



## Influence Of Brand Image And Word Of Mouth Communication On Purchase Decision In Tiktok Shop

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**Abstract:** Since customers may have different views of your brand, it is important to strive to maintain a consistent brand image. Companies spend a lot of time planning brand personality, voice and brand positioning in the market. All of these help customers interact with your brand and perceive your brand, and ultimately form a brand image. Some of the power of e-commerce also involves the promotion of brand image. One of the powers of marketing products is word of mouth. Because of this power, people will automatically get testimony from real buyers and use the product itself. Most people believe in his marketing strategy. This study examines the influence of brand image and word of mouth communication on product purchasing decisions for consumers through Tiktok shop. The data used in this study were obtained from a questionnaire made using google form. with the number of respondents as many as 89 people. Where the method that use in this study is descriptive analysis method based on the google form data that we collected. The respondents consist of students, lecture, worker, housekeeper and etc. They came form different age, work, envirotment and experiences of using the Tiktok app.

**Keywords:** Tiktok shop, brand image, word of mouth, advertisement, buying decision.

### INTRODUCTION

Consumer behavior describes how consumers make purchasing decisions and how they use and regulate the purchase of goods or services, if a product or brand can satisfy the needs and wants of consumers then these consumers will make purchases of products or brands from the company. The main challenge that forms the basis of marketing is to build brand or brand in the minds of consumers. The strength of the brand lies in ability to influence consumer behavior to shop. Name brand is often an important asset for the company, the brand (brand) is an offer from a known source, according to [1]

With a positive brand image, the product will be easily recognized by the community and is a long-term investment for the company. Each company has its own marketing strategy to be able to increase their sales. Word of Mouth Communication or word of mouth is one of

the alternatives in marketing communications. This is based on the idea that in. Basically, word of mouth is closely related to experience use of a product brand. According to Hasan (in [2]) Word of Mouth is a compliment, recommendation and comment customers about their experiences of services and products that really influence customer decisions or their buying behavior.

Based on observations, researchers can identify that less good planning regarding conveying product information to the public make a presentation about the advantages and disadvantages of the product delivered properly and makes communication inefficient. on the other hand lack of product quality assurance provided by manufacturers, as well as lack of product innovation that can differentiate it from other products, which can form a good image so that the brand can be remembered in the minds of consumers, These conditions prove that brand image and word of mouth communication mouth is not working properly. Still not creating an image positive brand based on product quality and poor communication can reduce buying decisions and damage the reputation of the company alone.

## LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

TikTok Shop is the shopping function of the TikTok app. Here, users can sell and shop online. This is the method. With the development of technology, Tiktok is now adding an online shopping function called Tiktok Shop. Bytedance dropout app was announced as the platform with the most users, with a total of more than 2 billion downloads worldwide in the first three months of this year. Tiktok is becoming more and more popular among many people because it is a multifunctional platform with interesting features. From the name, Tiktok Shop is an online shopping and selling function. Customers can easily shop while accessing the TikTok app. The shopping process in this latest feature is very simple. You just need to make sure that the app downloaded on your phone is the latest version and that you already have a registered account. No need to switch to another app to continue the transaction, making the shopping experience easier. Tiktok Shop also offers various brands and products from MSMEs. Customers can also shop directly and provide various promotional activities for a chance to win attractive prizes.

Brand image, according to Kotler and Fox cited by [3] Define image as image, impression and A person's belief in an object. Brand Is an identifier of the seller or manufacturer of the product or service. American Marketing Association quoted from [1] Brand image as a name, term, logo, symbol or design or a combination in short, it aims to identify the goods and services of the seller Or a group of sellers and differentiate them from goods or services rival.

Word of mouth happens to customers start talking about his views on service, brand and product quality. He goes for other people. According to Hasan (in [2]) Word of mouth is a kind of praise, recommendation and comment customer experiences with services and products that truly influence customer decisions or buying behavior. In other words, word of mouth means the exchange of opinions, ideas or ideas between two or more consumers, nor is it a marketing resource. Definition of [1], Word of mouth is all about personal communication between products buyers and the people around them.

According to [4], the decision is to choose two or more alternatives. According to [3], Consumer Decision is an integration process that combines knowledge with the evaluation of two or more alternative behaviors and choose one of them. The result of this integration is a choice that is cognitively expressed as a desire to behave.

According to [5], the purchase decision it self is influenced by the value of the product being evaluated. If consumers feel that the profit is greater than the sacrifices they make to get it, the motivation to buy it will be higher and vice versa. The majority of consumer buying behavior is usually triggered by a large number of external forces such as marketing or environmental impulses.

According to [1], the decision-making process consumer purchases will go through five stages, but consumers don't always go through five stages when buying a possible product. There are several stages that have been passed or reversed by consumers, including the following:

1. Identify the request. The buying process begins with the identification of the problem or need. When demand is known, consumers will understand which needs must be met immediately and which can be postponed satisfy their needs. So this is the source of the buying decision start doing.
2. Information search. When someone has a feeling of need Will look for more information related to the product buy it. But when demand is not strong enough, consumer demand. It's just a memory.
3. Evaluation of alternatives. After getting as much information as possible, consumers This information will be used to evaluate the available alternatives be an option.
4. Purchase decision. When making decisions, there is usually a certain behavior from individuals. What happens may depend on someone else. If the decision made is to buy and the consumer will find a series of decisions about the type of purchase and the timing of the purchase, and how to buy.
5. Behavior after purchase. Post-purchase behavior is worrying marketing personnel. Consumers will experience various the level of satisfaction or dissatisfaction, there is a possibility that consumers do not satisfied because expectations don't match reality according to him. When the customer is satisfied, the company must strive to continue and maintain relationships with consumers and vice versa when consumers are dissatisfied, companies must find out why not satisfied and trying to win back consumer interest.

## METHODS

Where the method that use in this study is descriptive analysis method based on the google form data that we collected. The respondents consist of students, lecture, worker, housekeeper and etc. They came form different age, work, environment and experiences of using the Tiktok app.

## RESULT AND DISCUSSION

Survey was taken using a google form questionnaire. The respondent is about 89 people who live in Indonesia and has their own tiktok account. The responden consist of 71.9% male respondent and 28,1% Female respondent. The responden come with various job and age. But as much as 87.6% respndent is between 15-20 years old. And they work as a college student in Java Island. You can see the graphic below for the respondent gender, age, and work.

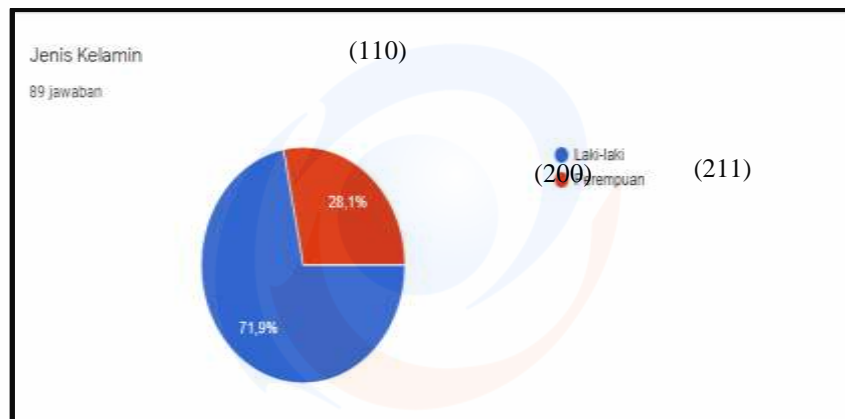


Figure 1. Respondent Gender

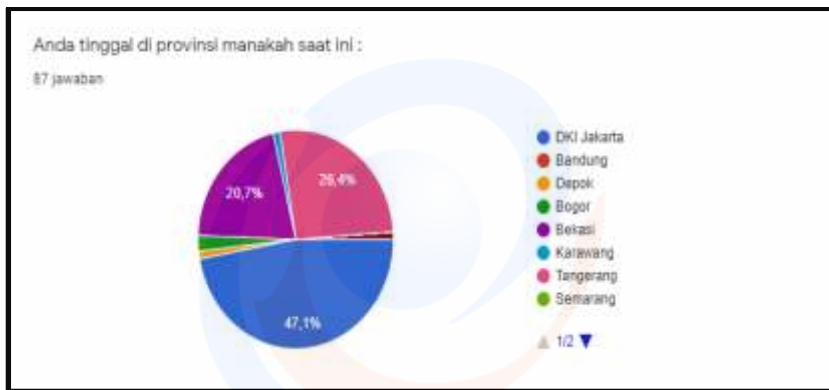


Figure 2. Location of a respondent

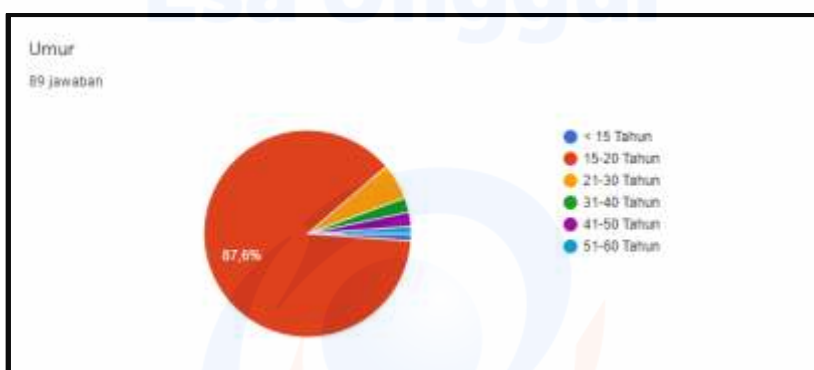


Figure 3. Age of a respondent

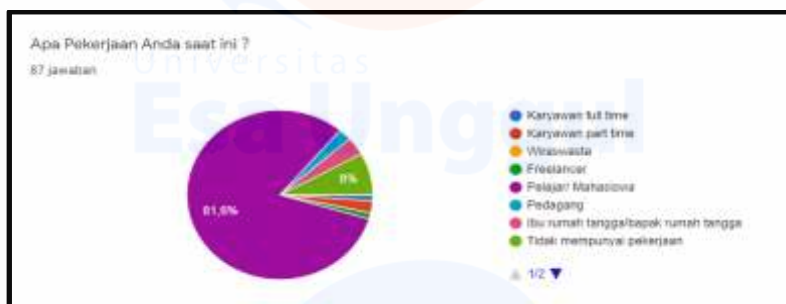


Figure 4. Work of a respondent

In the questionnaire, we can find that most of the respondent never shop from Tiktok. Even though it is a famous video app that most of youth use, but this generation is still always shop in the competitor of Tiktok. Millennial's still shop in SHOPEE marketplace. We can see various products in shoppe and also we can get many vouchers or special discount for every purchase that we made. From the graphic below, we can see that 81,2% of the respondents shops in shopee. Meanwhile, about 54,7% of the respondent, actually they never know how to shop at tiktok. They only know that, tiktok is an app for the video uploading. Not for shopping (see figure 6)

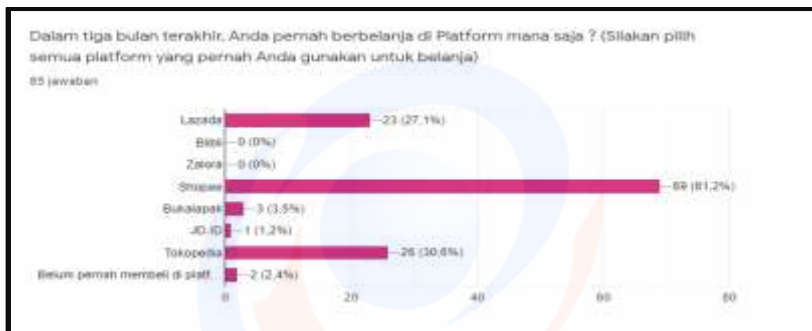


Figure 5. Respondents that choose Shopee than Tktok



Figure 6. Information about Tiktok Shop

## CONCLUSIONS

The conclusion of this paper is, the user of TikTok app doesn't mean to not shop in TikTok. It's all because they still don't know that TikTok nowadays, also can be used as a marketplace like other common marketplaces in Indonesia, such as Shopee, Lazada, Bilibli, Tokopedia, Bukalapak, and etc. So, we think that TikTok itself should make a socialization in order to make their user know how to shop in TikTok Shop. They can make a challenge for the user, they can make a webinar for the user, and many more. Users in Indonesia only know how to make a creative video content but they don't know that they can also make a video to boost their brand image. If we talk about voucher, coupon or other things that already been used by Shopee platform, actually, in TikTok, there are also some sellers already put some coupon or voucher everytime they make a live selling. We can get so many discounts if we purchase a brand in a live session. That's why, we suggested TikTok for all the brand image to start see TikTok for their selling. Even, TikTok also gives a free delivery for the purchase that happens.

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