dominates competition in e-commerce by recording total sales of 12% and witnessing a growth in 2023 by 18%, will have the greatest sales in 2022. When compared to its rivals, the Originote products continue to hold the highest position in the industry. Second, there is Skintific, which will have sales of 11% in 2022 and will increase by 11.9% in 2023. Third place goes to Bioaqua, which will have sales of 3.1% in 2022 and will expand by 4.7% in 2023. Finally, Wardah comes in last place with sales of 3.1% in 2022 and that will increase by 4.5% in 2023. (2023) Kumparan.com and Instagram compas.co.id are the sources for this information. Originote, a company that specializes in the production of skincare products, offers items of high quality at costs that are reasonable. Due to the high number of rivals, businesses are required to engage in a wide variety of sales promotions in order to compete effectively in the market because of the intense competition. By holding sales promotions with a variety of different types of

sales promotions, The Originote is making an effort to grow sales and capture the attention of customers. The table that follows contains a number of sales promotions that have been carried out by The Originote.

Table 3. Sales Promotion for The Originote Products

No	Sales Promotion	Sales Promotion Example The Originote	Information	Sales Promotion Example Competitors	Information
1	Voucher Cashback		10% cashback voucher with a minimum spend of IDR 100,000, there is also a purchase discount that has a minimum spend of IDR 100,000 to IDR 185,000.		8% cashback voucher with minimum spending of IDR 100,000 with maximum cashback of IDR 30,000.
2	Discount		Discount on purchases with a minimum purchase of IDR 100,000 to IDR 185,000.		Discount 18% to 20% with a minimum purchase of IDR. 150,000 up to Rp. 300,000
3	Flash Sale		The best flash sale promo from the TikTok Shop which has limited time usually on certain days and times, for example discounts on days and hours determined by the company which has massive price reduction promotions.		The best flash sale promo from the TikTok Shop which has limited time, usually on certain days and times, for example discounts on days and hours determined by the company, which has massive price reduction promotions.
4	Free shipping coupon		100% shipping cost discount for certain users.		Discounted shipping costs of IDR 30,000 for purchases of IDR 20,000 for certain users.


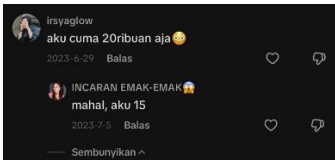
Source : TikTok Shop The Originote, 2024




The data above shows the difference in sales promotions between the Originote products and competitors. It can be seen that competitors' sales promotions are smaller than The Originote products, while The Originote products provide sales promotions on the TikTok Shop by providing cashback vouchers, discounts, flash sales, and coupons. The Originote products offer a discount on shipping costs, which includes a 10% cashback voucher, a purchase discount ranging from Rp. 1000 to Rp. 10,000, and a 100% discount on shipping costs. However, after observing consumers of Originote products, it was discovered that the discount policy from TikTok Shop has quite a number of provisions, starting with offers that are only available to new users as well as some for certain users. There is a minimum purchase requirement to receive a 10% cashback voucher, with a minimum spend of IDR 100,000. Additionally, there is a purchase discount available, with a minimum spend of IDR 100,000 to IDR 185,000. The best flash sale promo from TikTok Shop is available for a limited time, typically on specific days and hours. This includes discounts on days and hours determined by the company, as well as massive price reduction promotions. In addition, users can enjoy a 100% discount on shipping costs. There are certain conditions that must be met; otherwise, the user will not receive a discount on shipping costs.

Prior research has shown that promotions have a positive and significant impact on purchasing decisions for fashion products (Ilhamah et al., 2023). However, other studies have indicated that marketing efforts did not significantly affect purchasing decisions for coffee in Semarang (Wintang & Pasharibu, 2021). The large consumer base for Originote products on TikTok Shop allows shoppers to take advantage of cashback vouchers, discounts, flash deals, and postage discount coupons. These promotional strategies often become a topic of conversation in the comments and consumer reviews sections, where users discuss their experiences and the effectiveness of TikTok Shop's promotional tactics. Additionally, TikTok Shop features a "yellow basket" in its marketing content videos, which further enhances consumer engagement. Originote leverages these methods to promote their products, effectively utilizing electronic word-of-mouth (e-WOM) to reach a wider audience.

Electronic Word of Mouth (e-WOM) refers to the phenomenon in which prospective consumers, existing customers, or past clients express positive or negative opinions regarding a product or company on publicly accessible online platforms. Electronic word-of-mouth (e-WOM) serves as a crucial platform for consumers to articulate their brand opinions (Wibowo, 2015). According to Aprillio and Wulandari (2018), Electronic Word of Mouth (e-WOM) encompasses all information disseminated to consumers using internet technology regarding the attributes of goods, services, or sales. This entails interaction between producers and consumers, as well as among customers themselves. The following are user comments regarding the Originote products, as presented in Table 4.

Table 4. Komentar at TikTok Shop Produk The Originote

No	Example Comments	Information
1.	 <p>Wilda 13.000 murah bgt 2023-6-29 Balas 115</p> <p>@chiki goreng 33 mon maaf 2023-6-21 Balas 22</p>	Every user who purchases The Originote product gets a different price, for example @Wilda users get a price of Rp. 13,000 and while @chiki goreng users get the price of Rp. 33,000.
2.	 <p>irsyaglow aku cuma 20ribuan aja 2023-6-29 Balas</p> <p>INCARAN EMAK-EMAK mahal, aku 15 2023-7-5 Balas</p> <p>Sembunyikan ^</p>	Furthermore, users get different prices, namely @irsyaglow gets a price of Rp. 20,000, while @incaranemakemak got the price of Rp. 15,000.

No	Example Comments	Information
3.		Next, some users get free shipping and some don't, for example @scorpio users don't get free shipping while @vanz gets 100% free shipping.
4.		TikTok Shop users get different prices compared to other e-commerce, such as @desy.dsw users who shop at TikTok Shop get 2 products at a price of Rp. 31,000 while @aripeh_ shopped at another e-commerce and got 2 products at a cheaper price, namely Rp. 24,000.
5.		Customer reviews who have purchased The Originote product received a price of Rp. 17,000 while other customers get a lower price of Rp. 9,000.

Source: TikTok Shop The Originote, 2024

This means that Electronic Word of Mouth (e-WOM) affects how people buy things through online conversations, which is in line with the e-WOM indicators of opinion strength and opinion valence. Consumer complaints have emerged over the sales promotions offered by TikTok Shop for the Originote product accounts, as seen in the comments section and consumer evaluations. Users report receiving disparate promotions, with others not receiving any promotions at all. A user reported that product prices vary for each individual, ranging from IDR 10,000 to IDR 35,000, with no discounts available on delivery fees. This leads consumers to perceive disparities in price reductions, prompting them to compare these costs with those on other e-commerce platforms.

Consumer behavior in Palembang City related to sales promotions and electronic word of mouth (e-WOM) in TikTok Shop provides very positive responsiveness to sales promotions offered by TikTok Shop and tends to trust the positive comments of other users, which play a significant role in forming purchasing decisions. This is consistent with an earlier study demonstrating that electronic word of mouth (e-WOM) had a favorable and significant impact on cinema ticket purchasing decisions via the Tix Id app (Cahyani & Sulistyowati, 2021). However, earlier studies found that electronic word of mouth (e-WOM) had little effect on purchasing decisions (Ankabuti, 2019). Based on the explanation above, as well as the phenomenon and research gap, the author wishes to undertake research titled "The Influence of Sales Promotion and e-WOM for Originote Products on the TikTok Shop Application on Purchasing Decisions in Palembang City."

2. Literature review and hypothesis development

2.1 Marketing Communication Concept

Firmansyah (2020) defines marketing communications as a strategy employed by companies to inform, persuade, and remind consumers regarding the products and brands offered, utilizing both direct and indirect approaches. Marketing communications inform consumers about usage, user demographics, and appropriate timing and location for product applications. Malau (2018) defines marketing communications as a process for transmitting information regarding business and product and service offerings to target consumers. Kotler & Keller (2016) identified eight components of the marketing communications mix: advertising, sales promotions, events and experiences, public relations and publicity, online marketing and social media, mobile marketing, direct and database marketing, and personal selling.

2.2 Purchasing Decision

According to Kotler & Keller (2016), purchasing decisions are consumer behaviors made when acquiring certain products that are impacted by purchasing stimuli. Indrasari (2019) defines a purchasing choice as a process that integrates diverse knowledge to assess two or more alternative actions, ultimately aiming to select one of them. Consumer purchase decisions entail selecting among multiple alternatives. In other words, a decision necessitates the existence of selectable possibilities among the accessible alternatives. Kotler & Armstrong (2012) identify the indicators of purchasing decisions as problem detection, information search, alternative evaluation, purchase choice, and post-purchase behavior.

2.3 Sales Promotion

Promotion is a marketing initiative aimed at enhancing awareness, interest, and sales of products or services by diverse communication tactics. (Wibawa & Wijaya, 2024). Kotler & Keller (2012) say that sales promotion is an important part of any marketing strategy. It includes a variety of short-term incentives that are meant to get customers and retailers to buy more products or services quickly. Tjiptono & Chandra (2017) characterize sales promotions as diverse offers or transitory incentives directed at consumers, retailers, or wholesalers, intended to elicit a specific and prompt response. Kotler & Keller (2016) identified sales promotion indications as rebates, discounts, price reductions, and coupons. Hanifah & Yusrin (2024) define promotional strategy as the development and execution of diverse marketing techniques designed to capture consumer attention and enhance sales, with the objective of generating effective appeal and prompting immediate purchases.

2.4 Electronic Word of Mouth (e-WOM)

Peng et al. (2016) describe Electronic Word of Mouth (e-WOM) as consumers' thoughts, experiences, and reviews regarding a product or service, serving as the primary information source for other consumers during the purchasing decision-making process. Kotler & Keller (2016) describe electronic word of mouth as a favorable remark or action made by a prospective customer, current customer, or past customer regarding a product or company through the internet. In summary, e-WOM refers to the exchange of information among persons by verbal, written, or electronic means regarding the benefits or experiences associated with the acquisition or utilization of items or services. Goyette et al. (2010) identify numerous markers of electronic word-of-mouth (e-WOM), specifically intensity, substance, and valence of opinion. Widyawati & Faeni (2021) say that in online marketing, e-WOM (electronic word-of-mouth) is important for improving a brand's reputation and encouraging engagement. This can help boost customer trust and influence their buying choices.

2.5 Hypothesis Development

Effective marketing can significantly impact consumer purchasing decisions. Effective promotional methods that resonate with the target market can enhance purchasing interest in fashion products. Innovative promotions, such as discount incentives, influencer collaborations, or interactive social media campaigns, can substantially enhance consumer perceptions of the product. Presenting promotional information in an engaging and persuasive manner increases consumers' confidence and interest in purchasing products. (Ilhamah et al., 2023; Rizky et al., 2023; Pelet et al., 2018; Raji et al., 2019). Thus the hypothesis is as follows:

H1 : There is an influence of sales promotions for The Originote products on the TikTok Shop application purchasing decisions

Electronic word of mouth (e-WOM) significantly influences customer purchase decisions in the digital age. Online reviews, recommendations, or favorable comments on platforms like social media or applications can enhance consumer confidence in the provided services. Favorable evaluations, particularly those highlighting the app's user-friendliness, appealing promotions, or satisfactory customer service, can enhance consumers' intentions to acquire tickets. Conversely, unfavorable evaluations often induce buyer hesitation or lead to order cancellations.(Cahyani & Sulistyowati, 2021; Al-Dmour et al., 2022; Ngarmwongnoi et al., 2020; Ahn & Park, 2024). Thus the hypothesis is as follows:

H2 : There is an influence of The Originote product e-WOM on the TikTok Shop application on purchasing decisions

Promotion and electronic word of mouth (e-WOM) are two critical factors that can substantially affect customer purchasing decisions. Appealing promos, such as discounts, coupons, or innovative social media campaigns, can capture consumers' attention and prompt immediate purchases. Conversely, e-WOM serves as supplementary information that enhances consumer trust in products or services. Favorable evaluations from other consumers, whether via social media, forums, or e-commerce platforms, establish a positive reputation that enhances purchasing interest. The integration of planned promotions with favorable electronic word-of-mouth has a synergistic effect, wherein consumers are drawn not only by appealing offers but also by their confidence in product quality derived from the experiences of other users. Ineffective promotions and unfavorable reviews might impede the purchasing decision-making process (Sisman & Muskita, 2021; Ilhamah et al., 2023; Putri & Moeliono, 2019; Sari & Purwanto, 2022). Thus the hypothesis is as follows:

H3 : There is an influence of sales promotions & e-WOM for The Originote products on the TikTok shop application purchasing decisions

Based on the existing explanation, to determine the influence between the variables to be studied and the hypothesis to be tested, it is outlined in the line of thought below.

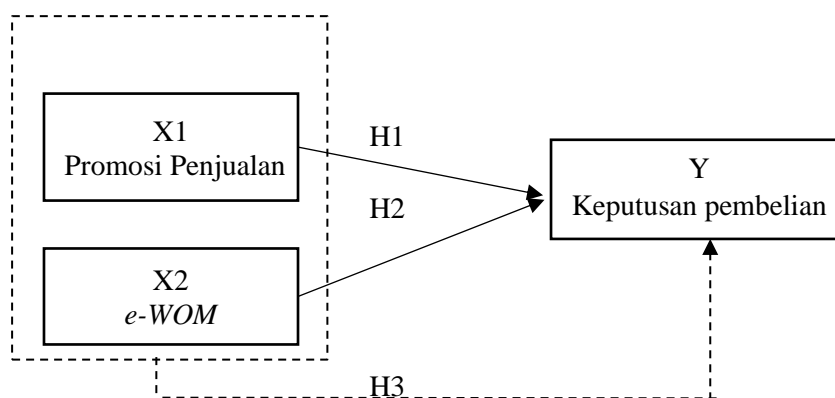


Figure 1. Framework

3. Research methodology

3.1 Research Design

This research was prepared with the aim of finding out the influence of Sales Promotion and e-WOM for The Originote Products on the TikTok Shop Application on Purchasing Decisions in Palembang City. The method used is a quantitative approach by collecting data through a questionnaire containing questions about sales promotions, e-WOM, and purchasing decisions. Respondents in this research were users of The Originote products who shopped using the TikTok Shop application in Palembang City.

The population and sample were carefully defined to ensure proper representation. The collected data will be analyzed using multiple linear regression analysis to find out how much influence sales promotions and e-WOM have on purchasing decisions. By using a questionnaire instrument based on a Likert scale, this research is expected to provide deeper insight into the factors that influence purchasing decisions and contribute to the development of sales promotion strategies and e-WOM on digital platforms.

3.2 Populasi dan Sampel

The population in this study are users of The Originote products who shop using the TikTok Shop application in Palembang City, who have certain characteristics that are relevant to the research objectives. The research sample was taken from this population, using the Lemeshow formula to determine the sample size because the population size is unknown. Based on calculations, the minimum sample size required is 100 respondents. Researchers used a non-probability sampling technique with a purposive sampling approach, namely selecting samples based on certain considerations. The sample criteria in this study are respondents who are at least 17 years old and have purchased The Originote products through the TikTok Shop application in the last 3 to 6 months.

3.3 Operational Variables

Table 5. Research Variables and Indicators

Variable	Indikator	Referensi
Sales Promotion (X1)	1. Discount	Kotler & Keller (2016)
	2. Cashback	
	3. Price Reduction	
	4. coupon	
	5. Cashback	
e- WOM (X2)	1. intensity	(Goyette et al., 2010)
	2. content (
	3. valence of opinion	
Purchasing decision (Y)	1. Problem Recognition	Kotler & Armstrong (2012)
	2. Information Research	
	3. Evaluate Alternatives	
	4. Purchase decision	
	5. Post -purchase decision	

4. Result and Discussion

4.1 Profil Respondents

This research indicates that the bulk of respondents, specifically 73 individuals or 73%, are students or university students. In all, 18 respondents (18%) were employed in private or state-owned enterprises, 3 individuals (3%) were civil servants, and 6 individuals (6%) were entrepreneurs. This implies that students and university attendees constitute the predominant demographic that acquired The Originote products in the past three to six months.

Moreover, regarding monthly income, 12 respondents earned less than IDR 500,000 (12%), while 28 respondents had salaries ranging from IDR 500,000 to IDR 1,000,000 (28%). There were 15 individuals (15%) with an income ranging from IDR 1,000,000 to IDR 1,500,000, and 13 individuals (13%) with an income ranging from IDR 1,500,000 to IDR 2,000,000. Meanwhile, 32 respondents (32%) had an income exceeding IDR 2,000,000. The majority of respondents who acquired The Originote products had an income over IDR 2,000,000.

Regarding monthly online buying expenditures, 51 individuals (51%) allocated less than IDR 500,000, and 35 individuals (35%) spent between IDR 500,000 and IDR 1,000,000. Twelve individuals (12%) expended between IDR 1,000,000 and IDR 1,500,000, while one individual (1%) spent between IDR 1,500,000 and IDR 2,000,000, and another individual (1%) spent in excess of IDR 2,000,000. The data indicates that most respondents incur monthly internet purchasing expenses of less than IDR 500,000.

Respondents' average time spent on TikTok Shop revealed that 29 individuals (29%) spent less than 1 hour, 38 individuals (38%) spent between 1 and 2 hours, 26 individuals (26%) spent between 3 and 4 hours, and 7 individuals (7%) spent more than 4 hours.

Regarding the purchasing behavior of The Originote products through the TikTok Shop application over the past three to six months, 24 individuals (24%) made purchases during live sessions, 44 individuals (44%) during promotional events, and 32 individuals (32%) when in need of the product. The data indicates that most respondents are inclined to make purchases during promotional events.

In the past three to six months, the purchasing frequency of The Originote products through the TikTok Shop application indicates that 86 respondents (86%) made 1-2 purchases, 10 respondents (10%) made 3-4 purchases, and 4 respondents (4%) made 5-6 purchases. This indicates that the majority of respondents engaged in minimal purchasing, specifically 1-2 times throughout that timeframe.

4.2 Validity test and reliability test

From the results of the validity test, all indicators used in this research were declared valid because the calculated r value was in the range 0.355-0.631, which is greater than the r table of 0.1966. This shows that the instrument used is reliable for measuring the variables studied.

Furthermore, the results of the reliability test show that all variables, namely promotion, e-WOM, and purchasing decisions, have Cronbach's alpha values which indicate a good level of reliability. The promotion variable has a value of 0.736 and e-WOM 0.714, both of which are declared reliable, while purchasing decisions with a value of 0.822 are declared very reliable. Thus, the data obtained can be used for further analysis with confidence that the research instrument has met the required validity and reliability criteria.

4.3 Multiple Linear Regression Analysis

Table 6. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.492	3.585		.695	.489
	Promosi	.840	.098	.644	8.537	.000
	E-Wom	.495	.134	.279	3.695	.000

Source: Processed by Researchers Using SPSS V. 25, (2024)

$$Y = 2,492 + 0,840 (X_1) + 0,495$$

The equation above provides a detailed explanation of how each variable, specifically promotion and e-WOM, influences purchasing decisions. The constant value of 2.492 signifies the initial condition in which the purchasing decision variable remains unaffected by external factors, specifically promotion (X_1) and e-WOM (X_2). Additionally, the regression coefficient for the promotion variable, b_1 , is 0.840, suggesting that promotions exert a positive effect on purchasing decisions. An increase of 1 point in the promotion factor correlates with a 0.840 rise in purchasing decisions, provided that other variables remain unexamined in this study. The regression coefficient for the e-WOM variable, b_2 , is 0.495, which suggests that e-WOM exerts a positive influence on purchasing decisions. This indicates that a 1-point increase in the e-WOM factor correlates with a 0.495 increase in purchasing decisions, provided that other variables are not considered in this study. Both promotions and e-WOM play a crucial role in influencing purchasing decisions.

4.4 Correlation Coefficient and Determination Coefficient Test

Table 7. Correlation Coefficient and Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square
1	0,876	0,767	0,762

Source: Processed by Researchers Using SPSS V. 25, (2024)

The correlation coefficient (R) value is 0.876. This value shows that there is a positive relationship between Promotion and E-Wom on Consumer Purchasing Decisions of 87.6%. The coefficient of determination (R²) value is 0.767. This value shows that promotion and e-WOM are the factors responsible for 76.2% of the variation in consumer purchasing decisions.

4.5 Hypothesis Acceptance Results

The following is a summary of the results of accepting the hypothesis, namely in the table below:

Table 8. Summary of Hypothesis Acceptance Results

Hipotesis	Variable Relationships	p-value	Result
H1	$X_1 \rightarrow Y$	0,000	Supported
H2	$X_2 \rightarrow Y$	0,000	Supported
H3	$X_1, X_2 \rightarrow Y$	0,000	Supported

Source: Processed by Researchers, (2024)

4.6 Discussion of Research Results

4.6.1 The Effect of Sales Promotion on Purchasing Decisions

The results showed that sales promotion has a significant influence on purchasing decisions for The Originote products through TikTok Shop in Palembang City. From the partial analysis, the significance value is 0.000 (<0.05) and the tcount is 8.537 (> t table 1.661), reinforcing that promotion plays an important role in influencing purchasing decisions. Discounts are listed as the most dominant indicator, signaling their appeal to consumers. This research is supported by the findings of (Ilhamah et al., 2023; Rizky et al., 2023; Pelet et al., 2018; Raji et al., 2019), which state that promotion has a positive and significant effect on purchasing decisions for fashion products.

4.6.1 The Effect of Product e-WOM on Purchasing Decisions

Electronic Word of Mouth (E-WOM) is also proven to have a significant influence on purchasing decisions with a significance value of 0.000 (<0.05) and a Thitung of 3.695 (> t table 1.661). Respondents indicated communication intensity as the most dominant indicator, signaling the important role of active interaction between consumers in strengthening purchasing decisions. This research is supported by the findings. The results of this study are supported by (Cahyani & Sulistyowati, 2021; Al-Dmour et al., 2022; Ngarmwongnoi et al., 2020; Ahn & Park, 2024) which state that electronic word of mouth (e-WOM) has a positive and significant effect on purchasing decisions.

4.6.2 The Effect of Sales Promotion and Product e-WOM on Purchasing Decisions

Simultaneously, sales promotion and E-WOM have a significant influence on purchasing decisions with a significance value of 0.000 (<0.05) and an Fcount of 161.410 (> Ftable 3.09). Linear regression analysis shows a coefficient value of 0.840 for promotion and 0.495 for E-WOM, indicating that promotion has a greater influence than E-WOM. This is in line with research (Sisman & Muskita, 2021; Ilhamah et al., 2023; Putri & Moeliono, 2019; Sari & Purwanto, 2022) explaining that promotion and electronic word of mouth (e-WOM) have a significant effect on purchasing decisions.

5. Conclusion

Based on the results in the study, it can be concluded that the promotion variables (X_1) and e-WOM (X_2) have a positive and partially significant influence on purchasing decisions for The Originote products on the TikTok Shop application in Palembang City, so that the formulation of the problem and the first hypothesis (H1), the second hypothesis (H2) can be accepted. Based on the results of the F test, promotion and e-WOM simultaneously also have a positive and significant influence on purchasing decisions, which indicates that a strong promotion strategy and positive reviews from users can increase consumer buying interest, so that the formulation of the problem and the first hypothesis (H3) is answered and acceptable.

In the era of digital marketing, consumers' purchasing decisions are significantly influenced by the most effective promotional methods and e-WOM (electronic Word of Mouth). Not only do promotions that

are well-designed catch the attention of consumers, but they also cultivate a strong awareness of the brand. On the other hand, electronic word-of-mouth (e-WOM), which consists of reviews and recommendations from other customers, gives prospective purchasers an additional boost of confidence. Synergy is created when these two elements are coupled, and this synergy has the potential to dramatically raise consumers' interest in making purchases. By way of illustration, buyers may be enticed to hunt for additional reviews by means of an appealing promotion, and positive evaluations may bolster their decision to make a purchase. It is therefore necessary for marketers to make use of each of these components concurrently in order to get the best possible results on platforms such as TikTok Shop.

Limitations and future studies

This research has several limitations that need to be considered, including a narrow focus on two main variables, namely sales promotion and e-WOM, as well as geographical limitations that only cover Palembang, so the results may not be generalizable to other regions. In addition, this study uses a questionnaire method which may cause bias in data collection. For future studies, it is recommended that future research expand geographic coverage, include other variables such as brand loyalty and consumer demographics, and use a qualitative approach to gain deeper insights into consumer behavior. Longitudinal research can also help understand changes in purchase decisions over time, especially in the context of the ever-changing development of the TikTok Shop platform.

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