

The Factors That Influence TikTok Popularity As A Digital Marketing Technique To Grow Customer Engagement

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Abstract

The more widespread use of the internet among the public, a lot of research or surveys have been conducted to understand people's behavior regarding how they interact with the internet. One of the application that is currently widely used is TikTok. TikTok is a social media that is loved by young people as a means of expressing themselves through singing or dancing. The popularity of the TikTok application has grown rapidly since its release because it has very diverse features and can be reached by various age groups. This study aims to determine the effect of informativeness, unique, entertainment, co-creation on the popularity of TikTok using multiple linear regression analysis. The results of the analysis show that these four variables have a significant effect on the popularity of TikTok with a coefficient of determination of 86.2%.

Keywords: Informativeness, unique, entertainment, co-creation, TikTok.

INTRODUCTION

Information and communication technology supports all aspects of human life. It seems that the world of information cannot be separated from technology. The use of information and communication technology in society creates an increasingly sophisticated world of technology, which makes users feel at ease and comfortable with the ever-evolving communication. Along with the times, internet technology has become a community need (Batoebara, 2020) so the focus is on social media. Social media platforms provide a variety of information quickly, connect effectively, engage, from sharing videos (Wandi, 2020). Internet users in Indonesia as of June 2022 reached 210 million (NCBC, 2022), which places Indonesia in the fourth place with the largest internet users in the world after China, India and the United States. Online



marketing success requires resource power to create content and build quality followers (Chakti, 2019).

The development of the internet also follows the development of new media in Indonesia. Social media is one of them. TikTok is one of the social media that is currently viral among young people and even adults. The social value of TikTok brings joy, comfort and a relaxed atmosphere and allows users to access and capture useful information. TikTok is a short video social media platform created by Byte Dance, which is used to record and upload the colours of people's lives and has a wide audience reach, from teenagers to parents who explore and pay attention to this social media, to get more and more again. new information quickly and easily. The live streaming platform has gradually become a new method of selling and has become an urgent method of buying in many people's lives.

TikTok provides a unique method for users to share creative videos of themselves, their surroundings or put together an audiovisual environment. The current state is the most popular mobile application TikTok Indonesia, nearly 12.2 million installs in this September 2022. This means that ticks have increased by 17.9%, when compared to the previous year's period (Liputan6.com, 2022). On aspects of online education, tourism and e-commerce, the visual encyclopedia metaphor echoes TikTok's expansion into other public domains. That is, users are free to access TikTok, both to collect the desired information and to advertise their goods (Zhang, 2020).

This moment is a sign of TikTok in the context of popular culture, because TikTok moments have become a new trend among Indonesian people. If we look at FYP TikTok, there are lots of people from outside the area who have their own culture, they are different people, from here we can see the habits of the people. The breadth of community groups in Indonesia currently can reach such as: ethnicity, religion, tradition, culture, social class and so on (Kusumawardhani & Sari, 2021).

The presence of the TikTok application at this time, while the hype has a considerable influence on the socio-cultural conditions of the community. Initially, the TikTok application was known to upload videos that were joking or purely entertainment (Kurniawan, 2022). This TikTok application can be used as a place for learning or education, now we can see that at FYP there are lots of content creators who make educational videos such as introducing regional culture, regional makeup tutorials, dancing regional dances and many more. So that later the audience still doesn't know the culture of an area after watching educational videos that the public will understand (Damayanti & Gemiharto, 2019).

This digital marketing activity is certainly a trend in itself at this time. Digital marketing is also defined as marketing activities by utilizing digital technology. One



example of digital marketing is internet marketing (e-marketing). E-marketing is a marketing process that uses electronic communication technology, especially the internet. The strategic role of digital marketing is urgent to attract consumers' interest and direct them to communicate electronically and conventionally (Guarda et al., 2021).

Objectives

The population in this study are all TikTok users in Lamongan, especially in Lamongan district. With a total sample used in this study as many as 100 respondents with a purposive sampling method. This study uses quantitative methods. According to (Creswell, 2012), the quantitative method explains how a variable affects other variables. The research instrument is a questionnaire. Questionnaires are lists of questions or answers written by respondents to give them perspective. The variables used in this study consist of dependent and independent variables. The independent variables are Informativeness, Unique, Entertainment, Co-creation and the dependent variable in this study is customer engagement. As seen in Figure 2.1 as follows:

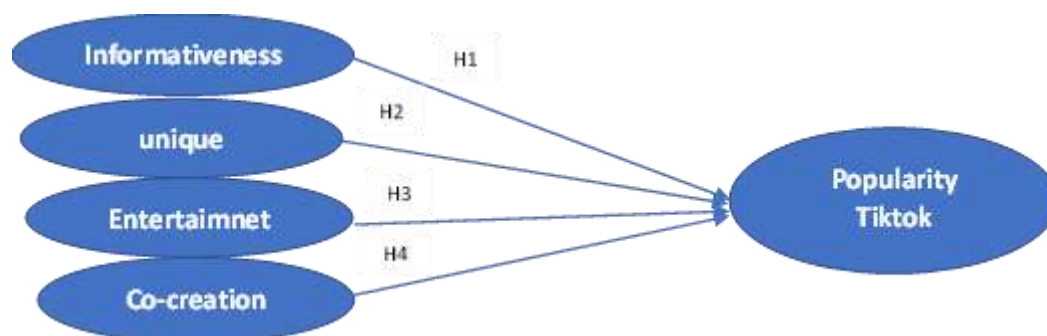


Figure 2.1 Conceptual Framework Model

This study uses Multiple Linear Regression Analysis. The analysis is used to measure the effect of the independent variable to the dependent variable. Analysis using multiple linear regression with the equation:

$$Y = a + b1.X1 + b2.X2 + b3.X3 + e.$$

DISCUSSION

Validity test is a test of the accuracy of a measuring instrument in measuring what is being measured. Validity test of this study used a questionnaire on 100 samples so that the degrees of freedom were 98 ($df = N-2 = 100-2 = 98$). Table 3.1

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shows the Pearson correlation score of each item of questionnaire questions to the total item score for each variable. Validity test is done by comparing the Pearson correlation with the *r* table. If the Pearson correlation value is greater than the *r* table with a degree of freedom of 98 (0.1966), it can be concluded that the question items are valid.

Table.1 The Results of The Questionnaire Validity Test

Research Variables	Item	Pearson Correlation	r-table	Conclusion
Informativeness (X1)	X1.1	0.897	0.1966	Valid
	X1.2	0.885	0.1966	Valid
	X1.3	0.885	0.1966	Valid
Unique (X2)	X2.1	0.860	0.1966	Valid
	X2.2	0.842	0.1966	Valid
	X2.3	0.845	0.1966	Valid
Entertainment (X3)	X3.1	0.804	0.1966	Valid
	X3.2	0.806	0.1966	Valid
	X3.3	0.839	0.1966	Valid
Co-creation (X4)	X4.1	0.865	0.1966	Valid
	X4.2	0.862	0.1966	Valid
TikTok Popularity (Y)	Y.1	0.697	0.1966	Valid
	Y.2	0.779	0.1966	Valid
	Y.3	0.805	0.1966	Valid

Source: Processed Primary Data, 2022

The reliability test shows that the instrument is reliable enough to be used as a data collection tool because the instrument is good (Sugiyono, 2016: 169). Instrument reliability testing uses Cronbach's Alpha, if Cronbach's Alpha > 0.60, it can be said that the questionnaire is reliable. The results of the reliability test are shown in Table 3.2, based on the test results showing that the questionnaire for each variable item was reliable.

Table.2 The Result of Questionnaire Reliability Test

No	Variable	Cronbach's Alpha	Conclusion
1	Informativeness	0.867	Reliable
2	Unique	0.801	Reliable
3	Entertainment	0.748	Reliable

4	Co-creation	0.658	Reliable
5	TikTok Popularity	0.625	Reliable

Source: Processed Primary Data, 2022

After testing the validity and reliability, the next step is to create a regression model. It is necessary to test the assumptions on the residual regression model before proceeding to the stage of determining the regression model and testing the hypothesis. Some of the assumptions tested include normality distribution test of residuals, multicollinearity, heteroscedasticity, and autocorrelation test.

The normality test can be done visually or by testing the hypothesis using the Kolmogorov-Smirnov test. The null hypothesis is the residuals are normally distributed, while the alternative hypothesis is the residuals are not normally distributed. By using a significance level of 5%, the decision failed to reject the null hypothesis because the P-Value (0.152) was greater than 5%. In addition, the visualization results show that the blue dots are around the black line, so visually it can also be concluded that the residuals are normally distributed.

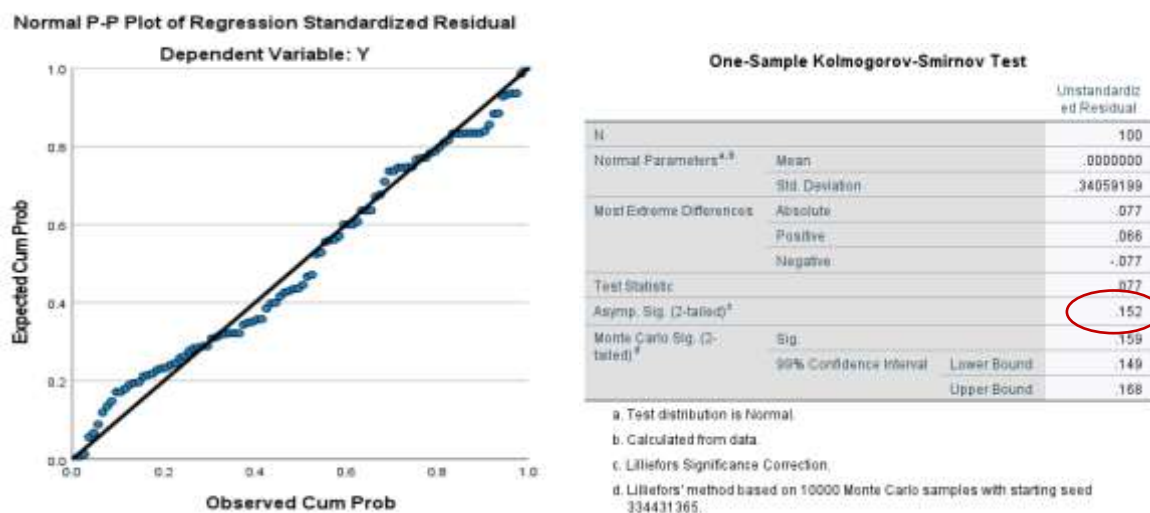


Figure .1 The Result of Normality Test of Residuals

Source: Processed Primary Data, 2022.

Multicollinearity test was conducted to find out whether there is a dependency between the independent variables. The null hypothesis is that there are no multicollinearity cases, while the alternative hypothesis is that there are multicollinearity cases. This test can be done by looking at the VIF. If VIF is greater

than 10 for each independent variable, it can be concluded that there is a case of multicollinearity. The VIF value for each independent variable in this test is less than 10 so it can be concluded that there are no multicollinearity cases given in Table 3.3.

Table.3 VIF for Multicollinearity Test

No	Variable	VIF
1	Informativeness	1.502
2	Unique	1.600
3	Entertainment	1.274
4	Co-creation	1.079

Source: Processed Primary Data, 2022.

Furthermore, the heteroscedasticity test uses the Glejser test, which regresses the independent variable to the absolute residual. The null hypothesis is that there are no cases of heteroscedasticity, while the alternative hypothesis is that there are cases of heteroscedasticity. If the simultaneous test results obtained a decision to fail to reject the null hypothesis, it can be concluded that there is no case of heteroscedasticity. The results of the simultaneous test of the regression model for the Glejser test are shown in Figure 3.2 where the P-Value (0.078) is greater than the 5% significance level so that it fails to reject the null hypothesis and it can be concluded that there is no case of heteroscedasticity.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.377	4	.094	2.175	.078 ^b
	Residual	4.118	95	.043		
	Total	4.496	99			

Figure 2 The Result of Heteroscedasticity Test

Source: Processed Primary Data, 2022.

The last is the autocorrelation test using the Durbin-Watson test. The null hypothesis is that there are no cases of autocorrelation, while the alternative hypothesis is that there are no cases of autocorrelation. The criterion for rejecting the null hypothesis is $dU < d < 4-dU$ where $dU = 1.7582$ for $k = 4$ (independent variable) and $n = 100$ (number of observations). The Durbin-Watson value in the autocorrelation test is 2,026 which is given in Figure 3.3 which meets the criteria $dU < d < 4-dU$ so

that it is decided to fail to reject the null hypothesis, meaning that there are no cases of autocorrelation.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.929 ^a	.862	.856	.34769	2.026

Figure 3 The Result of Autocorrelation Test

Source: Processed Primary Data, 2022.

After all the classical assumptions are fulfilled, then the simultaneous and partial regression model testing can be continued. Simultaneous test results are given in Figure 3.4. The P-Value (<0.001) is less than 5% so it is decided to reject the null hypothesis, meaning that at least one parameter is not equal to zero or together the independent variables have a significant effect on the dependent variable.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.876	4	17.969	148.642	$<.001^b$
	Residual	11.484	95	.121		
	Total	83.360	99			

Figure4 The Result of Simultaneous Test of Regression Model

Source: Processed Primary Data, 2022.

The result of the simultaneous test is to reject the null hypothesis so that the partial test can be continued. The partial test results are given in Figure 3.5. The P-Value for all independent variables is less than 5% so that it can be decided to reject the null hypothesis, meaning that all independent variables have a significant effect on the dependent variable.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.681	.493		1.382	.170		
	X1	.249	.027	.437	9.372	<,001	.666	1.502
	X2	.247	.035	.343	7.111	<,001	.625	1.600
	X3	.282	.034	.351	8.177	<,001	.785	1.274
	X4	.143	.041	.139	3.509	<,001	.926	1.079

Figure. 5 The Result of Partial Test of Regression Model

Source: Processed Primary Data, 2022.

The results of testing the classical assumptions show that the regression model meets the classical assumptions. Furthermore, the results of simultaneous and partial tests show that the informativeness, unique, entertainment, and co-creation variables have a significant effect on the popularity of TikTok. The coefficient of determination based on Figure 3.3 is 86.2%, meaning that the independent variables are able to explain 86.2% of the model variance, the rest is explained by other factors that are not included in the regression model. This value can be said to be large enough so that the regression model is feasible to use. The regression model obtained for predicting the popularity of TikTok is as follows.

$$Y = 0.681 + 0.249 X1 + 0.247 X2 + 0.282 X3 + 0.143 X4$$

Based on the regression model obtained, if the informativeness score increases by one unit, TikTok's popularity will increase by 0.249 if other variables are held constant. If the unique score increases by one unit, TikTok's popularity will increase by 0.247 if other variables are held constant. If the entertainment score increases by one unit, then TikTok's popularity will increase by 0.282 if other variables are considered in cash. Furthermore, if the co-creation score increases by one unit, TikTok's popularity will increase by 0.143.

CONCLUSION

Informativeness, unique, entertainment, and co-creation are positively correlated and have a significant effect on TikTok's popularity with a coefficient of determination of 86.2%. The TikTok company should be able to maintain and improve these four variables so that TikTok's popularity will increase.

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