

The Influence of Digital Marketing and Electronic Word of Mouth on Sunsilk Shampoo Purchasing Decisions on TikTok among Generation Z in Pamulang, South Tangerang

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Abstract: *This study aimed to examine the effect of Digital Marketing and Electronic Word of Mouth on the purchase decision of Sunsilk shampoo on TikTok among Generation Z in Pamulang District, South Tangerang. A quantitative causal-associative approach was applied. The sample consisted of 100 respondents selected through purposive sampling. Data were collected using an online questionnaire and analyzed with IBM SPSS using validity, reliability, classical assumption, simple and multiple linear regression, t-test, F-test, correlation, and coefficient of determination. The results showed that Digital Marketing had a positive but insignificant effect on purchase decisions ($t = 1.507$; $p = 0.135$), while Electronic Word of Mouth had a positive and significant effect ($t = 3.055$; $p = 0.003$). Simultaneously, Digital Marketing and Electronic Word of Mouth significantly affected purchase decisions ($F = 5.734$; $p = 0.004$). The Adjusted R Square of 0.087 indicated that the two independent variables explained 8.7% of the variation in purchase decisions. The findings suggest that e-WOM plays a stronger partial role in shaping purchase decisions, while other factors outside the model also contribute.*

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Introduction



The development of the internet and social media has changed the way consumers obtain information and how companies conduct marketing. In this study, TikTok is positioned as a digital marketing channel used by Sunsilk to convey product information, promotions, video content, and sales activities. Digital marketing can influence the consumer decision-making process, although the impact may vary by channel and stage of the purchasing decision (Dastane, 2020; Omar & Atteya, 2020).

Research shows that Sunsilk utilizes digital media, including TikTok, to promote its products and engage with consumers. A pre-survey conducted by Digital Marketing of 30 respondents revealed that digital marketing activities are not yet fully optimized. For example, 46.7% of respondents stated that Sunsilk's paid promotions attracted them to try the product, and 40% reported frequently viewing Sunsilk promotional content on TikTok or Instagram. These findings suggest there is still room to

improve the effectiveness of digital marketing communications.

In addition to digital marketing, electronic word of mouth (e-WOM) is an important source of information because consumers can read reviews, comments, experiences, and recommendations from other users before making a purchase. Previous research has shown that e-WOM can be positively related to purchasing decisions, both in marketplaces and for halal products (Inayati et al., 2022; Pasharibu & Nurhidayah, 2021; Yulindasari & Fikriyah, 2022). A pre-survey of this study showed that 76.7% of respondents stated that user reviews helped them understand Sunsilk products, and 70% stated that friends' comments or opinions influenced their decisions.

Regarding the Purchase Decision variable, a pre-survey showed that 80% of respondents stated that Sunsilk's availability made purchasing easier, but only 60% chose Sunsilk over other brands. These results indicate that purchasing decisions are not yet fully optimized and can be influenced by various information and marketing stimuli. Social media can also be utilized as a promotional tool to broaden the delivery of product information to potential consumers (Puspitarini & Nuraeni, 2019).

Previous research has shown that the influence of digital marketing on purchasing decisions is not always consistent. Onsardi et al. (2022) found a positive and significant influence, while Dastane (2020) showed that digital marketing's influence can operate through specific mechanisms in purchasing behavior. Regarding e-WOM, research by Pasharibu and Nurhidayah (2021) and Yulindasari and Fikriyah (2022) showed a positive influence on purchasing decisions. These differences in the context of objects, platforms, and respondent characteristics underlie the need for testing on Generation Z consumers who use Sunsilk on TikTok. Purchasing decisions are evaluative processes involving information search and alternative selection, so marketing communications and user information can be part of consumer considerations (Kotler & Keller, 2016; Kotler et al., 2021).

The purpose of this study is to analyze the influence of Digital Marketing on Purchasing Decisions, analyze the influence of Electronic Word of Mouth on Purchasing Decisions, and analyze the influence of Digital Marketing and Electronic Word of Mouth simultaneously on Purchasing Decisions of Sunsilk shampoo products on TikTok among Generation Z in Pamulang District, South Tangerang.

Method

This research used a quantitative approach with a causal associative design. The independent variables were Digital Marketing (X1) and Electronic Word of Mouth (X2), while the dependent variable was Purchase Decision (Y). The quantitative approach was used to test hypotheses based on numerical data collected through research instruments (Sugiyono, 2022).

The object of the study was Sunsilk shampoo products on the TikTok platform with Generation Z respondents in Pamulang District, South Tangerang. The study population was estimated at 47,457 residents aged 17–29 years. Based on the sample calculation used in the thesis, the number of respondents was set at 100 people. The sampling technique used non-probability sampling with a purposive sampling method, with the criteria for respondents being Generation Z, domiciled in Pamulang District, using or having purchased Sunsilk, and knowing about Sunsilk promotions through TikTok.

Primary data was collected through an online questionnaire using a Likert scale. The instrument consisted of 10 Digital Marketing statements, 10 Electronic Word of Mouth statements, and 10 Purchasing Decision statements. Data processing was performed using IBM SPSS. Instrument testing included validity and reliability; classical assumption tests included normality, multicollinearity, and heteroscedasticity; while inferential analysis included simple linear regression, multiple linear regression, correlation, t-test, F-test, and coefficient of determination. Regression analysis and assumption testing were conducted in accordance with the statistical procedures used in this thesis (Ghozali, 2021).

Results and Discussion

Respondent characteristics. The study involved 100 respondents. 68 (68%) were female and 32 (32%) were male. Based on age, 42 (42%) were aged 17–20 years, 48 (48%) were aged 21–24 years, and 10 (10%) were aged over 24 years.

Table 1. Respondent characteristics

Characteristics	Category	Amount	Percentage
Gender	Woman	68	68%
Gender	Man	32	32%
Age	17–20 years	42	42%
Age	21–24 years	48	48%
Age	>24 years	10	10%

Instrument testing. All 10 items in Digital Marketing, Electronic Word of Mouth, and Purchasing Decisions were declared valid because the calculated r value for each item was greater than the table r of 0.197. The reliability test also showed that all variables were reliable with a Cronbach's Alpha of 0.754 for Digital Marketing, 0.859 for Electronic Word of Mouth, and 0.849 for Purchasing Decisions.

Table 2. Reliability test results

Variables	Item	Cronbach's Alpha	Information
Digital Marketing (X1)	10	0.754	Reliable
Electronic Word of Mouth (X2)	10	0.859	Reliable
Purchase Decision (Y)	10	0.849	Reliable

Classical assumption test. The results of the normality test show an Asymp. Sig. Kolmogorov–Smirnov value of 0.071 (>0.05), so the residuals are declared normally distributed. The tolerance values for Digital Marketing and Electronic Word of Mouth are each 0.998, while the VIF is each 1.002. These results indicate no multicollinearity. The residual scatterplot also does not form a specific pattern, so no heteroscedasticity disturbances were found.

Table 3. Summary of classical assumption tests

Testing	Results	Decision
Normality	Asymp. Sig. = 0.071	Normal
Multicollinearity	Tolerance = 0.998; VIF = 1.002	Not occur
Heteroscedasticity	Scatterplot does not form a specific pattern	Not occur

Hypothesis testing. A simple linear regression of Digital Marketing produces the equation $Y = 18.605 + 0.183X_1$. The regression coefficient is positive, but the calculated t value of 1.507 with a significance of 0.135 indicates that Digital Marketing does not have a partial significant effect on Purchasing Decisions. This result indicates that the direction of the positive relationship is not strong enough to be a significant influence.

A simple linear regression of Electronic Word of Mouth yields the equation $Y = 16.499 + 0.286X_2$. The calculated t -value of 3.055 with a significance level of 0.003 indicates that Electronic Word of Mouth has a positive and significant effect on Purchasing Decisions. This finding is in line with research by Pasharibu and Nurhidayah (2021) and Yulindasari and Fikriyah (2022) which demonstrates the role of e-WOM in purchasing decisions.

Multiple linear regression produces the equation $Y = 10.779 + 0.167X_1 + 0.280X_2$. Simultaneously, the calculated F value of 5.734 is greater than the F table of 3.09 with a significance of 0.004. Thus, Digital Marketing and Electronic Word of Mouth together have a significant effect on Purchasing Decisions.

Table 4. Summary of hypothesis testing

Hypothesis	Test results	Sig.	Decision
H1: $X_1 \rightarrow Y$	$t = 1.507$	0.135	Not significant
H2: $X_2 \rightarrow Y$	$t = 3.055$	0.003	Positive and significant
H3: $X_1 \text{ and } X_2 \rightarrow Y$	$F = 5.734$	0.004	Significant

The coefficient of determination shows that digital marketing partially explains 1.3% of the variation in purchasing decisions, while electronic word of mouth explains 7.8%. Simultaneously, digital marketing and electronic word of mouth explain 8.7% of the variation in purchasing decisions, while 91.3% is influenced by other factors not examined.

Table 5. Coefficient of determination

Model	Adjusted R Square	Contribution
Digital Marketing (X1) → Y	0.013	1.3%
Electronic Word of Mouth (X2) → Y	0.078	7.8%
X1 + X2 → Y	0.087	8.7%

Discussion. The partial insignificance of digital marketing indicates that Sunsilk's digital marketing activities are not yet the sole determinant of purchasing decisions among study respondents. This finding differs from Onsardi et al.'s (2022) study, which found a positive and significant effect, but is consistent with the idea that digital marketing effectiveness can depend on the channel and stage of the consumer decision-making process (Dastane, 2020; Omar & Atteya, 2020).

Electronic Word of Mouth has been shown to have a positive and significant influence. This means that information derived from the experiences, reviews, comments, and recommendations of other users in the digital environment plays a role in forming purchasing decisions. This finding is consistent with Pasharibu and Nurhidayah (2021) and Yulindasari and Fikriyah (2022). Simultaneously, both variables have a significant influence, but their contribution is only 8.7%. This shows that Sunsilk purchasing decisions are also influenced by factors other than the model, such as price, product quality, brand image, promotion, consumer trust, or influencer marketing, as stated in the limitations of the thesis. This finding is also consistent with research that places e-WOM, trust, reviews, and digital social interactions as relevant factors in purchasing behavior (Huzangi & Astuti, 2020; Maulana et al., 2021; Monfared et al., 2021; Noviadini & Yasa, 2021; Nurahman & Indrianto, 2021; Wintang & Pasharibu, 2021).

Conclusion and Recommendation

This study found that digital marketing was not significantly associated with purchasing decisions for Sunsilk shampoo on TikTok among Generation Z respondents in Pamulang, South Tangerang ($t = 1.507$; $p = 0.135$). In contrast, electronic word of mouth (e-WOM) showed a positive and statistically significant association with purchasing decisions ($t = 3.055$; $p = 0.003$). The simultaneous test indicated that digital marketing and e-WOM were jointly significant in the regression model ($F = 5.734$; $p = 0.004$). However, the model's Adjusted R Square of 0.087 indicates that these two variables explain only 8.7% of the variation in purchasing decisions, while the remaining 91.3% is associated with factors outside the model. Therefore, the findings suggest that e-WOM has a stronger individual statistical association with purchasing decisions than digital marketing within the scope of this study, while the overall explanatory power of the model remains limited.

Based on these findings, companies may consider providing clearer and more informative digital promotional content, including information about product benefits, ingredients, and usage instructions. They may also encourage consumers to share honest and informative reviews on TikTok and other social media platforms. Product innovation, product quality improvement, relevant promotions, and customer loyalty programs may also be considered as potential strategies, although their relationships with purchasing decisions were not directly examined in this study.

This study has limitations. The use of purposive sampling means that the findings may not be generalizable to all Generation Z consumers. Furthermore, the research focused specifically on Sunsilk shampoo users or consumers familiar with its TikTok promotions in Pamulang, South Tangerang. Future studies could include respondents from broader geographical areas and different product categories, as well as examine additional variables such as price, brand image, consumer trust, and product quality to improve the explanatory power of the research model.



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