

Model of Interest in Buying Fashion Products on Tiktok Shop Which is Influenced by Influencer Marketing and Price Perception

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Abstract. In the rapidly developing digital era, competition between companies in the e-commerce sector is increasingly competitive. Social media is a supporting tool for consumers in sharing text, video, image and audio information, and currently technology is developing more quickly, because of the large number of internet users, therefore all activities can be done online, one of which is online shopping. one example is TikTok Shop. TikTok Shop is a social commerce feature that advertises and sells their products via TikTok. This shopping feature is present on TikTok as a response to increasing sales of various products after brands carried out promotions via social media platforms. Influencers are netizen actors who have social media accounts and continue to spread messages or campaign content to other netizens to strengthen the message or content. Influencer marketing is a marketing strategy in product sales by promoting a product by someone who is considered to have influence. Price is one component of a company's marketing strategy, with the aim of providing added value to consumers so that they continue to consume the products and services being sold. Consumers will tend to prefer a more affordable price to obtain an item. Consumers tend to prefer more affordable prices to get the goods they want. The aim of this research is to determine the formation of the Purchase Interest model which is influenced by Influencer Marketing and Price Perception. This research uses a side purposive method which involves selecting samples from the population studied based on certain criteria. Structural Equation Modeling (SEM) analysis was used to analyze the data. The results of the validity test output show that this research data is declared valid and the construct reliability test shows that each variable in this research is declared consistent. The statistical assumption test shows that it has a positive and significant effect on influencer marketing which can provide a stimulus to prices and purchasing interest which encourages customers to make purchases. The path analysis model fit test shows the similarity of several samples which can substitute for the population as a whole.

Keywords: Influencer Marketing, Price, Purchase Interest

1 Introduction

Competition in the digital era is increasingly hypercompetitive. The company continues to innovate to win the hearts of consumers and maintain market share. Social Media is a supporting tool for consumers to share text, video, image and audio information related to each other's companies. Currently technology is developing more quickly, because of the large number of internet users, therefore all activities can be done online, one of which is online shopping, one example of which is TikTok Shop. Tiktok Shop is a social commerce feature that allows users and creators to promote and sell their products via TikTok. This feature is available to TikTok users with business accounts. Since September 2021, this feature is available for business account users in various countries such as the United States, United Kingdom, Canada and Indonesia. This shopping feature is present on TikTok in response to increasing sales of various products after brands carried out promotions through this social media platform [1] [2].

Influencers are netizen actors who have social media accounts and continue to spread campaign messages or content to other netizens to strengthen the message or content. [3]. Aims to stimulate influencers to support their products as well as build an image among influencers who often have a very large follower base and audience (potential consumers) [4]. Influencers are not a simple marketing tool, but social assets with which companies can collaborate to achieve marketing goals [5]. Influencer marketing is a marketing strategy for selling products by

promoting a product by someone who is considered to have influence [6]. By using this promotional strategy, buyers will get some information about the products they have chosen. An influencer must be honest in promoting a product that he has chosen. The message conveyed to consumers must be in accordance with what is in it, we do not deduct or exaggerate because this can be detrimental to customers, companies and also the influencers themselves. The ability of social media influencers to effectively create and translate marketing messages highlights their important role in understanding social media marketing rhetoric [7]. This technique is currently considered successful and effective considering that the Tiktok application is an application that is currently very widely used by the public so that selling products will be easier. Influencers make regular social media updates in their areas of expertise, where they have disseminated persuasive messages to their followers that are informative and entertaining. Posts created by influencers inform their followers about product alternatives or other useful information [8].

Apart from several marketing strategies that have been used, pricing also really needs to be considered when selling a product. The value a consumer obtains from purchasing a product as a result of a discount is referred to as acquisition utility. It refers to the price paid in relation to the perceived utility of the product [9]. Price is one component of a company's marketing strategy, with the aim of providing added value to consumers so that they continue to consume the products and services being sold [10]. Consumers will tend to prefer a more affordable price to get an item. Currently, many fashion products are bought and sold at relatively cheap prices but the quality is proven to be good. The consumer's perceived value is a comprehensive assessment of the usefulness of a product or service so that the consumer's perception of the product can influence whether the consumer has interest in buying the product [11].

Purchase Intention is a statement within a person that leads to an interest in buying a product in a certain amount to be a prediction of the customer's desires [12]. Purchase interest is a stage that occurs before making a more complicated purchasing decision, which is also the customer's desire to buy something [13]. Consumer buying interest is the stage where consumers form their choice among several brands that are included in the choice set, then ultimately make a purchase on an alternative they like or the process that consumers go through to buy a good or service based on various forms of consideration [14].

2 Literature Review

2.1 Influencer Marketing

Influencer marketing is the process of identifying and activating individuals who have influence on a particular target audience to become part of a product campaign with the aim of increasing reach, sales, relationships with consumers". In social media, an influencer is an individual who acts as a leader in a particular opinion topic of food, beauty, fashion and lifestyle in an upload on a social media platform. An influencer can create a better product brand image and at a cheaper cost compared to using brand endorsers from artists or public figures who are already among top artists. In general, an influencer is usually chosen based on their abilities, expertise, level of popularity and reputation [15], [16], [17]. Based on this understanding, it can be concluded that influencer marketing is a marketing strategy that displays a person (individual) who has followers when promoting a product so that it influences other people/the environment to take a stand in an absolute decision, ultimately using the product. Influencer Marketing Indicators [18] which is: 1) Authenticity, 2) Brand Fit, 3) Community, and Content

2.2 Price Perception

Price perception is a process where consumers interpret the expected price value or attributes of goods or services. When consumers evaluate and research product prices, this is largely influenced by the consumer's own behavior. From a marketing perspective, price is a monetary unit or other measure (including other goods and services) exchanged for the use of a unit of goods or services. Price perception is how consumers can understand all the information about a price and this gives a deep impression to consumers themselves [19] [20] [21]. Based on this understanding, it can be concluded that price perception is related to how price information is fully understood and provides deep meaning by consumers. Price Perception Indicators are: 1) Perceived price, measured through price affordability, price suitability to the product offered, price suitability to the desired product, price according to income. 2) Price is measured through suitability of price to product quality, suitability of price to place, suitability of price to service, suitability of price to facilities, suitability of price [22].

2.3 Purchase Interest

Purchase interest is a consumer's tendency to buy a brand or take action related to purchasing which is measured by the level of probability that consumers make a purchase. Purchase interest is something that is related to consumers' plans to buy a particular product, as well as how many units of the product are needed in a certain

period. Interest is behavior that appears as a response to an object that shows the customer's desire to make a purchase [23] [24] [25]. Based on the definition above, it can be concluded that buying interest is a behavior that appears in consumers which consists of consumer confidence in the quality of the product and the price offered by business actors to consumers.

Indicators of Buying Interest are: 1) Transactional interest, namely a person's tendency to buy a product. 2) Referential interest, namely a person's tendency to refer products to other people. 3) Preferential interest, namely interest that describes the behavior of someone who has a primary preference for the product. These preferences can only be changed if something happens to the preferred product. 4) Exploratory interest, this interest describes the behavior of someone who is always looking for information about the product they are interested in and looking for information to support the positive properties of the product [26].

3 Method

This research focuses on discussing how much influence influencer marketing has on consumer buying interest in choosing fashion products. This method uses quantitative research methods which are scientific methods because they fulfill scientific principles in a concrete, systematic, objective and measurable manner [27]. In this study, the population was students from Swadaya Gunung Jati University, Cirebon, users of the Tiktok Shop application. The data used in this research is data from field observations by distributing questionnaires in the form of Google forms to respondents via the WhatsApp application. In this research the total sample was 330 students. Research data obtained using AMOS software to carry out SEM (Structural Equation Modeling) analysis is a statistical analysis technique used to analyze structural relationships. This technique combines factor analysis and multiple regression, allowing researchers to test complex relationships between measured variables (observations) and latent variables (constructs).

4 Results and Discussion

4.1 Validity Test and Reliability Test

Validity Testing and Reliability Testing are carried out to determine whether or not a questionnaire is valid for each variable. Validity Tests and Reliability Tests that have been carried out in this research are shown in the table below:

Table 1. Validity Test and Reliability Test

Research variable	Invalid Item	Coefficient C _a
Influencer Marketing	-	0,822*
Price Perception	-	0,809*
Purchase Interest	-	0,877

* Corrected total item relatedness coefficient (ritd) > 0,3

*Reliable

The results of validity testing show that the measuring instrument used is appropriate for measuring the variables studied. The results of reliability testing show the level of consistency of respondents' answers, meaning that respondents' responses can be trusted.

4.2 Cross Tabulation Test

Table 2. Cross Tabulation Test Results

		Gender		Total
		Male	Female	
Age	17-21	94	152	246
	22-26	22	58	80
	27-31	4	0	4
	>32	-	-	-
Total		120	210	330
		36,4%	63,6%	100%
Level	1	54	30	84
		16,4%	9,1%	25,5%
	2	32	50	82

		9,7%	15,2%	24,8%
	3	16	56	72
		4,8%	17,0%	21,8%
	4	18	74	92
		5,5%	22,4%	27,9%
Total		120	210	330
		36,4%	63,6%	100%

Demographic data for respondents in this study were mostly 17-21 years old with a total of 246 students. The majority of gender is female with a total of 210 students, the majority of student levels are level 4 with a total of 92 students responding.

4.3 Classic Assumption Test

The Kolmogorov-Smirnov Normality Test aims to determine the normal distribution of the variables observed in the questionnaire. The standard error used is $\text{sig} \leq 0.01$. Based on the normality test, it is known that the value of the Influencer Marketing, Price and Purchase Interest variables is $0.000 \leq 0.01$, which means that the data from each variable is normally distributed.

The multicollinearity test is used to determine whether there has been a strong correlation between the independent variables included in forming the model. To detect whether the linear regression model affects multicollinearity, it can be checked using the Variance Inflation Factor (VIF) for independent variables, that is, if the independent variable has a VIF value ≤ 10 , it means multicollinearity has occurred. Based on the output results, it is known that the VIF value of the Influencer Marketing variable is 1.467, which is smaller than 10, meaning that multicollinearity has occurred in each of the Influencer Marketing and Price variables.

4.3.1 Estimation of Parameter Weights

Viewed from a theoretical perspective, the research results above indicators can be used to explain the inconsistent or inappropriate quality of Influencer Marketing outcome variables.

- The measure related to the level of Influencer insight has an estimated factor weight parameter of 0.55 and a reliability of 0.31.
- Measure of interest in the influencer's routine using the fashion they wear (IM15), with an estimated factor weight parameter of 0.49 and a reliability of 0.24.
- The measure of being interested in the way influencers talk (IM16) with an estimated factor weight parameter of 0.52 and a reliability of 0.27.

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Table 3. Hypothesis Test Results

Hypothesis	C.R	P	Results
H1 Influencer Marketing	5,535	***	Very Significant
H2 Price perception	1,970	0,049	Significant

Table 3 shows the results of the Hypothesis Test. The results show that all hypotheses are accepted, because the C.R value is more than 1.98, namely with C.R values of 5.535 and 1970 respectively. And the P value also shows the same results if the P value is ≤ 0.05 or symbolized *** (below 0.01) then it means 2 Hypotheses have a significant effect or are accepted.

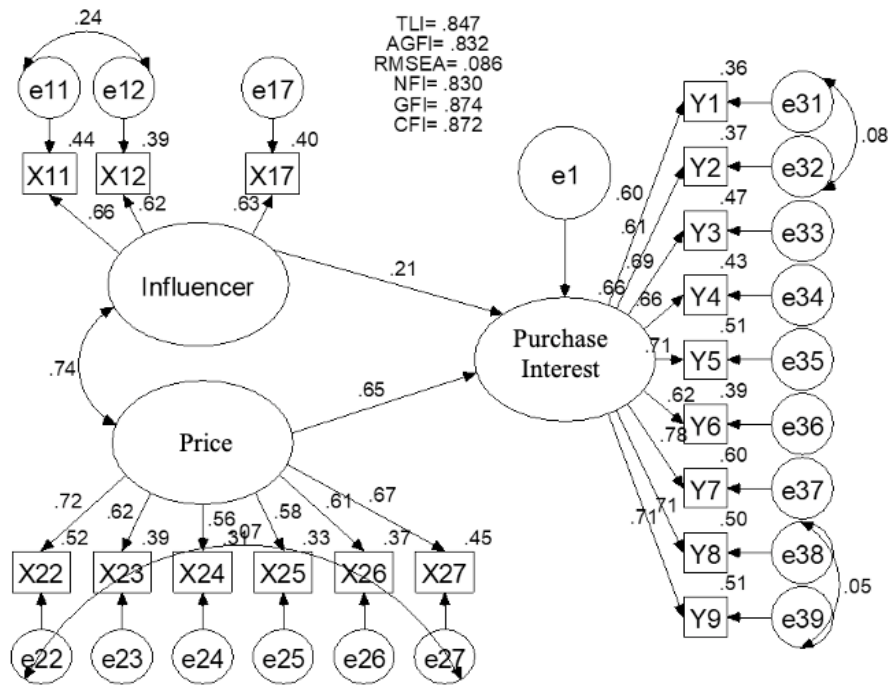


Figure 1. Model fit level based on Goodness of fit (GOF)

After the theoretical model is developed, model specification is carried out by determining latent variables (which cannot be measured directly) and indicator variables (which can be measured directly). It is also determined whether the relationship between the variables is causal or correlational. Purchase interest with a model effectiveness level of 66% is influenced by influencers and price perceptions. Based on the results of the analysis, it is identified that parameters can be estimated uniquely, by eliminating parameters that do not have construct validity in forming the model. The level of model suitability based on Goodness of fit (GOF) shows that the model is not very suitable for generalizing the population as a whole. The model can only be suitable for the sample studied.

4.3.2 Influence Decomposition

Influencer Marketing has a positive and very significant effect on Price which is $(0.21)^2 = 0.0441$ or 4.41%. The remainder is $(1 - 0.0441) = 0.9559$ or 95.59% influenced by other variables not explained by the model. Price has a positive and significant effect on Purchase Interest which is $(0.65)^2 = 0.4225$ or 42.25%. The remainder is $(1 - 0.4225) = 0.5775$ or 57.75% influenced by other variables not explained by the model. The magnitude of the path coefficient model for the residual variable e1 on the exogenous price is $\sqrt{0.9559} = 0.98$. In the model, the path coefficient of the residual variable e2 on the endogenous variable Purchase Interest $\sqrt{0.65} = 0.8$.

5 Conclusions

Based on test results using SPSS and AMOS software analysis tools to test the influence of Influencer Marketing and Price Perception on Interest in Buying Fashion at the Tiktok Shop, it can be concluded that the Influencer Marketing and Price Perception variables have a positive and significant effect on buying interest, which means that quality influencer marketing will increasing consumers' desire to buy products, as well as prices, appropriate prices will encourage buying interest among Tiktok Shop users.

Based on data analysis carried out using Structural Equation Modeling (SEM), the following are the conclusions from research regarding the influence of influencer marketing and price perceptions on interest in buying fashion at the TikTok Shop:

- The results of SEM analysis show that influencer marketing has a significant path coefficient on interest in buying fashion at the TikTok Shop. This indicates that the influencer marketing variable positively and significantly influences consumer buying interest. Influencer marketing strategies are effective in increasing purchasing interest. Brands on TikTok Shop should continue to utilize influencers who have credibility and relevance to their target market.
- Price perception also shows a significant path coefficient on purchase intention. This shows that consumers' perceptions of prices that are reasonable and in line with product value have a positive and significant

impact on their purchasing interest. Brands on TikTok Shop must maintain a competitive pricing strategy that matches the value offered. Providing clear information regarding product quality and price can increase positive perceptions from consumers.

- c. The SEM model involving two variables, influencer marketing and price perception, shows that the combination of the two has a significant influence on purchase intention. The interaction between influencer marketing and price perception creates a stronger synergistic effect in increasing consumer buying interest. TikTok Shop and fashion brands need to integrate influencer marketing strategies with the right pricing strategies. Marketing campaigns carried out by influencers must be combined with attractive price offers to maximize consumer buying interest.

For fashion brands, to maintain consumer enthusiasm, they should make more use of influencer marketing as a promotional strategy in the Tiktok Shop. Because having quality influencer marketing will increase consumer buying interest. Apart from that, price perception is also something that fashion brands consider, so that an appropriate price will influence purchasing interest. For Tiktok Shop, the features of free shipping vouchers and discounts on product prices are maintained, so that Tiktok Shop becomes a top priority for consumers.

- a. Brands must choose influencers who have a relevant audience and high engagement levels. Influencers should be encouraged to create authentic and engaging content.
- b. Product prices must be set in such a way that they provide the best value for consumers. Discount offers and promotions can also increase purchasing interest.
- c. Integrating influencer marketing with the right pricing strategy will produce a stronger synergistic effect in increasing purchasing interest.
- d. Conduct regular monitoring and evaluation of the effectiveness of marketing campaigns and pricing strategies to ensure the continued increase in consumer purchasing interest.

The conclusion of this research shows that both influencer marketing and price perception play a significant role in increasing interest in buying fashion on the TikTok Shop. SEM analysis confirms that effective strategies in these two aspects can significantly drive sales and strengthen a brand's position in a competitive market. Brands on TikTok Shop must continue to optimize their influencer marketing and pricing strategies to maximize consumer buying interest.

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