

# The Influence of Pre-Purchase Stages on Product Purchase Decision Trends Tiktok Social Media Influencer Reviews on Tiktok Application Users in JABODETABEK

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## Abstract

This study aims to determine the influence of pre-purchase stages on product purchase decision trends, influencer reviews and tiktok social media on tiktok application users in jabodetabek. This research is quantitative, the data used is in the form of numbers and data collected by 110 respondents domiciled in Jabodetabek. Data processing using SPSS 24 software analysis. This study used 4 independent variables, namely functional, monetary, hedonic, and socio-psychological benefits and 1 dependent variable, namely purchasing decisions. The results of this study show that monetary, hedonic and socio-psychological benefits have a positive and significant effect on purchasing decisions. Meanwhile, it shows that functional benefit variables have no positive and insignificant effect on purchasing decisions.

**Keywords:** Pre-Purchase Stage, Purchase Decision, TikTok Social Media, Influencer, Jabodetabek.

## Abstrak

*Penelitian ini bertujuan untuk mengetahui pengaruh tahap-pra pembelian terhadap tren keputusan pembelian produk review influencer dan media sosial tiktok pada pengguna aplikasi tiktok dijabodetabek. Penelitian ini bersifat kuantitatif data yang digunakan berbentuk angka dan data yang dikumpulkan sebanyak 110 responden yang berdomisili di Jabodetabek. Pengolahan data menggunakan analisis perangkat lunak SPSS 24. Penelitian ini menggunakan 4 variabel independen yaitu Manfaat fungsional, Moneter, Hedonic, Dan sosio-psikologi dan 1 variabel dependent yaitu keputusan pembelian. Hasil penelitian ini menunjukkan bahwa manfaat moneter, hedonic dan sosio-psikologi berpengaruh positif dan signifikan terhadap keputusan pembelian. Sementara itu, menunjukkan bahwa variabel manfaat fungsional tidak berpengaruh positif dan tidak signifikan terhadap keputusan pembelian.*

**Kata Kunci:** Tahap Pra-Pembelian, Keputusan Pembelian, Media Sosial Tiktok, Influencer, Jabodetabek.

## INTRODUCTION

The social media platform TikTok has become immensely popular all over the world. According to a report from We Are Social published in April 2023, TikTok users globally are estimated to reach around 1.09 billion. The majority of these users, which is about 38.5%, are in the age group of 18 to 24 years. In Indonesia, TikTok has a significant market share with 113 million users, making it one of the second largest markets after Brazil and Mexico which

have 84.1 million and 62.4 million users respectively (Monavia Ayu Rizaty, 2023) . With such a huge growth in users, Jakarta, as the largest business and consumer center in Indonesia, is a very interesting area to explore trends in product purchase decisions influenced by TikTok. TikTok social media originated from a video-based social media application that allows users to create, upload, and watch short videos.

Based on the above information, TikTok has become one of the largest social media platforms in the world with millions of daily active users. Jabodetabek By 2020, the population that will live in Jabodetabek (Jakarta, Bogor, Depok, tangerang, Bekasi) is expected to reach more than 30 million people, with TikTok users continuing to grow, creating significant opportunities for marketers and advertisers to reach a wider audience.

According to Fadhilah & Saputra (2021), Content Marketing has a significant impact on consumer purchasing decisions, especially on Generation Z. Another study by Hariyanti & Wirapraja (2018) discusses the influence of implementing Influencer Marketing as a digital marketing strategy, and the results of this study show that the use of Influencer Marketing is very suitable to effectively improve brand image and consumer awareness of the brand. The influence of influencers in influencing product purchase decisions has proven effective, and many brands and companies have established partnerships with influencers to promote their products on various social media platforms. In this context, it is important to understand that individual behavior can be influenced by influences that come from outside Therefore, we can explore the determining factors and sources of this influence by examining the specific components within the TikTok platform. (Jia et al., 2023a)

The influence of influencers on social media in making product purchase decisions has been a major highlight in digital marketing. Influencers, individuals who have a large and influential following on social media platforms, have the ability to influence the preferences and buying decisions of their followers. According to research conducted by Yulianita, Nadira Ulva, and Rand Rasyid, it was revealed that advertising, celebrity endorsements, and influencer marketing have a simultaneous and significant effect on buying interest. In the comparison of the three, influencer marketing shows the most dominant influence. Influencer marketing refers to a marketing strategy in which external individuals influence consumer purchasing decisions. In this context, influencers ask their followers on digital media platforms to reach the desired target audience. Marketers also leverage influencers to interact with consumer segments that generally ignore or avoid advertising (Chopra, Avhad, & Jaju, 2020, 2). As Saladin (2019) states that influencer marketing can help build brand image effectively and influencers are often seen as role models, so the use of influencers contributes to the brand building process.

Product reviews also have a very significant role in helping consumers make purchasing decisions. When consumers don't have the opportunity to evaluate products in person, they rely on online consumer reviews shared by others. Therefore, online reviews are becoming an important source of information for consumers and have the ability to influence online purchase decisions According to an explanation provided by Kamila and colleagues in 2019, consumers tend to have a higher level of trust in reviews coming from fellow consumers than information provided by companies. This is due to the perception that reviews from fellow consumers are perceived as more objective and trustworthy

Thus, this study takes the concept of five categories of benefits from social media use, namely functional, social, psychological, hedonic, and monetary (Kang, 2023; Wang and Fesenmaier, 2004). Functional benefits include sharing and exchanging information. Social benefits include different forms of help and support that members of the online community can receive. Psychological benefits include personal aspects such as a sense of belonging and social

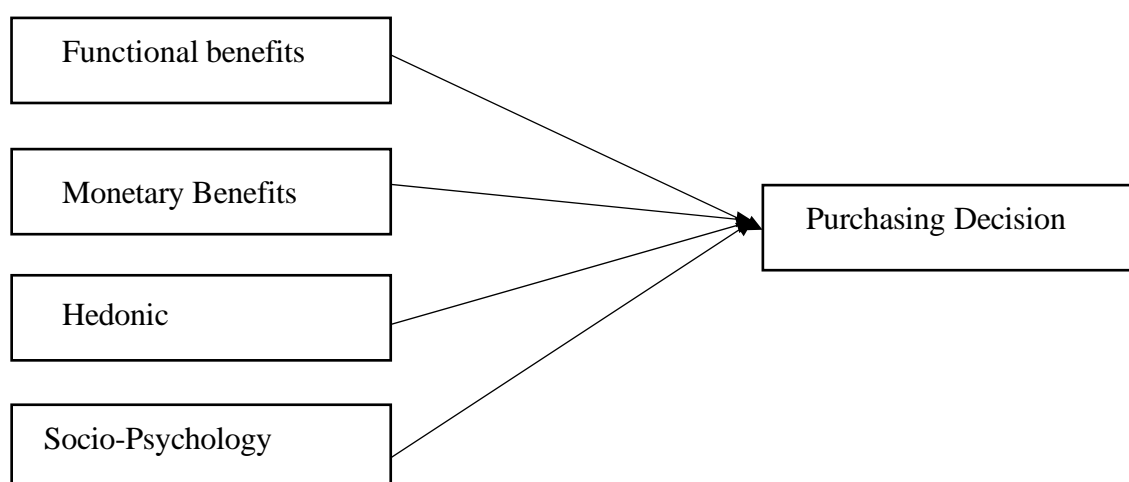
interaction with others. Hedonic benefits are related to the emotional desire of individuals to feel pleasure and excitement while shopping. When hedonism levels are high, consumers tend to feel comfortable, happy, and satisfied in their shopping experience, which brings out positive energy. Meanwhile, monetary benefits include things like savings through discount coupons or special price offers (Kang, 2011). A detailed explanatory table of the benefits studied is presented in this study. (Wijiyanto et al., 2023)

## RESEARCH METHODS

The type of design approach in this study is a quantitative approach. By distributing questionnaires Emzir (2009: 28) explains that quantitative approaches essentially adopt positivism in the development of science, which involves concepts such as causality, reduction to variables, hypotheses, and specific questions involving measurement, observation, and theory testing. Therefore, in this study, online surveys were used as a method to collect data with questionnaires containing a series of questions related to variables, in order to get views and opinions from consumers.

In this study, the sample to be taken from the study is a sample of the population, namely consumers of Tiktok application users aged 15-40 years. The exact number of consumers who use the Tiktok application in Jabodetabek is not yet known, therefore the sampling technique used uses Non-probability. The sampling technique used is convenience or non-probability. Sample size for non-probability sampling (Hair et al, 2018). It is advisable to multiply the number of indicators multiplied by 5-10. The number of indicators in the study was 18 items. If multiplied by 6, then the total sample is 108, which meets the minimum sample number. Meanwhile, research instruments for variables of desire to buy, intention to buy, decision to buy were adapted from questionnaires developed based on the studies of Shim (2012) and Huang and Chen (2006). This research will use statistical analysis techniques using the application of the data device entered into SPSS 24.

### Research Framework



*Figure 1. Research Framework*

*Source: The concept of five categories of social media users (Zhang & Luo, 2019)*

## RESULTS AND DISCUSSION

**Reliable**

No.	Variabel	Cronbach's Alpha	Keterangan
1.	Manfaat Fungsional	0,786	Reliable
2.	Moneter	0,646	Reliable
3.	Hedonic	0,814	Reliable
4.	Sosio-Psikologi	0,850	Reliable
5.	Keputusan Pembelian	0,869	Reliable

**Table 1. Reliability Test Results**  
Source: SPSS processed data (2023)

The table shows that the five variables in this study have a reliable level of reliability and are very reliable. Where the functional benefit variable (X1) is declared reliable because Cronbach's alpha value of 0.786 is greater than 0.60, the variable Monetary (X2) declared reliable because Cronbach's alpha value of 0.646 is greater than 0.60, Variable Hedonic (X3) is expressed as very reliable because Cronbach's alpha value of 0.814 is greater than 0.80, Variable Socio-Psychology (X4) is declared very reliable because of Cronbach's alpha value 0,850 greater than 0.80, Variable Purchase Decision (Y) Declared very reliable because of Cronbach's Alpha value 0,869 greater than 0.80 .

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.194	1.555		-.768	.444
	Manfaat_Fungsional	.146	.114	.101	1.281	.203
	Moneter	.240	.103	.184	2.331	.022
	Hedonic	.470	.101	.332	4.680	.000
	Sosio_Psikologi	.354	.073	.377	4.881	.000

a. Dependent Variable: Keputusan\_Pembelian

**Figure 2. T Test (Hypothesis Testing)**  
Source : SPSS processed data (2023)

The results of hypothesis testing (Test T) in the table stated that variable X1 *functional benefits* are not significant because the p-value value in variable X1 is 0.203 which is greater than the p-value of 0.05 and shows the effect of X1 functional benefits on y (purchase decision) proved to be not positive and insignificant because t count is 1.281 smaller than T Table 1.98. This shows that functional benefit variables have no influence on purchasing decisions.

In variable X2 *monetary* is significant because the p-value of variable X2 is 0.022 which is smaller than the p-value of 0.05 and shows the effect of monetary X2 on y (purchase decision) proved positive and significant because t count 2.331 is greater than T Table 1.98. This shows that monetary variables have an influence on purchasing decisions.

The variable X3 shows that the *Hedonic* variable X3 is significant because its p-value is smaller than 0.05 and shows the effect of Hedonic X3 on y (Purchase decision) proved positive and significant because the t count of 4.680 is greater than T Table 1.98. This shows that Hedonic variables have an influence on purchasing decisions.

And lastly on variables. The *socio-psychological* variable X4 shows that the variable X4 Socio-Psychological is significant because the p-value is smaller than 0.05 and shows the influence of X4 Socio-Psychological on y (Purchase decision) proved positive and significant

because the t count of 4.881 is greater than T Table 1.98. This shows that Socio-Psychological variables have an influence on purchasing decisions.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	437.595	4	109.399	39.070	.000 <sup>b</sup>
	Residual	294.005	105	2.800		
	Total	731.600	109			

a. Dependent Variable: Keputusan\_Pembelian  
 b. Predictors: (Constant), Sosio\_Psikologi, Hedonic, Moneter, Manfaat\_Fungsional

**Figure 2. Statistical Test F**

Source : SPSS processed data (2023)

In the statistical test F , F count must be greater than F table (F count > F table), where in this statistical test F table on df is 110 then F The table is 2.460 . Then it can be concluded with F count 39.070 greater than there is F Table 2.460 with sig. 0.000 or  $p < 0.05$ .

It can be concluded that in this statistical test F the effect of the whole x on the variable y is positive and significant because F count 39.070 is greater than there is F Table 2.460 and significant because of the value of sig. 0.000 is less than the P-value of 0.05. This regression conclusion can be used to predict the effect of X1, X2, X3 and X4 together on Y

### Hypothesis

**H1 : There is a positive and significant influence of functional benefits on purchasing decisions for TikTok application users in Jabodetabek.**

Previous research revealed that content appeal is the most important antecedent of the social influence of informational social information (Jia et al., 2023b) , this shows that functional benefits in TikTok social media affect consumers informationally. In addition, the results of previous studies show that the benefits felt in using the Tiktok application have a significant positive influence on purchasing decisions. (Hanaysha, 2018) Social Media functional benefits have a significant effect on Purchase Decisions The quantity of information in Somethinc's functional benefits on TikTok has a positive and significant effect on purchasing decisions (Indrawati et al., 2023). Social media is described as a technology that facilitates interactive information, user-generated content and collaboration (Arif, 2021) (Song & Yoo , 2016).

**H2 : There is a positive and significant influence of monetary benefits on purchasing decisions for TikTok application users in Jabodetabek.**

In marketing a product, social media becomes one of the effective marketing strategies in finance such as discounts, free coupons and other financial strategies The monetary benefits of social media during the pre-purchase stage of services will have a positive impact on customer purchasing decisions (Sujin Song & Myongjee Yoo, 2015). Litvin et al. (2008) state that online word of mouth on social media is a cost-effective marketing tool. Kasavana et al. (2019) found that social media can carry two sides of the coin (customer loyalty and unfair criticism). Gretzel and Dinhopl (2014). Some studies try to examine social media from the customer's point of view, such as the influence of online reviews (Ye et al., 2009; Vermeulen and Seegers, 2009) and customer decision-making processes (Fotix et al., 2012).

**H3 : There is a positive and significant hedonic influence on purchasing decisions for TikTok application users in Jabodetabek.**

The results provide strong support that pleasurable consumption experiences for users (i.e. escape, role projection, arousal, sensory experiences, and enjoyment) positively influence their intention to use the TikTok app and the resulting impact on their use of the app (Abbasi, A.Z., Ayaz, N., Kanwal, S., Albashrawi, M. and Khair, N., 2023). A follower's hedonic experience has a positive effect on his or her intention to follow an intent account in making purchasing decisions (Sergio Barta et al, 2023). Previous research has found that hedonic in terms of entertainment, product design has a positive effect on purchasing decisions (Salem, 2018) . shows that positive emotion, which is a hedonic factor, has a positive and significant effect on impulse buying. This shows that hedonic factors positively influence purchasing decisions. (Wijiyanto et al., 2023)

**H4: There is a positive and significant socio-psychological influence on the formation of consumer behavior related to product purchase decisions in Jabodetabek.**

Previous research has revealed that customers now rely on social media as a source of information in the buying process (Alalwan, Rana, Dwivedi, & Algharabat, 2017; Teng, Khong, Chong, & Lin, 2016). As stated by (Vivi Ataini, 2020), social, cultural, personal, and psychological factors together influence consumer purchasing decisions. In addition, according to Falah's research, Azizah Nudia (2021), social factors have a significant influence on purchasing decisions. Furthermore, Kotler (2023) supports that social factors include family, reference groups, social roles and status, and social class are very influential on purchasing decisions. According to previous research, the results showed that cultural, social, personal, and psychological influences simultaneously and partially on purchasing decisions ( *Psychology 1* , n.d.)

**Quotes and References**

The pre-purchase stage involves multiple touchpoints that correspond to a variety of different consumer behaviors, including awareness, need recognition, search and consideration (Lassila et al., 2023) . According to Fuller et al., (2023; 363) The prepurchase stage is the stage in which the consumer interacts with the brand, company, its employees and offerings before the purchase . The pre-purchase stage includes the interaction that the consumer has with the brand or company prior to purchase. According to seeking information and evaluating alternatives before making a purchase decision are Events that can be referred to as the pre-purchase stage of the consumer journey ( Brunkes & Johansson, 2023) (Fuller et al., 2023) (Nici & Creutlein , 2017) As conveyed by Bai et al. (2014) At this stage of the buying process, users tend to look for information that can help them choose the right product or seller Because consumers can compare prices and product features online easily and change stores until they find the solution that works best for them: Users will also look for product/brand reviews to avoid purchasing unreliable products or purchases from unreliable sources. The pre-purchase stage is very important for the continuation of the overall consumer decision-making process, because this stage initiates the consumer decision process in buying a product (Bucko et al., 2017) ( Brunkes & Johansson, 2023).

Social media refers to content compiled by individuals using technology to be disseminated, with ease of access, aimed at facilitating communication, influencing, interacting, and influencing others and audiences at large. In research states that among all the perceived benefits associated with the use of social media, social support is one of the significant and

perceived factors that encourage the use of social media and ultimately lead to the well-being of individuals. Social media platforms are convenient channels to access product information effectively and in a timely manner, and have been favored by a large number of customers by having many active brand fans. (Dahmiri et al., 2018) (Raza et al., 2020) (Zhang & Luo, 2019)

In this study the definition of the variables Functional, Monetary, Hedonic, and socio-psychological benefits that is, Monetary benefits refer to financial aspects such as free coupons, discounted prices or special price offers. A discounted price means that a business offers a good or service at a value below the price they previously offered to consumers, that is, a certain amount of money is deducted from the total price. Discounts in the form of money are common and naturally signal a decrease in margins, therefore, it is important for retailers to improve their efficiency This decrease in margins occurs after a sales transaction (Çavuşoğlu et al., 2020) (Jha et al., 2019) . Furthermore, Hedonic (Emotional pleasure) is something that provides an understanding of consumption based on pleasure and entertainment, Hedonic that consumers feel is subjective and personal Hedonic is something that plays an important role for technological development and also for the intention of sustainable use, especially in personal contexts, such as online shopping. Social psychology is attitude, perception, communication, persuasion, and social change. For consumers, social media is a communication platform as well as to buy clothes, food, and daily necessities as an online marketing channel (Çavuşoğlu et al., 2020) (Meske et al., 2019) (Muslichah et al., 2020).

## CONCLUSION

The results of this study provide several important implications for marketing practitioners and companies. Understanding the role of pre-purchase stages, influencer reviews, and TikTok social media can help companies optimize their marketing strategies to attract and retain customers. While these findings provide valuable insights, the study has some limitations. For example, generalization of findings is limited to respondents in Jabodetabek, and other factors that might influence purchasing decisions have not been fully explored.

With the processing of data and this study shows that the variable X1 functional benefit is not significant because the p-value value in the variable X1 is 0.203 which is greater than the p-value of 0.05 and shows the effect of X1 functional benefit on y (purchase decision) proved to be not positive and insignificant because t count is 1.281 smaller than T Table 1.98. This shows that functional benefit variables have no influence on purchasing decisions.

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And lastly on variables. The socio-psychological variable X4 shows that the variable X4 Socio-Psychological is significant because the p-value is smaller than 0.05 and shows the influence of X4 Socio-Psychological on y (Purchase decision) proved positive and significant because the t count of 4.881 is greater than T Table 1.98. This shows that Socio-Psychological variables have an influence on purchasing decisions. Thus, this study provides an in-depth

understanding of the influence of pre-purchase stages, influencer reviews, and TikTok social media on product purchase decisions on TikTok users in Jabodetabek. These findings make a significant contribution to the understanding of digital marketing and consumer behavior in this digital age.

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