



The Role of Digital Marketing in Decision Making Buying Fashion Products on TikTok Study on Students of Fisip Islamic University of Makassar

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ABSTRACT

This study aims to examine the role of digital marketing as perceived by students toward fashion products on TikTok and to identify the factors influencing students' purchasing decisions in the implementation of digital marketing on the platform. This research employed a qualitative approach with a descriptive research design. The informants consisted of 30 students from the Faculty of Social and Political Sciences (FISIP), Universitas Islam Makassar, selected using a purposive sampling technique based on the criteria that they actively use TikTok and have viewed or purchased fashion products through the platform. Data were collected through in-depth interviews, documentation, and field notes, and were analyzed using the interactive analysis model of Miles and Huberman, which includes data reduction, data display, and conclusion drawing.

The findings indicate that students perceive digital marketing through TikTok as an effective medium for promotion, communication, and information dissemination in introducing fashion products. Creative content, attractive visuals, TikTok Shop features, live streaming, and influencer promotions increase students' interest, build trust, and help them obtain product information before making purchasing decisions. In addition, students' purchasing decisions are influenced by several factors, including the quality of product information, the attractiveness of marketing content, influencer endorsements, product prices, consumer reviews and testimonials, and fashion trends on TikTok. The study concludes that digital marketing through TikTok plays a significant role in shaping purchasing decisions for fashion products among students of the Faculty of Social and Political Sciences, Universitas Islam Makassar. Nevertheless, students still consider their needs, product quality, and price suitability before deciding to make a purchase.

A. INTRODUCTION

The development of digital technology has brought significant changes in various aspects of people's lives, especially in the way of communicating and carrying out economic activities. The presence of the internet and social media not only facilitates the process of exchanging information, but also changes people's consumption behavior

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patterns to be more practical, fast, and digital-based. Activities such as searching for product information, social interaction, and transaction processes can now be carried out in an integrated manner in one digital platform.

Muliati (2021), explained that a customer-oriented marketing strategy makes companies have to understand behavior and meet customer needs to achieve customer satisfaction. The right strategy must be implemented to attract customers and increase sales. Digital marketing companies use various digital tools such as social apps, websites, online videos, emails, and blogs to market ikan.

Service quality discusses the quality of service and consumer buying interest, research is carried out with qualitative methods through observation, interviews, and documentation on the research object of the commercial business market (Norhaedah K, 2024). The results of the study show that good service, such as friendliness, speed of service, convenience, and the ability to meet consumer needs can increase customer satisfaction and buying interest.

The effect of work discipline on improving employee performance in government agencies. This study aims to find out whether work discipline has a significant influence on employee performance and how much of an influence it has (Mochtar Luthfi 2024). The effect of work discipline on improving employee performance in government agencies. This study aims to find out whether work discipline has a significant influence on employee performance and how much of an influence it has (Mochtar Luthfi 2024).

In this context, digital marketing is the main strategy used by business actors to reach consumers widely and effectively. According to Kotler and Keller (2022), digital marketing is a form of marketing that utilizes digital technology to create, communicate, and provide value to consumers through dynamic interactions. One of the social media platforms that is growing rapidly as a marketing medium is TikTok. The platform has the characteristics of engaging short videos, algorithms that are able to adjust user interests, and fast and wide dissemination of information. TikTok is not only used as an entertainment medium, but also as a means of promoting various products, especially fashion products that rely on visual appeal.

Net Profit Margin is a ratio used to find out how much a company's profit comes from net profit divided by sales. The larger this ratio, the better the financial performance of a company. Financial performance is an overview of a company's financial position

during a certain period. Financial performance in this study was measured using Return On Asset (Sariana, 2022).

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Based on the results of interviews with FISIP students at the Islamic University of Makassar, it was found that the decision to purchase fashion products on TikTok was influenced by various factors, such as the quality of product information, the visual appeal of the content, user reviews, influencer influence, and emerging fashion trends. In addition, students also consider rational aspects such as price, product quality, and needs before making a purchase.

This study aims to analyze the role of digital marketing on the decision to purchase fashion products on TikTok in FISIP students of the Islamic University of Makassar and identify the factors that influence students' purchasing decisions in the implementation of digital marketing through the TikTok platform.

B. METHODS

This study uses a qualitative approach with a descriptive research design. This approach is used to deeply understand the role of digital marketing in shaping the decision to purchase fashion products on TikTok for students.

The subject of the study is a student of the Faculty of Social and Political Sciences, Islamic University of Makassar. The research informants amounted to 30 people who were selected using purposive sampling techniques with active criteria using TikTok and had seen or bought fashion products through the platform.

Data collection techniques are carried out through in-depth interviews, documentation, and field notes. Data analysis uses Miles and Huberman's interactive model which includes data reduction, data presentation, and conclusion drawn.

C. RESULTS AND DISCUSSION

1. Digital Marketing That Students Understand for Fashion Products on TikTok.

The results of the study show that FISIP students of the Islamic University of Makassar interpret digital marketing on TikTok as a marketing medium that not only functions to promote products, but also as a means of communication and information

dissemination that is able to build relationships between sellers and consumers. Students consider that marketing content displayed through TikTok is more interesting because it is creatively packaged, follows trends, and is easy for social media users to understand.

Most of the informants stated that TikTok is the main source of information about fashion products. Through short videos, live streaming, product reviews, and influencer content, students can find out the quality of products, the latest models, and emerging fashion trends. This shows that TikTok has an important role in the process of finding consumer information before making a purchase.

The findings of this study are in line with the opinion of Kotler and Keller (2022) who stated that digital marketing is a marketing activity that utilizes digital technology to create effective communication between companies and consumers. Through digital media, information can be conveyed quickly, broadly, and interactively so that it can increase consumer involvement with the products offered.

Digital marketing must also continue to develop through social media where commerce, and dynamic online campaigns. (Mahyus, 2022) stated that service quality is an effort to create comfort for customers so that customers feel that they get more value than expected. Digital marketing must also continue to develop through social media where commerce, and dynamic online campaigns. (Mahyus, 2022) stated that service quality is an effort to create comfort for customers so that customers feel that they get more value than expected.

The results of the interviews also show that trust is an important aspect of digital marketing through TikTok. Students tend to trust products that have positive reviews, user testimonials, unboxing videos, and product information that is delivered transparently. This trust is the basis for students to form a perception of a product before deciding to buy.

According to Sari and Kurniawan (2021), consumer trust in the digital environment is an important factor that affects the success of online marketing. Consumers will find it easier to make transactions if the information provided is considered credible and in accordance with the actual condition of the product.

2. Factors Influencing Student Purchasing Decisions in the Implementation of Digital Marketing on TikTok

Based on the results of the research, there are several factors that affect students' purchasing decisions for fashion products on TikTok, namely the quality of product

information, the attractiveness of marketing content, the influence of influencers, product prices, consumer reviews, and fashion trends that develop on social media. The quality of product information is the first factor that influences students' purchasing decisions. Complete information about materials, sizes, colors, prices, and product quality helps students evaluate before buying. The clearer the information provided, the higher the level of student trust in the product.

The second factor is the appeal of marketing content. Students admitted that they were more interested in creatively packaged content, attractive visuals, and following trends that are currently popular on TikTok. Attractive content is able to increase attention and encourage consumer buying interest. The second factor is the appeal of marketing content. Students admitted that they were more interested in creatively packaged content, attractive visuals, and following trends that are currently popular on TikTok. Attractive content is able to increase attention and encourage consumer buying interest.

According to Setiawan (2023), influencers have the ability to shape consumer opinions and perceptions so that they can influence purchasing decisions, especially among the younger generation who actively use social media. In addition, the price of the product is also an important consideration in the student's purchase decision. As a consumer group that is still a student, financial ability is a factor that cannot be ignored. Students tend to compare the price of the product with the benefits obtained before making a purchase.

Consumer reviews and testimonials also affect purchasing decisions. Before purchasing a product, students usually read comments, look at other users' reviews, and look for additional video reviews. This step is taken to reduce the risk of product mismatches that may occur after purchase. The last factor is the growing fashion trend on TikTok. Products that often appear on the For You Page (FYP) page and are viral tend to attract more students' attention. The frequency of product appearances in various content makes students more familiar with the product and encouraged to try it.

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success is not only determined by product promotion, but also by the ability of business actors to build trust, present clear information, and create content that appeals to consumers.

D. CONCLUSION

In addition, factors that influence student purchasing decisions in the implementation of digital marketing on TikTok include the quality of product information, the attractiveness of marketing content, influencer influence, product prices, consumer reviews and testimonials, and fashion trends that are developing on social media. These factors play a role in shaping students' perceptions, levels of trust, and confidence in the products offered.

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