

## ANALYSIS OF THE INFLUENCE OF TIKTOK SHOP'S ONLINE MARKETING STRATEGY ON CONSUMER PURCHASING DECISIONS ON MS GLOW PRODUCTS

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### ABSTRACT

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*This study aims to analyze the impact of online marketing strategies through TikTok Shop on consumer purchasing decisions for MS GLOW products. With the increasing use of social media platforms in marketing, TikTok Shop has emerged as an effective channel for reaching consumers, particularly among the younger generation. The research method employed is library research, which involves collecting and analyzing various literature, articles, and previous studies related to digital marketing and consumer behavior. The findings indicate that the marketing strategies implemented on TikTok Shop, such as creative content, direct interaction with consumers, and the use of influencers, have a significant impact on purchasing decisions. Additionally, factors such as brand trust, product quality, and user experience also play a crucial role in influencing consumer decisions. This research is expected to provide insights for marketers and business practitioners in formulating more effective marketing strategies in the digital era.*

### 1. INTRODUCTION

In this era of globalization, technology is developing rapidly, which has led to more people in Indonesia using the internet. This increase is also due to the COVID-19 pandemic sweeping Indonesia; according to a report by We Are Social, as of January 2023, the number of internet users in Indonesia reached 213 million people. According to a survey conducted by Reuters, 39% of social media users are aged 18 to 24 years old, which is part of generation Z, who on average are university students. (Hidayatullah et al., 2020). TikTok is one of the many social media apps that can be used to promote and market products amidst intense business competition. With 112.97 million users in Indonesia, this app is one of the most attractive. Thus, people can use their proximity to this app to create advertising content, which has an impact on consumer purchasing decisions amidst the increasing development of skincare products and fierce competition in the market. TikTok can capitalize on its relationship with the community by creating advertising content. Based on Viva.co.id data from August 2023, beauty content is the fourth most popular in Indonesia. TikTok shops can use TikTok's advertising platform to expand their reach. They can create creative video ads targeted to the appropriate audience based on demographics, interests, and behaviors. (Alfayed et al., 2023).

TikTok is one of the many social media apps that can be used to promote and market products in the midst of intense business competition. With 112.97 million users in Indonesia, this app is one of the most attractive. As such,

people can use their familiarity with the app to create advertising content, which impacts consumer purchasing decisions amidst the growing development of skincare products and intense competition in the market. TikTok can utilize its proximity to the public by creating advertising content. Based on Viva.co.id data in August 2023, beauty content is the fourth most popular content in Indonesia. TikTok stores can use TikTok's advertising platform to expand their reach. They can create creative video ads targeted to the appropriate audience based on demographics, interests, and behaviors. (Anugrah et al., 2023). TikTok Shop offers a variety of products that make it easy for customers to choose according to their preferences. The platform provides a wide array of items, including categories such as clothing, beauty products, home appliances and more. One of the most popular categories on the platform is skincare, especially among the younger generation. (M & Andriana, 2023). TikTok is currently in the spotlight and is widely used by the public. This Chinese app allows users to create and watch short videos, and has experienced rapid user growth in various countries, including Indonesia. TikTok is a platform that allows users to create, watch, and share short videos of a certain duration. In addition, the app also comes with various video editing features, such as animation, text, adding stickers, as well as advanced special effects, and allows users to insert background music. (Rimbahari et al., 2023).

MS Glow is a beauty product that is part of PT Kosmetika Cantik Indonesia. Established in 2013, MS GLOW stands for our motto, Magic For Skin. Starting from selling skincare and body care products online, MS GLOW

has gained the trust of millions of customers. (Umi Helfida Ali, 2023). MS Glow is one of the many skincare products that use the TikTok app to market content. Based on data from Busman gapenas-publisher.org, despite having established several authorized agents in various regions in Indonesia, MS Glow still sells its products online and offline, where the number of sales increases by 20% every year. According to Kompas.com, as of February 2021, MS Glow is the number one selling local skincare brand in e-commerce, with online sales increasing 20% compared to the previous month. MS Glow's total sales in July 2021 reached 39.62 billion rupiah. It's clear that the marketing strategies MS Glow uses contribute to the success of its product sales. One of them is the marketing strategy that incorporates their content marketing.

Today, MS Glow has grown into a brand that offers skincare, bodycare, and cosmetic products, with authorized agents and members spread throughout Indonesia, and has even ventured into the international market. MS Glow's target market includes everyone who needs care, starting from the age of 17, and is intended for all groups, including pregnant and breastfeeding mothers. MS Glow products have been tested and have certification from BPOM and halal label from MUI, thus ensuring its safety. (Puspitaningrum & Kadi, 2023). In an effort to expand its reach, MS Glow continues to integrate online and offline interactions, considering that not all target markets can access just one channel. One of the other strategies implemented by MS Glow is working with various public figures, ranging from micro, macro, to mega influencers. In addition, they also involve famous artists as brand ambassadors. This strategy has proven to be effective, as the power of micro-level influencers can have a significant impact on revenue and have the highest level of engagement. (Fachrozie et al., 2023).

Content marketing is a marketing technique that aims to create content that attracts customers to buy something. It also aims to gain new customers and expand relationships with existing customers. Thus, if MS Glow creates and uploads its marketing content on TikTok, the public will immediately know about it, generating curiosity that leads to product purchases, according to research by Fadhilah et al. (2021), which states that content marketing on TikTok has an effect on purchasing decisions. In this study, the results show that content marketing has a positive and significant effect on purchasing decisions. (Syamsidar et al., 2024).

Consumers usually seek information about the products they want before deciding to buy. One way to do this is by looking at online buyer reviews and ratings, which allow buyers to see and compare the authenticity and quality of the product based on previous buyer experiences. Online shopper reviews are a feature that shoppers can access to comment and give their opinions online. Online customer reviews have a big influence on buying decisions and interest. (Megandaru & Oktafani, 2020). Purchasing decisions are individual behaviors in choosing products that aim to achieve satisfaction according to their wants and needs. This process includes several stages, namely problem recognition, information search, evaluation, decision making to buy, and behavior after making a purchase. (Nada et al., 2023). Purchasing decisions are the selection of an option. Purchasing decisions are stages where consumers identify, seek information, and evaluate a product, which ultimately leads to a purchase decision. (Hidayat et al., 2023).

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In research (Salamiyah et al., 2024) stated the results of his research, namely that the influence of social media marketing instagram has a positive effect on purchasing decisions. In research (Jati et al., 2024) promotional activities carried out through the TikTok Shop social media platform, affect the purchasing decisions of potential customers or buyers. This is a form of digitalization optimization and the many conveniences and flexibility offered. Sellers can always describe their products effectively, and can reach widely without spending more energy like conventional offline traders. Buyers can also benefit from the effectiveness of online product purchases through descriptive explanations made by streamers on live streaming promotions on the TikTok Shop social media platform. The library research method will be used in this research to collect and analyze data from various relevant literature sources, articles, and previous research. With this approach, it is hoped that deeper insights can be obtained regarding *"The influence of TikTok Shop's online marketing strategy on consumer purchasing decisions on Ms Glow products"*. By understanding the influence of this marketing strategy, it is expected to provide deeper insights for marketers and business people in formulating more effective strategies in the digital era. This research is also expected to contribute to the development of digital marketing theory and consumer behavior, as well as provide practical recommendations for other brands that want to utilize TikTok as a marketing channel.

## 2. METHODS

The method of writing this scientific article uses a qualitative approach with a literature review (Library Research). This research aims to explore theories and relationships or influences between variables by referring to books and journals, both through offline research in libraries and online through sources such as Google Scholar, and other online media. In qualitative research, it is important to apply the literature review consistently, in accordance with methodological assumptions. This means that the approach used should be inductive, so as not to limit the questions asked by the researcher. One of the main reasons for conducting qualitative research is its exploratory nature.

## 3. RESULTS AND DISCUSSION

### Definition of Online Marketing Strategy

According to Fadhilah (2021), Online Marketing Strategy through Tiktok Social Media shows that ditiktok marketing has an impact on purchasing decisions. The results of this study indicate that content marketing has a positive and significant effect on purchasing decisions which is a marketing technique that aims to create an attraction for consumers to make purchases..

According to Tumbuan in the journal (Hamdani and Mawardi, 2018) Online Marketing Strategy with Tiktok

Social Media can be interpreted as a business designed to disseminate information and ideas about products through current digital media. On the other hand, this strategy is also defined as a form of marketing that can encourage individuals to send information to consumers and businesses will benefit during the distribution process.

### **Operational Definition of Variables**

The operational definition of variables aims to provide a clear understanding of the meaning of each variable in the study before the analysis is carried out. In addition, this definition also explains the instruments and sources of measurement used. With the operational definition of variables, researchers can precisely know how to measure each variable in the research being conducted.

According to Winardi (2010: 200), consumer purchasing decisions are the final stage of a purchase evaluation process. From this opinion, it can be concluded that purchasing decisions are the result of consumer thinking in choosing between several similar choices by considering various factors. The purchasing decision process itself includes several stages, namely problem recognition, information search, alternative evaluation, decision making to buy and ends with post-purchase behavior.

### **Marketing and Pricing Online Marketing Strategy with Ms.Glow Tiktok Media**

According to Muliajaya (2019), stating that viral marketing influences purchasing decisions positively and significantly.

According to Saladin (2001) price is a sum of money as a medium of exchange to obtain a product or service. Based on several definitions, it can be concluded that price is a unit of measure given to determine the selling value of a product or service and is paid in money to obtain a product or service.

Tjiptono (2008) suggests that price is the amount of value given by consumers to benefit from owning or using a product or service.

According to (Kotler, 2019) purchasing decisions are part of consumer behavior, consumer behavior is about how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires.

According to (Tazkiyunnisa, 2019) states that product quality and price have a significant influence on purchasing decisions for cosmetic products.

According to Kotler & Keller (2016: 164) product quality is the ability of an item to provide results or performance that matches and even exceeds what the customer wants. The higher the level of quality, the higher the level of customer satisfaction generated (Kotler & Keller, 2012: 144).

According to Kotler and Armstrong (2016: 114) states that the better the quality of the products produced, it will provide an opportunity for consumers to make purchases, the company is no less competitive than its competitors.

According to (Palma, 2016) states that low prices are an important source of satisfaction because they will get high value for money. Satisfied customers can become loyal customers. Loyal customers can be shown by making repeat purchases. This study also shows that price has an effect on customer satisfaction which can then indicate consumer repurchase intentions..

### **Marketing Strategy According to Ms. Glow**

A marketing strategy is a plan that details a company's projections regarding the effect of various marketing activities or programs on the demand for a product or product line in a target market. This marketing program includes a range of activities that have the potential to influence demand, such as price adjustments, changes in advertising campaigns, implementation of special promotions, and selection of distribution channels. Marketing strategy sets targets and objectives, policies, and guidelines that guide the company's marketing activities over time at various levels. Marketing strategy is a plan that outlines the company's estimates of the impact of various marketing activities or programs on the demand for its products or product lines in the intended market. This marketing program includes various marketing activities that affect product demand, such as price adjustments, changes in advertising campaigns, implementation of special promotions, and determination of the choice of distribution channels.(Subroto et al., 2024). This approach emphasizes the importance of specific references and allocations, and serves as the company's response to changes in the environment and dynamic competitive situations. In this context, the marketing strategy implemented by Ms. Glow can be explained as follows:

1. **Understanding Market Trends:** Ms Glow prioritizes understanding market trends before launching beauty products under its own brand. By recognizing what people are looking for, Ms Glow is able to provide products that suit customer needs. This depth of understanding allows the company to deliver products that are in tune with the ever-changing dynamics of market trends.
2. **Business License Flow Management:** Ms Glow understands how important business license management is in the beauty industry. They carefully examine the flow of licenses set by the government, including the testing process carried out by health agencies such as BPOM. By obtaining a clear license, the Ms Glow brand is not only able to increase its credibility, but also provide a sense of security to customers and meet the halal standards desired by the majority of Indonesians.
3. **Implementation of Omnichannel Marketing:** Ms Glow adopts an omnichannel marketing strategy by combining various communication platforms to reach its customers. They not only focus on online marketing, but also utilize a network of agents and resellers offline. With this approach, Ms Glow can reach more customers and create a more immersive shopping experience.
4. **Strengthening Online Promotion:** Although Ms Glow has a solid offline network, the company still focuses on developing its online market by leveraging various social media platforms, including Instagram, Twitter, TikTok, and

YouTube. Online promotional efforts have not only succeeded in attracting consumer interest in the products, but also strengthened the bond between the brand and its customers.

5. Collaboration with public figures: this is one of Ms Glow's strategies. By partnering with celebrities, celebgrams, beauty vloggers and artists, Ms Glow has managed to leverage their influence to promote products and increase sales. The public's trust in the recommendations of these public figures also provides significant added value in Ms Glow's marketing strategy.
6. Product Diversification: Ms Glow continues to expand their beauty portfolio beyond just providing basic skincare products. They now offer a wide range of options, from body skincare to specialized products for men known as MS Glow for Men, as well as a skincare range for babies and children called MS Glow Kids. This diversification effort allows Ms Glow to reach out to a wider market segment.

### **Definition of Price**

According to Deliyanti Oentoro (2012), price is an exchange rate that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and place.

According to Kotler and Armstrong (2012) In a narrow sense, price is the amount billed for a product or service, more broadly the price in the amount of the product or service.

### **Definition of Purchase Decision on Ms.Glow**

According to Kotler and Keller (2016: 184), purchasing decisions are a stage in the process where consumers make decisions to buy various products and brands starting with the introduction of needs, information search, information evaluation, making purchases and then evaluating decisions after buying.(Barus et al., 2021).

According to the research decision according to Fahmi (2016: 57), is an integration process that combines knowledge to evaluate two or more alternative behaviors, and has one of them.

The conclusion from the definition of a purchasing decision is a decision process taken by consumers in assessing a product they want to buy. Before making a purchase decision, potential consumers can first recognize the product they want to buy according to their needs before deciding to buy the product.

1. Of course, the following is the strategy used by Ms. Glow towards the decision Consumer buying interest in Tiktok Shop:

MS Glow's marketing strategy on TikTok Shop has great potential to influence consumer buying interest. By utilizing TikTok's well-known social media platform, coupled with engaging content and collaboration with influencers, MS Glow can significantly increase its brand popularity.

MS Glow also implemented an omnichannel marketing strategy, which integrates both online and offline sales. This

approach allows the brand to effectively reach customers in different regions.

Some marketing strategies that can be implemented on social media include:

- 1) Clearly define target consumers
- 2) Choose the most suitable social media platform
- 3) Produce value-added content
- 4) Share in-depth product knowledge
- 5) Display attractive, high-quality images
- 6) Develop a unique and distinctive profile

With these steps, MS Glow can strengthen its presence on social media and attract more consumer attention.

2. Some of the factors that influence the marketing of MS Glow products at TikTok Shop include:

### **Social Media**

MS Glow harnesses the power of social media, especially TikTok, to promote its products. This platform allows businesses to reach a wide audience quickly and efficiently.

### **Engaging Content**

Engaging content on TikTok plays an important role in increasing MS Glow's popularity. With attractive visuals and creative messages, the product is able to capture users' attention.

### **Use of Influencers**

Collaboration with influencers is also an effective strategy to expand MS Glow's reach on TikTok. Influencers can convey the product's message to their followers, strengthen the brand image and attract the attention of more consumers. Kerja Sama dengan Public Figure

MS Glow collaborates with public figures such as celebrities, celebgrams, beauty vloggers, and international artists. This collaboration is effective in promoting the product as well as increasing sales.

### **Product Diversification**

To reach more consumers, MS Glow has expanded its product variety. In addition to facial skincare products, they now also offer body skincare products, specialty products for men, as well as care for babies and children.

### **Live Streaming Usage**

Live streaming has a significant impact on the marketing of MS Glow products on TikTok Shop. Here are some of the ways in which live streaming can contribute:

- 1) Increase Consumer Interest: Live streaming captures consumers' attention and encourages them to try the product.
- 2) Intimate Interaction: This format creates a closer relationship between brands and customers, allowing for more personalized interactions.
- 3) Convey Information Confidently: Through live streaming, viewers can feel confident and trusting as information about the product is conveyed directly and transparently.
- 4) Reduce Buyer Doubts: Live streaming can help overcome any doubts that potential buyers may have about the product they are considering.
- 5) Wide Reach: With a large user base, TikTok Shop allows brands to expand their coverage and increase the visibility of their products.
- 6) Effective Promotion Media: TikTok proves to be an effective promotional platform thanks to its large number of users, ease of access, and popularity among millennials.

Some effective marketing strategies on TikTok include:

- Utilizing data from recent trends
- Producing high-quality content
- Creating engaging short videos
- Building engagement with the audience
- Uploading content at the optimal time
- Integrate TikTok Live Shopping into promotional strategies.

By maximizing live streaming and these strategies, MS Glow can effectively increase its product marketing on TikTok Shop.

#### 4. CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that promotional activities through the TikTok Shop social media platform have a significant impact on purchasing decisions by potential customers. This reflects the optimization of digitalization as well as the various conveniences and flexibility offered by the platform. Sellers can explain their products effectively and reach a wider audience without having to expend as much effort as conventional offline merchants. On the other hand, buyers also benefit from the effectiveness of online shopping, especially through the descriptive explanations delivered by streamers during live streaming promotions on TikTok Shop.

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