

## THE INFLUENCE OF INFLUENCERS TIKTOK ON ONLINE SHOPPING INTERESTS IN COMMUNICATION STUDIES STUDENTS

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**ABSTRACT.** This study aims to find out the things that cause the high desire of consumers to buy the products they see from TikTok Influencers and also to find out how much influence TikTok Influencers have on online shopping interest in Communication Studies students class IV state Islamic university of North Sumatra. This research uses quantitative methods with comparative research types, namely comparisons. The data to be processed will be compared with one another to see if the comparative significance occurs or not. The population in this study were all students of Communication Science class IV in force 2019, totaling 179 students. The selection of the research sample was determined by choosing the number of five classes at random or random sampling. The data obtained using an online survey in the form of a google form which was distributed to all samples with a total of 65 students, then accumulated the information data obtained to be described from each of the questions asked in the discussion. The results show that TikTok influencers are very popular with students to view information circulating on social media, this is because Tiktok has a simple and short appeal in conveying information. This is also what makes Tiktok influence the communication studies students to buy goods if there are promos that are offered briefly. Thus the Tiktok Influencer has an influence on the Buying Interest of Communication Science Students in class IV the communication studies of state Islamic university of North Sumatra because it turns out that the popularity of Tiktok influencers is going on, then the buying interest in class IV the communication studies students at state Islamic university of North Sumatra is high because the products offered by TikTok influencers look more attractive, artistic, short and solid.

**KEYWORDS:** Influencer, Interest in Online Shopping, Tiktok, Social Media, Students

### INTRODUCTION

Advances in technology and communication have brought many changes to lifestyle and communication styles. Advances in the field of media technology gave birth to a new communication technology called New Media, including social media (Handayani & Adelfia, 2020). In this modern era, social media has a significant impact on the social life of Indonesian people. In addition to providing convenience in communicating, social media also has an influence on people's lifestyles. No doubt in this modern era, there is the term social media marketing. Social media marketing is all forms of direct or indirect marketing that are used to build awareness, introduction, recall, and take action on a product or brand that is packaged through social media, such as Facebook, Instagram, TikTok, and other social media (Ratana, 2018).

Advances in all-sophisticated technology make the consumptive lifestyle in society increasingly increasing. Many people are competing to follow various trends that appear and change within a certain period of time. This makes business people required to be able to critically take advantage of existing opportunities. Lifestyle according to Sumarwan (Aini & Andjarwati, 2020) explained that it is a description of a person's activities, interests and opinions and better describes a person's behavior, namely how they live, use their

money and take advantage of the time they have. A consumptive lifestyle is an individual's behavior that is influenced by sociological actions in his life which are shown to consume excessively or wastefully and unplanned towards services and goods that are less or even not needed (Aprilia & Hartoyo, 2013)

In the current era of digitalization, promotion is mostly done through social media. Research conducted by (Setyorini & Rahmawan, 2021) has shown that there is an influence between social media and the decision to purchase a product. It is undeniable that the role of social media and one's ability to promote a product is currently something that is highly encouraged and optimized for business people in the current era. Influencers as promoters also undoubtedly determine the group of potential buyers. Research conducted by Nur Fadhilah Nasrul (2021) shows that influencers have a positive effect on purchasing decisions, and of course product quality also has a very positive effect on purchasing decisions. Simultaneously, influencers and product quality have a positive effect on purchasing decisions. (Agustina & Purnama Sari, 2021). The Ministry of Communication and Informatics (Kemenkominfo) revealed that internet users in Indonesia currently reach 63 million people. Of that number, 95 percent of them use the internet to access social networks. This is what companies use to increase product distribution and consumer interest in making purchases. In addition, social media promotions are of more diverse types, ranging from content, videos, challenges, to using influencers as an alternative to attract consumer interest.

Unknowingly, social media has again taken up market share globally, where the good role of influencers in communicating messages on a social media platform is the main key for business success. In line with this, the research conducted by Sari Anjani and Irwansyah (2020) shows the results of research that the role of influencers has an impact on potential consumers who see it, and the purchasing power interest arises from the results of reviews and based on what they upload and they write on social media (Anjani & Irwansyah, 2020).

An influencer is a person or individual who has a significant following on social media and is paid by a product or brand to promote the product to his followers with the aim of persuading the followers to buy the product. Popular social media for influencers are Instagram, Facebook, Snapchat and YouTube. (Anjani & Irwansyah, 2020) Influencers have the power to influence other people's buying decisions because of their knowledge, authority, relationship or position with the audience. These people are not simple marketing tools, but are social relationship assets that can collaborate in achieving marketing goals. An influencer can also be said to be a well-connected, active-minded, impactful and trendsetter activist for his followers. A social media influencer is defined as an individual or people who are considered as opinion leaders on social media platforms on topics of particular interest such as beauty, food, lifestyle, fashion (Cinthy Ryana Sari & Agus Molana Hidayat, S.E., 2021).

Research on the influence of influencers on online shopping interest has previously been widely reviewed and raised by related researchers. One of them is the research conducted by Shultonnyck et al (2020), research that uses the questionnaire survey research method states that the influence of influencers on consumer behavior has strong results, this is evidenced by the results of the research with an R value of 0.966 or 9.66 and a coefficient of 0.879 and a significance 0.0003. (Sulthonnyck et al, 2020).

Another study on the analysis of the influence of influencers on purchasing decisions was conducted by Ilham Yogastrian (2020). Research using quantitative methods has yielded research results which show that the promotion variable has a significant positive effect on purchasing decisions. And variables on social media also have a significant influence on purchasing decisions, (Ilham Yogastrian, 2020). With this, these researchers show that the existence of an influencer as a promoter to communicate a product on social media is very influential in attracting consumers.

Promoting a product or service through a well-known figure on social media or among the public is a phenomenon that cannot be avoided at this time. Influencers are considered an effective marketing strategy because they are able to build strong trust with their followers (Cinthy Ryana Sari & Agus Molana Hidayat, S.E., 2021). Especially on TikTok media which currently has high popularity. Ease of reach by using influencer services is the strategy most often used by business people today. So influencers are considered very effective in influencing the purchasing power of potential consumers.

Buying and selling online is an activity that is in great demand today. Interest is the consumer's interest in a product by seeking additional information. According to Rizky & Yasin (2014) the interest that arises in buyers is often contrary to their financial condition. Consumer buying interest is a hidden desire in the minds of consumers. Consumer buying interest is always hidden in each individual, where no one can know what consumers want and expect. According to Nulufi & Murwatiningsih (2015) consumers who

already have a positive attitude towards a product or brand will generate purchase interest in that product or brand (Bella Fidanty Shahnaz et al., n.d.)

Based on these definitions, it can be concluded that buying interest is the possibility that consumers will make a purchase by seeking information from various sources. Consumers have an interest in a product or service but not necessarily consumers will buy the product or service.

The online shopping system makes consumers no longer need to leave the house to shop, they only need a device that is connected to the internet and various online shop applications and social media. In addition, convenience, efficiency and a wide selection of products offered through promotions are one of the factors behind interest make purchases online.(Ricky et al., 2021)

Social media can be interpreted as online media that uses the internet where users can directly interact, participate and share content. In this day and age, social media has turned a communication into an interactive dialogue where one another can directly share information, opinions, ideas. Examples of social media include: Facebook, Instagram, Youtube, Blog, Twitter, Messenger, WhatsApp and many more. One of them is TikTok, in recent years the Tik tok application has appeared which is used as a promotional tool that can provide information that does not require high costs, does not require a lot of energy and can be done in a short time. very popular right now. As one of the social media, Tik Tok provides a means of sharing very varied content in terms of creativity, video challenges, lipsync, songs, dancing, singing and others. Due to the large number of users, Tik Tok provides opportunities as a means of promotion. (Dewa & Safitri, 2021)

Along with advances in technology and the increase in people's consumptive lifestyles, many business people are using the TikTok application as a way to facilitate their business. Collaborating with influencers is also one of the most frequently used ways to advertise. Therefore, the presence of TikTok influencers as promoters will attract potential consumers who tend to follow the ongoing trend.

Before making a decision to buy something usually consumers will find out information about the product/service being offered by the manufacturer. The presence of TikTok influencers as promoters will attract potential consumers who tend to follow ongoing trends and this is also influenced by reviews from promoters.

Through TikTok influencers who advertise these products, consumers will get an idea of what kind of product they will buy. The challenge is that influencers must understand the algorithms that apply on TikTok. Not all uploaded videos can reach many users. For this reason, in making advertisements it is necessary to be creative and understand the algorithms that apply in TikTok so that the ad video can penetrate the FYP (For You Page) of potential candidates. consumer.

## Overall - Worldwide

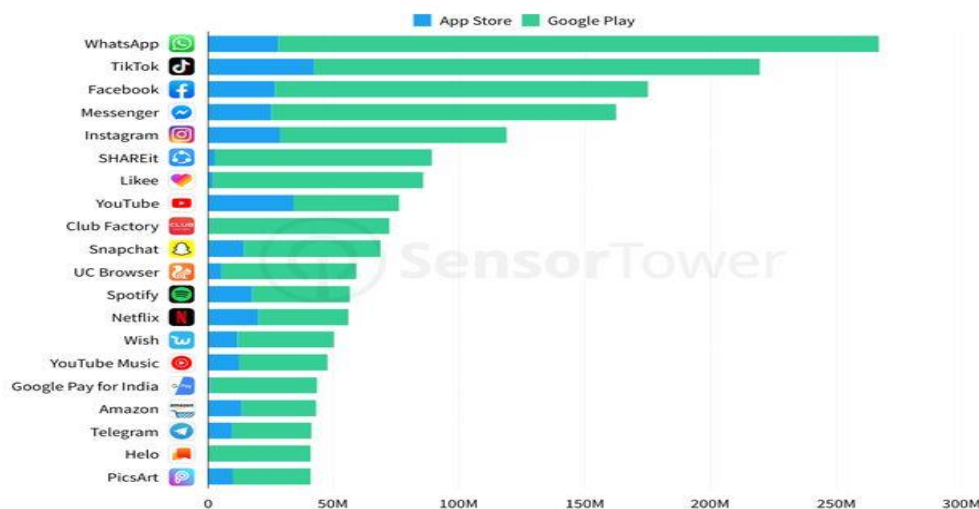


Figure 1: Most used platforms in 2019 globally  
(sumber :[Nextren.com](http://Nextren.com))

In the graph above, according to the Sensor Tower report in 2019. It shows that the TikTok application has achieved its popularity with the proven second most users globally according to the Sensor Tower report. The existence of TikTok media is also considered to be a support in increasing transaction interest in a product.



Figure 2: Product promotion by Influencers on TikTok  
(sumber : dok. akun TikTok @dkaem)

Based on the picture above, it can be seen that communicating a product on social media, especially the TikTok platform media, can influence the interest in purchasing decisions of potential consumers. This is because reviews from an influencer invite TikTok users to comment, like, and share. It is also seen that some features such as likes, comments, and sharing, invite good responses from TikTok users, this is indicated by the thousands of responses in the account. However, TikTok media is claimed to have an influence on purchasing decisions.

TikTok is a Chinese social network and music video platform that was launched in September 2016. Since its inception, the short video application has attracted the interest of social network users (Sensor Tower Application Research Company, 2020). Its claim to allow users to create their own short music videos has succeeded in giving birth to content creators and influencers who exist among its users. Not even a few users use this application as a medium for doing business.

However, it can generate buying interest from potential consumers. As for buying interest according to (Kartika & Hartati, 2020) buying interest is a driving force or as an intrinsic motive that can encourage someone to pay attention spontaneously, naturally, easily, without coercion. and selective on one product to then make a buying decision. Meanwhile, according to (Bella Fidanty Shahnaz et al., n.d.) buying interest is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. And it is hoped that researchers can find out how big the influence of influencers on TikTok on online shopping interest. Therefore, researchers will conduct research on the differences in Influence of Influencers on TikTok on Online Shopping Interest of class IV communication Studies Students at State Islamic University of North Sumatra.

## METHOD

This study uses a quantitative approach and uses an online survey in the form of a google form to collect the necessary data or information. The researcher collected data by using a questionnaire containing a number of written questions related to the problem being researched which was posed to students. The population in this study were all students of Communication Studies class IV force 2019 totaling 179 students. The selection of the research sample was determined by randomly selecting from each class or random sampling. Random selection was used by drawing lots, namely the communications studies rooms 1 on class IV as many as 24 students the communication studies rooms 2, 3, 4 each totaling 10 students and the communications studies rooms 5 class IV totaling 11 students. So the total sample used is 65 people.

The questions that will be given to respondents include research variables, namely Visibility, Attractiveness, Power and Buying Interest variables. The variables in this study were measured using a Likert scale model. Then use the Product Moment correlation technique. This correlation is used to determine the validity of the questions, namely the score of each item is correlated with the total score. The statistical test used in this study was the Kolmogorov Sminorv Z test for normality test, heteroscedasticity test and t test.

## RESULTS AND DISCUSSION

In collecting data in this study, the researcher gave a questionnaire via google form to the respondents who wanted to be researched. The respondents in this study were Communication Studies students at state islamic university of North Sumatra class 2019. Questionnaires were distributed to respondents starting from July 16, 2021 to July 19, 2021. using Whatsapp by taking 65 respondents.

Table 1. Results Characteristics of respondents by class in Communication Studies of Stated Islamic University of North Sumatra

		Class			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	rooms 1	24	36.9	36.9	36.9
	rooms 2	10	15.4	15.4	52.3
	rooms 3	10	15.4	15.4	67.7
	rooms 4	10	15.4	15.4	83.1
	rooms 5	11	16.9	16.9	100.0
	<b>Totaling</b>	<b>65</b>	<b>100.0</b>	<b>100.0</b>	

Based on Table 1, it can be seen that the characteristics of respondents based on class in students, most of the respondents included in the communications studies rooms 1 class IV, namely as many as 24 respondents (36.9%).

Table 2. The results of the characteristics of respondents by gender

		Jenis_Kelamin			Cumulative Percent
		Frequency	Percent	Valid Percent	
Valid	Male	28	43.1	43.1	43.1
	Female	37	56.9	56.9	100.0
	<b>Totaling</b>	<b>65</b>	<b>100.0</b>	<b>100.0</b>	

Based on Table 2, it can be seen that the table of respondent characteristics is based on the gender of the respondent. Most of the respondents belong to the category of women, namely 37 respondents (56.9%). This is because women shop online more often. Then test the validity of the Pearson Correlation Visibility Variable of Vis 1 = 0.674, Vis 2 = 0.772, Vis 3 = 0.635, Vis 4 = 0.719 of the total Visibility variable

statement  $> 0.05$ , so it can be concluded that the variable Visibility is valid, which means that this Visibility variable is appropriate to measure the quality of Influencers.

Table 3. Reliability Statistics variabel visibilitas

Reliability Statistics	
Cronbach's Alpha	N of Items
.778	5

Source: Primary data processed in 2021

Table 3 can be seen that the significant value of the Visibility variable is  $> 0.60$ , so it can be concluded that the Visibility variable is said to be reliable. That is, if this statement is used repeatedly the results will remain consistent. Then the Pearson Correlation of the attractiveness variable statement  $> 0.05$ , namely attraction 1 = 0.611 attraction 2 = 0.654, attractiveness 3 = 0.739, attractiveness 4 = 0.635 so it can be concluded that the attractiveness variable is valid, which means that the attractiveness variable is appropriate to use. To measure the quality of influencers, it is also said to be reliable because attractiveness = 0.757  $> 0.60$ . That is, if this statement is used repeatedly, the results will remain consistent.

Furthermore, Pearson Correlation from the statement of the Pearson Correlation variable from the total statement of the Power variable  $> 0.05$ , namely power 1 = 0.670 , power 2 = 0.644 , power 3 = 0.688 , power4 = 0.767 , so it can be concluded that the Power variable is valid, which means that the Power variable is correct. used to measure the quality of influencers. Then the significant value of the Power variable is 0.774  $> 0.60$  so it can be concluded that the Power variable is said to be reliable. That is, if this statement is used repeatedly, the results remain consistent. Furthermore, the Pearson Correlation of the statement of Purchase Interest variable  $> 0.05$ , namely buying interest 1 = 0.612, buying interest 2 = 0.711, buying interest 3 = 0.485, so it can be concluded that the Belief Interest variable is valid, which means that the Buying Interest variable is appropriate to be used to measure the quality of Influencers. Furthermore, the significant value of the buying interest variable is 0.694  $> 0.60$ , so it can be concluded that the buying interest variable is said to be reliable.

Then the significant value of the Kolmogorov-Smirnov test is 0.591. This means that the significant value is  $> 0.05$ . So it can be concluded that the data is normally distributed. It can be seen in Figure 1 below:

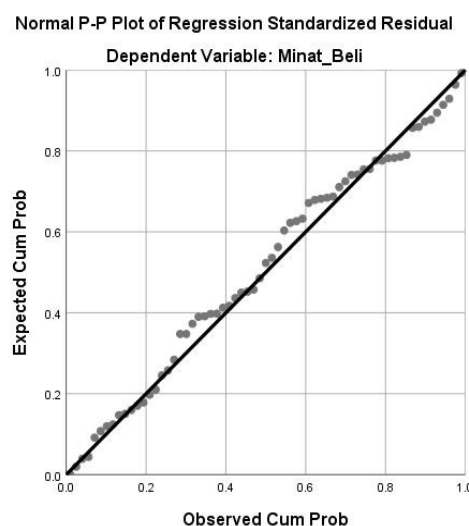


Figure 3 : Buying Interest regression plot chart



From the graph above, it can be seen that the points are around the normal line. This means that the regression model is normally distributed. Furthermore, the results of the heteroscedasticity test are to determine whether the data have the same variance or not. Based on these results with the help of SPSS software, the results of the variable visibility = 0.550, attractiveness = 0.189 and power = 0.145 > 0.05 so that there is no heteroscedasticity. This means that this regression model is feasible to use to predict the dependent value (Purchase Interest) based on input from analyzing the independent variables (Visibility, Attractiveness and Power).

Furthermore, the research hypothesis test was carried out with the F test (simultaneous test). The results of the calculation of the analysis of hypothesis testing with the help of the SPSS 20 program can be seen in Table 5

Table 4. Results of Hypothesis Variable Visibility, Attractiveness and Power

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.669	3	13.223	6.937	.000 <sup>b</sup>
	Residual	116.270	61	1.906		
	Total	155.938	64			
a. Dependent Variable: buying interest						
b. Predictors: (Constant), Power, Visibilitas, Attractiveness						

Based on the F test output in Table 5, the calculated F value is 6397 with a significant value of 0.000. This shows that the significant value of this regression model is <0.05, so it can be concluded that Ho is rejected and Ha is accepted. That is, the Visibility, Attractiveness and Power variables simultaneously have a positive and significant effect on buying interest.

## CONCLUSIONS

Based on the results of the analysis, findings and discussion that have been presented in the previous chapter, the following conclusions are obtained: The Visibility variable of the TikTok influencer affects the Purchase Interest of the Communication Science Student Semester IV state islamic university of North Sumatra because it turns out that the popularity of a TikTok influencer is important. The Attractiveness Variable of TikTok influencers does not affect the Purchase Interest Variable of Communication Studies Students class IV state islamic university of North Sumatra because the products offered by TikTok influencers look more attractive than the products they receive, thus causing consumer concerns to buy products promoted by TikTok influencers.

The variable of Power owned by TikTok influencers affects the Purchase Interest of Communication Studies Students class IV state islamic university of North Sumatra because of the power to influence from TikTok influencers which makes their followers want to look the same as the TikTok influencer. And for the Power variable, it is the variable that most influences the Purchase Interest of Communication Science Students class IV state islamic university of North Sumatra compared to other variables. Based on the results in this study, the researchers put forward several recommendations on the influence of influencers on Tiktok on online shopping interest.

Product owners or brands are expected to be more observant in choosing the right TikTok influencers when they want to promote a product. For example, using TikTok influencers whose content and personality match the products you have. Furthermore, so that consumers are not disappointed, the products promoted

through TikTok influencers and the products sold to consumers must have the same quality. So that consumers do not feel disappointed and lied to. And for TikTok Influencers In promoting a product, it is hoped that TikTok Influencers are more transparent and honest when explaining the quality of the products being promoted. This aims to avoid consumer losses on the quality of an item.

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