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THE INFLUENCE OF TIKTOK PROMOTIONAL MEDIA, INSTAGRAM PROMOTIONAL MEDIA, AND FACEBOOK PROMOTIONAL MEDIA ON PURCHASE DECISIONSMIXUE ICE CREAM & TEA

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ABSTRACT

The research carried out aims to understand Do Tiktok Promotional Media, Instagram Promotional Media, and Facebook Promotional Media influence consumer purchasing decisions for Mixue Ice Cream & Tea? This type of research is quantitative using methods *Non-Probability Sampling* and the sample is *Purposive e Sampling* . Sampling was carried out using the Cochran formula, because the population size is relatively large and cannot be known with certainty so the number collected was 100 respondents . Testing data that can be tested on IBM SPSS version 25 . The results of the research state that the independent variables Tiktok Media Promotion (X1), Instagram Media Promotion (X2), Facebook Media Promotion (X3) are influenced by Purchase Decisions (Y). The results of the F test state that $F_{calculated} > F_{table}$ (18.613 > 2.698) and the value is significant (. 0.00 . < 0.05 .). The value of the Coefficient of Determination states that the TikTok Promotion Media, Instagram Promotion Media and Facebook Promotion Media variables influence the Purchase Decision variable by 34.8% simultaneously . The final number (100% - 34.8% = 65.2%) contained other factors that influenced the research carried out .

Keywords: TikTok, Instagram, Facebook, Promotion Media, Purchase Decisions

INTRODUCTION

In the era of information technology development, the younger generation tends to quickly adapt to advances in digital technology. Increasing number of social networking users, social networking has become one of the most effective and effective marketing platforms for businesses to promote their brands and products. For business people, this provides a great opportunity to use advertising media to influence consumer purchasing decisions. Marketers can use advanced targeting and segmentation techniques to reach the right audience. *Platforms* like TikTok, Instagram, and Facebook offer advanced segmentation options that allow advertisers to target users with specific demographics, interests, and behaviors.

The official promotional media TikTok, Instagram and Facebook are used by Mixue to implement promotional strategies to support the business carried out, which includes creating content in the form of interesting videos, visuals, audio and *challenges* as well as following trends by adding *hashtags* (#) and posting via social media. The role of *influencers* also attracts consumer attention so that many people are curious and interested in this offer and decide to buy and try Mixue Ice Cream & Tea products.

Both price and product are important in purchasing decisions. Mixue offers affordable prices while still providing quality products that are on par with other competitors . However, the current weakness of the Mixue brand is that even though its menu is varied and prices are relatively cheap, it can still be imitated by many other brands. Because now many competitors are starting to emerge and are entering the same field as Mixue, such as Ai-CHA and Momoyo.

 Branding is also an important factor in differentiating products from competitors or building visibility for repeat purchases. Trends like Mixue cannot last forever, perhaps only temporarily, because Mixue products are seasonal foods, not main foods, so saturation will definitely occur (Malang Posco Media, 2023). Consumers' positive and negative impressions also influence their purchasing decisions. Apart from that, even though the Mixue *franchise* is widely spread in various regions, Mixue tends to occupy spaces that are not large or narrow, making consumers feel uncomfortable.

It all depends on how the franchise business is run, always *updating* and adapting to situations and changes, especially in the promotions carried out. TikTok, Instagram, and Facebook also

have limited target audiences, which can limit their ability to effectively promote their products to appropriately targeted audiences in terms of demographics, interests, and purchasing behavior. Moreover, competition on these 3 platforms is increasingly fierce and it is difficult to create advertisements that stand out to users. Companies or *brands* need to better understand consumer desires and consider all the factors that influence the decision to purchase Mixue Ice Cream & Tea.

LITERATURE REVIEW

Promotion

According to Kotler and Keller (2016), promotion is a method of communication carried out by business actors to interact with consumers or target markets, in order to convey information about products and business actors so that they are interested in buying.

TikTok Promotion Media

According to Barus, et al (2021), promotion via social media TikTok is a commercial activity that involves uploading or publishing product videos to inform consumers about the advantages of a product via the TikTok social network.

Instagram Promotion Media

According to Ardiansyah & Maharani (2020), Instagram is a social media application that uses images and videos as the main focus for developing new features. and help business people market their products.

Facebook Promotion Media

According to Ryan & Jones (2009), Facebook is a popular social media network that gives users the ability to find and connect with people they already know in new and easy ways. Users can post information on their profile and promote that information to all their friends and share certain content on their Facebook page.

Buying decision

According to Kotler and Armstrong (2008), purchasing decisions are part of consumer behavior consumers who examine how individuals, groups and organizations select, purchase, use and utilize goods, services, ideas or experiences to satisfy their wants and needs. Purchasing decisions are actions taken by consumers before buying a product.

Hypothesis Framework
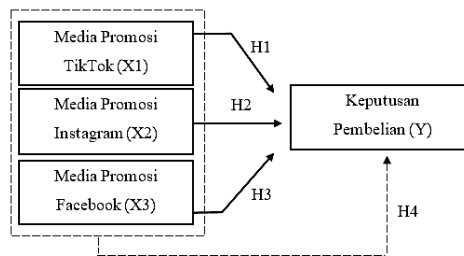
Gambar 5 Kerangka Hipotesis

Sumber : Diolah peneliti 2023

Keterangan :

→ : Berpengaruh secara parsial

- - - → : Berpengaruh secara simultan

1. H1 = It is suspected that the TikTok promotional media variable will influence purchasing decisions.
2. H2 = Suspected Instagram promotion media variable be an influence on purchasing decisions.
3. H3 = Suspected Facebook promotional media variable be an influence on purchasing decisions.
4. H4 = Suspected promotional media variables are TikTok , Instagram and Facebook be an influence on purchasing decisions.

METHODS

Types of research

The approach used in this research is to use quantitative methods .

Population and Sample

The population used for this research is Mixue Ice Cream and Tea consumers whose exact number is unknown. Therefore, researchers used the *Cochran* Sugiyono formula (2019), namely:

$$n = \frac{Z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2}$$

$$n = \frac{(3,8416)(0,25)}{0,01}$$

$$n = \frac{0,9604}{0,01} = 96,04 \ atau \ dibulatkan \ menjadi \ 100 \ responden$$

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Research sites

Research was conducted on Mixue consumers at all outlets in Indonesia at least once and following social media accounts on TikTok, Instagram and Facebook Mixue Ice Cream & Tea. This research was conducted from December 2022 to June 2023.

Data collection technique

Data collection in this research used indirect observation (news and *websites*) and questionnaires, where the measurement scale used in this research was the *Likert scale* .

DISCUSSION

1. Validity test

Variabel	No. Item	Item	Corrected item correlation (r-hitung)	r-tabel	Keterangan
Media Promosi TikTok (X1)	1	X1.1	0,388	0,196	Valid
	2	X1.2	0,550	0,196	Valid
	3	X1.3	0,549	0,196	Valid
	4	X1.4	0,481	0,196	Valid
	5	X1.5	0,600	0,196	Valid
Media Promosi Instagram (X2)	6	X2.1	0,598	0,196	Valid
	7	X2.2	0,537	0,196	Valid
	8	X2.3	0,614	0,196	Valid
	9	X2.4	0,565	0,196	Valid
	10	X2.5	0,407	0,196	Valid
Media Promosi Facebook (X3)	11	X3.1	0,874	0,196	Valid
	12	X3.2	0,785	0,196	Valid
	13	X3.3	0,617	0,196	Valid
	14	X3.4	0,504	0,196	Valid
	15	X3.5	0,813	0,196	Valid
Keputusan Pembelian (Y)	16	Y1.1	0,372	0,196	Valid
	17	Y1.2	0,276	0,196	Valid
	18	Y1.3	0,490	0,196	Valid
	19	Y1.4	0,414	0,196	Valid
	20	Y1.5	0,557	0,196	Valid
	21	Y1.6	0,577	0,196	Valid
	22	Y1.7	0,509	0,196	Valid
	23	Y1.8	0,464	0,196	Valid
	24	Y1.9	0,358	0,196	Valid
	25	Y1.10	0,491	0,196	Valid
	26	Y1.11	0,521	0,196	Valid

Based on the research results, r-count > r-table = 0.1966, all variables are valid.

2. Test   Reliability

In this study, *Guttman Split Half Correlation was used* with the help of IBM SPSS 25. The results of *the Guttman Split Half Coefficient value* on the TikTok Promotion Media (X1), Instagram Promotion Media (X2), Facebook Promotion Media (X3), and Purchase Decision (Y) variables show The figure is 0.826 > 0.6 so that all variables are categorized as reliable.

3. Test   Normality

Kolmogorov-Smirnov normality test, a value of $0.200 > 0.05$ was obtained. This means the data is normal.

4. **Test Multicollinearity**

tolerance value for the Instagram promotional media variable (X2) is $0.893 > 0.10$ while the VIF value is $1.120 < 10$. The *tolerance value* for the media variable Facebook promotion (X3) is $0.783 > 0.10$ while the VIF value is $1.277 < 10$. Thus, it can be concluded that all variables do not show symptoms of multicollinearity.

5. **Test Heteroscedasticity**

Based on the test results, the overall significance value of the three independent variables is more than 0.05. The TikTok Promotion Media variable (X1) has a significance of 1,000. The Instagram Promotion Media Variable (X2) has a significance of 0.714, the Facebook Promotion Media Variable (X3) has a significance of 0.343. Therefore, it can be concluded that heteroscedasticity does not occur.

6. **t Test (Partial Test)**

   1. H1: TikTok Media Promotion (X1) sig value $0.002 < 0.05$ or t_{count} $3.198 > t_{table}$ 1.985.
   2. H2: Instagram Media Promotion (X2) sig value $0.027 < 0.05$ or t_{count} $2.253 > t_{table}$ 1.985.
   3. H3: Facebook Media Promotion (X3) sig value $0.001 < 0.05$ or t_{count} $3.406 > t_{table}$ 1.985.

   It can be concluded that the variable (X) has a partial influence on the purchasing decision variable (Y) or H0 is rejected and Ha is accepted.

7. **F (Simultaneous Test)**

$F_{count} > F_{table}$ $(18.613 > 2.698)$ and the level of significance < 0.05 $(0.00 < 0.05)$. It can be concluded that all independent variables (TikTok, Instagram and Facebook promotional media) simultaneously influence the decision to purchase Mixue Ice Cream & Tea or H0 is rejected and Ha is accepted.

8. **Coefficient of Determination (R^2)**

The coefficient of determination or R-squared is 0.348. The magnitude of this figure is 0.348 which is equivalent to 34.8%. This figure means that the variables TikTok Promotion Media (X1), Instagram Promotion Media (X2) and Facebook Promotion Media (X3) simultaneously influence the purchasing decision variable (Y) by 34.8%. The remainder (100%

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- 37.4% = 65.2%) is influenced by other variables or those that have not been researched outside this formula.

The Influence of Tiktok Promotional Media on Purchase Decisions for Mixue Ice Cream & Tea

Based on previous test results, it shows that TikTok advertising media partially influences purchasing decisions. In accordance with the statement (X1. 1) , where the Mixue content display explains Mixue products in a typical TikTok video format, then enhances the video with various TikTok interactive *add-ons* (features) and appears on (FYP) or the user's TikTok page . Mixue also invites its consumers to create video content by following trends in the form of videos, images, audio, text and other materials needed by the audience and using *hashtags* (#) to make it easier for users to find uploaded posts. This is in accordance with statement (X1.2) and statement (X1.3) .

Content *creator food vlogger* from Indonesia, Dimas Angga with the account name TikTok (@njajantok_sby) created content that is currently viral, namely, "Ice cream geprek Mixue" by placing several Mixue ice cream cones *in* a container upside down. Dimas also provides information regarding Mixue product recommendations, prices, real or genuine video displays in the environment, and tips for consuming Mixue and this video has received 14.5 thousand likes on his post. This is in accordance with statement (X1.4) and statement (X1.5).

Mixue managed to increase its sales by promoting the social media platform TikTok. This campaign conveys the understanding that the higher and more attractive the promotion of Mixue products via TikTok, the higher the consumer's purchasing decisions.

Influence of Media Instagram Promotion on Purchase Decisions of Mixue Ice Cream & Tea

The promotions carried out by Mixue via social media Instagram are carried out by regularly adapting events with attractive promotional image content and caption messages with grammar that is easy to understand so that they attract the public's attention. The events that Mixue holds are in February, for example in the context of Chinese New Year on February 1 2023 and Valentine's Day on February 14 2023. This is shown in the results of respondents' answers to statements (X2.1), (X2.2) and (X2.4).

Mixue also utilizes Instagram *Ads (Instagram paid promotional advertisements) in posting information about halal certificates in the form of image advertisements and giveaway posts during Chinese New Year celebrations in the form of Instagram video advertisements with a duration of 30-60 seconds.* This advertisement can be seen at the bottom of the image or video which leads to a link to *a personal contact* .

Mixue utilizes *Instagram Ads* to increase *Brand Awareness* and to obtain specific Instagram user information. Mixue also utilizes the Instagram Collaboration Post *feature with other Instagram accounts.* This allows the information provided to be spread more widely and makes it easier for Mixue to get more consumers. This is in line with the respondents' answers to statements (X2.3) and (X2.5).

This is in line with the opinion of Ardiansyah & Maharani (2020) which states that Instagram is a social network in the form of images and videos as the main media and develops features that can help business people to market their products. Thus, it can be concluded that the higher and more attractive the promotion of Mixue products via Instagram, the higher the consumer purchasing decision.

The Influence of Facebook Promotion Media on to Mixue Ice Cream & Tea

Based on the results obtained, it shows that Facebook promotional media on purchasing decisions. This is shown by the respondents' responses to statements (X3.1), (X3.2), and (X3.3), namely that the promotions carried out by Mixue through the Facebook page were conveyed well through the Facebook page. Mixue also publishes Facebook pages on other social media such as (Instagram, YouTube, Twitter, etc.) for its promotions.

holds contests or *giveaways* via Facebook to attract consumers by carrying out several terms and conditions that consumers must fulfill. This is also in accordance with the results of respondents' statements (X3.4) and (X3.5), namely, the promotional image content displayed by Mixue on Facebook is very interesting.

This finding is supported by the results of previous research by Nyoko and Samuel (2019), entitled "The Influence *of Electronic Word of Mouth* (e-WOM) on Facebook Social Media on Purchasing Decisions (Muca Cafe Case Study)". These results show that E-WOM via Facebook has an influence significant to purchasing decisions.

3. **The Influence of Promotional Media Tiktok, Instagram, and Facebook Influences the Decision to Purchase Mixue Ice Cream & Tea**

Based on the results, it shows that all independent variables (Tiktok Promotional Media, Instagram Promotional Media, and Facebook Promotional Media) simultaneously influence the decision to purchase Mixue Ice Cream & Tea or H0 is rejected and Ha is accepted. This is shown in the results of respondents' answers to statements (Y1.1), (Y1.2), and (Y1.3). Consumers make these purchases due to several factors, such as consumers seeing promotions and making purchases because they happen to be trending and viral.

Consumers look for information first before purchasing a product. Positive responses from respondents regarding Mixue's attractive and responsive promotions through social media, utilizing their *jingles* and trending music to create unique content, good product quality and delicious taste and prices that suit consumers. This is in accordance with the respondents' statements in (Y1.3), (Y1.4), (Y1.5), (Y1.6), and (Y1.8).

Consumers also make purchases because the logo *design* is attractive, positive recommendations from colleagues, and persuading other people to try so that based on this they are satisfied and want to become regular consumers. This allows Mixue to get more consumers to increase its sales. This is in accordance with respondents' responses to statements (Y1.7), (Y1.9). (Y1.10) and (Y1.11).

Before making a purchasing decision, consumers first look for information about a particular product, brand and reviews. There are also consumers who buy from Mixue because of a need or desire so they feel satisfied after buying products from Mixue. If products meet expectations, consumers will feel satisfied so they will be interested in sharing this information with colleagues and other people.

This research was supported by Afif, Mubin, and Suminto (2021)with the title "The Influence of Social Media Promotion and *Word of Mouth* (WOM) on Consumer Purchasing Decisions (Study at the La Tansa Gontor Bookstore)." *Word of Mouth* (WOM) has a positive and significant influence on purchasing decisions when consumers say they are satisfied with the service and product quality provided.

CONCLUSION

TikTok promotional media has a partial influence on purchasing decisions. So it can be concluded that the more attractive the Mixue advertisement via TikTok, the more consumer purchasing decisions will increase. Instagram promotional media has a partial influence on

purchasing decisions. From this it can be concluded that the more attractive the Mixue product advertisement via Instagram, the higher the consumer purchasing decision. Facebook promotional media has a partial influence on purchasing decisions. From this it can be concluded that the more attractive the Mixue product advertisement via Facebook, the greater the consumer purchasing decision. TikTok promotional media, Instagram promotional media, and Facebook promotional media have a simultaneous influence on purchasing decisions.

The promotion carried out by Mixue via TikTok is already good, but the company is expected to further improve its promotion via TikTok social media by uploading the latest content to be used as promotion on social media by using hashtags (#) and finding suitable content creators to collaborate with brands. This is done to expand market reach. The promotion carried out by Mixue via Instagram is already good, but the company is expected to further improve its promotion by posting on Instagram regularly. Apart from that, varied content will make it easier for Instagram accounts to be found. In order to be productive in producing content on Instagram, companies must create a content planning calendar for a monthly period. The increasing distribution of promotions and information on social networks is also an attraction for consumers. Promotion via Facebook is good, but companies need to better understand consumer desires and consider factors in determining promotional strategies via Facebook by publishing Facebook pages on other social media such as (Instagram, YouTube, Twitter, etc.), collaborating with brands and other companies to improve consumer awareness of Mixue products to the wider community. This research can be carried out again with other objects and variables such as product, price, location, quality of service provided.

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