



**Influence of Tiktok Marketing Content And Halal Awareness on Purchasing Decisions
With Bpom Attributes as Intervening**

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Abstract:

The emergence of the Tiktok application makes consumers spend as much as 52 minutes to see the content on the application, one of which is the world of beauty. For business people, this application is very profitable because it can increase interest by as much as 70% every month. With the large number of Muslims in Indonesia, Muslim women are faced with several things before buying a beauty product such as its halalness and the content in it. One of them is the BPOM attribute listed on the product as information to consumers. However, LPPOM MUI stated that there are still many people who do not understand about the BPOM regulation because the public thinks that when it is certified bpom then it is halal, but not necessarily. This study was conducted to look at the influence of Tiktok marketing content and consumer halal awareness on purchasing decisions to be mediated by BPOM Attributes on Scarlett Whitening products. This type of research uses quantitative methods with descriptive statistical approaches, multiple linear analysis and path analysis (to find out the influence of mediation). The study used data from 125 Muslim respondents with the dissemination of questionnaires in the form of likert scales as primary data. Data processing uses SPSS Version 25 and sobel tests to calculate the influence of mediation. The results of this study show that the influence of (1) Tiktok marketing content has a direct effect on BPOM's attributes. (2) Halal Awareness has no influence on BPOM attributes. (3) Tiktok marketing content directly affects purchasing decisions. (4) Halal awareness has no influence on purchasing decisions. (5) BPOM attributes directly affect purchasing decisions. (6) BPOM attributes have no mediating influence on Tiktok's marketing content on purchasing decisions. (7) BPOM attributes do not have a mediating effect on halal awareness of purchasing decisions

Keywords: Tiktok Content Marketing, Halal Awareness, BPOM Attributes, Purchase Decision, Scarlett Whitening

INTRODUCTION

In everyday life humans often decide several choices to finally choose one choice. Decisions on the purchase of products and services are often made by many people to meet their needs and desires. In this pandemic era, everyone is faced with several choices, with activities at home only and almost every day healthing the internet and social media is one of the considerations to decide on a purchase. Moments before the pandemic, people were faced with the uproar of a social media-based short video application called Tiktok. As of November 2018 Tiktok had 689 million active users per month, while October 2020 recorded from Music Business Worldwide in (Kompas.com, 2021) there are 732 million active users.



Figure 1 The number of monthly active users quoted
Source: Music Business Worldwide in the web Kompas.com

In February 2021 active users are predicted to reach 1.1 billion users (Mohsin, 2021). Users of this Tiktok application are spread across 150 countries with an age range of 10-29 years old users with a percentage of 62%, while only 7.1% of users are 50 years old (Doyle, 2021). According to a survey in the United States June 14, 2021, active users of this tiktok spend an average of 52 minutes every day. For new users who are still exploring the features of this application requires 80 minutes in the Tiktok application (Doyle, 2021). In Indonesia alone, in July 2020, downloads of the tiktok application increased rapidly by 689.17 million users. Initially, in January 2018 there were 55 million users of the tiktok application, while the end of 2019 increased to 507 million users (Franendya, 2020). The largest countries in the world with the most tiktok app downloads are the United States with 9.7% (6,324,000 users) and Indonesia with 8.5% (5,542,000 users) (Rayana, 2020). According to research in the United States, there are 60% of tiktok users with female gender, while men as much as 40% (Doyle, 2021).

For women will often see some beauty segments such as makeup hacks, skincare reviews, and so on. On the tiktok application anyone can become an influencer, by reviewing a product can also lift the person's account. Skincare reviews in Indonesia are rife because of useful content or can be additional information for its users. Before the existence of Tiktok maybe we see beauty products in detail on social media accounts or the brand's website. Over time, customers need more trust not only from manufacturers, but fellow consumers. Quoted from Tokopedia (2021) that transactions in the beauty segment are twice as large as the previous year in 2020. Scarlett Whitening's brand also outperformed some overseas products with sales of 85 million at the beginning of January 2021 (Haasiani, 2021).

In the beauty segment is often faced with some product attributes that invite stimulation for the thoughts of women. Starting from packaging, color, label design, bpom attributes and many more. Scarlett Whittening is the brand that appears the most on the Tiktok app because many people review the product. Products produced from Scarlett Whitening in the form of

Body Care, Face Care and Hair Care. This brand was created by a Public Figure, Felicya Angelista, has been certified by BPOM and is famous for ingredients that are good for leather and affordable prices.

NOMOR REGISTRASI	PRODUK
NA18200104454 Terbit: 20-06-2020	Acne Serum Merk: SCARLETT Kemasan: Botol 15 mL, Botol 15 g, Botol 5 mL

Figure 2. BPOM number of one of Scarlett Whitening's products
Source : BPOM website

Most of the people of Indonesia are Muslims. This is related to products that are halal and not halal, especially in the selection of skin care. The more skin care options, consumers, especially Muslims, will be faced with many choices. In this case we can see how halal awareness of a Muslim in choosing products such as skin care and others. Where halal awareness is an awareness that is built from consumers themselves and assisted by information stimulation on various available platforms. Halal awareness cannot stand alone with the understanding of consumers alone, there needs to be parties who understand and provide information about halal in Islamic rules, so that halal awareness can be built because it understands how important it is to use halal products. The existence of knowledge about halal products makes the public have additional insights both from health reasons seen from the safety of ingredients in the product and about halal awareness.

Skin care products must also contain information that can be understood by consumers, one of which is bpom attributes in skin care products. BPOM is an institution that oversees the issuance of certificates and supervision and auditing of medicinal and food product ingredients including cosmetics. Based on Presidential Regulation No. 80 of 2017, BPOM has the authority to issue certificates and distribution permits for products that have been identified as safe in terms of health. With bpom giving distribution permit rights and the list of BPOM attributes on products should be used as information for the community in sorting products and even skin care products. However, a statement from LPPOM MUI (2021) on its website states that most Indonesians are still confused by the product circulation system, one of which is a distribution permit from BPOM. Therefore, in this study took the title "Influence of Tiktok Marketing Content And Halal Awareness On Purchasing Decisions With BPOM Attributes As Intervening (Case Study On Scarlett Whitening Products).

Main Text Formatting

1. Manuscripts should be submitted in Word.
2. Use a normal, plain font (e.g., 12-point Times Roman) for text.
3. Use italics for emphasis. □ Use the automatic page numbering function to number the pages.
4. Levels of headings should referred to APA style. Please use no more than three levels of displayed headings.
5. Abbreviations should be defined at first mention and used consistently thereafter.
6. Use tab stops or other commands for indents, not the space bar.
7. All tables (i.e., data displayed in rows and columns) must be submitted either in HTML format or as MS Word tables embedded in the manuscript near the first reference to the corresponding table. Tables MUST be no wider than 500 pixels (5.25"). Lengthy tables are discouraged as they are difficult to read online. All tables are to be numbered using Arabic numerals. Tables should always be cited in text in consecutive numerical order. For each table, please supply a table caption (title) explaining the component

LITERATURE REVIEW

Social Media Marketing Content

Social media has several advantages such as targets that can be personally determined by the company. Personally can also build closeness with consumers because it is more interactive. The cost is effective so that it can reduce cost expenditures and the amount of interest and capability of social media in sharing content with fellow users. Social media offers a lot of content as information for social media users and customers of a brand. Social media marketing content usually creates and disseminates content as information and education to be able to attract and even retain its customers (Seyyadamiri & Tajrobehkar, 2019). With digital sophistication and speed, marketing can also be done on social media. Marketers or companies can create value that will be distributed to consumers, attract and build good relationships with consumers. Many types of social media such as Instagram, Pinterest and Tiktok can offer the best features such as marketing content that is made can directly connect us to consumers through the comments column, the number of enthusiasts and some insights offered by social media (Armstrong, Kotler, & Opresnik, 2017). Social media marketing is often seen with its marketing content. According to (Gunelius, 2011), the four pillars or dimensions in social media marketing content are as follows:

1. Read
2. Create
3. Share
4. Discuss

Halal Awareness

The existence of many products makes us have to be more sensitive to the halalness of these products. As Muslims, we have been commanded to consume the halal and good. Halal things are very broad discussion compared to discussions about haram. Moreover, the verses that are valid discuss about halal are very few so that it will return to the rules and categories allowed by Allah. Halal is permissible (mubah) and allowed by Islam with the sharia that has been determined and regardless of the prohibition of Allah (Qardhawi, 2002). Therefore, we should be sensitive to products that have not been guaranteed halalness. This halal awareness is consumer awareness and the availability of halal information in various products. Consumers need to be aware of a product that is halal when it will be paid, eaten, drunk or even used (Herlina, Rifai, Sholeh, & Kurniaty, 2019). The indicators in halal awareness are as follows:

1. Islamic Understanding
2. Knowledge of Halal Product
3. Health Reason (Pramintasari & Fatmawati, 2017).
4. Be aware of halal (Pramintasari & Fatmawati, 2017).

BPOM Attribute

Packaging, appearance, style, quality even brand of a product is characterized as a product attribute. Indicators that can be used as a product attribute are quality, brand, packaging, labels and other supporting services that can determine the benefits that will be given to users or consumers (Dewi, Rahadhini, & Suprayitno, 2019). On labeling, it must place information accurately in order to become information that can be consumed by consumers. Many countries already regulate laws on labeling (Armstrong, Kotler, & Opresnik, 2017). Where the BPOM Attributes based on the official website <https://cekbpom.pom.go.id/> are as follows:

1. BPOM Label
2. BPOM Number or Product Registration
3. BPOM Barcode

Purchasing Decision

Before the purchase decision, many paths that consumers go through to achieve the decision. There is a lot of stimulation that goes into the purchasing decision process. This stimulation affects the buying process. Menu-rut (Kotler & Keller, 2016) purchasing decision process is described as the following description:

1. Problem Recognition
2. Information Search
3. Alternative Evaluation
4. Purchasing Decision
5. Post-Purchase Behavior

RESEARCH METHOD

This type of research uses descriptive quantitative methods. Quantitative methods in the form of research scored from field data. . That is, the person who is declared as a sample who has filled out a questionnaire then it is the scoring data in this study (Sugiyono, 2018). Based on data sources, the data in this study is primary data where researchers find and collect their own data through filling out questionnaires from respondents in the form of a likert scale of 1-5. Then supported by secondary data taken from journals, websites, books, and so on (Sekaran & Bougie, 2016). The population in this study is tiktok users and Muslims who will be sampled with characterisik: buying products and seeing Tiktok marketing content Scarlett Whitening, aged over 17 years, and living in jabodetabek area. The number of samples to be taken as many as 110 respondents with purposive sampling techniques using the hair formula as follows:

$$\text{Number of items in the indicator} \times 5 \text{ to } 10 \\ 22 \text{ variable indicators} \times 5 = 110 \text{ respondents}$$

The study used SPSS software version 25 with instrument testing, classical assumptions and multiple linear analysis. To see the effect of mediation, a path anaisis and Sobel test is used with a sobel calculator.

Results and Discussion

Respondent Profile

Domisili	Jumlah (n= 143)	Presentase (%)
Jakarta	82 Responden	57,34%
Bogor	17 Responden	11,89%
Depok	16 Responden	11,19%
Tangerang	14 Responden	9,79%
Bekasi	14 Responden	9,79%

Membeli Produk Scarlett & Melihat Konten Pemasaran Media Sosial TikTok	Jumlah (n= 143)	Presentase (%)
Ya	125 Responden	87,41%
Tidak	18 Responden	12,59%

Muslim	Jumlah (n= 143)	Presentase (%)
Ya	143 Responden	100 %

Sumber: Dtolah oleh peneliti (2021)

Figure 3 Respondent Profile

Based on the data above, the number of respondents was obtained as many as 143 respondents who were distributed to respoden over 17 years old, mus-lim, Tiktok users, bought products and saw Scarlett Whitening's Tiktok marketing content and was in Jabodetabek. This includes the da-lam screening criteria of respondents in this study. However, the next criteria that must be met in this study are respondents who buy products and see Scarlett Whitening's

Tiktok marketing content. Therefore, researchers screened the respondents obtained, so that they got 125 respondents who met the above criteria.

Instrument Testing

Based on validity testing, the question instrument tested gets a value greater than the critical value (0.3) so that all question instruments are declared valid. The Reliability test of each variable gets a value above 0.6 (Sujarweni, 2018) which includes Tiktok Marketing Content with a value of 0.778; Halal Awareness with a value of 0.786; BPOM attribute with a value of 0.852 and Purchase Decision with a value of 0.705 so that it is declared reliable.

Classic Assumption Testing

Normality Test

Based on the normality performed against the two structures are declared normally distributed, because statistically it has a value greater than 0.5 and graphically P-Plot the dots spread on diagonal lines.

Linearity Test

Based on the linearity performed on the two structures are expressed to have a linear relationship because the linearity value is below 0.05.

Multicollinearity Test

Based on the multicollinearity conducted on the two structures are declared to have free from mutikolinearity because the VIF value is less than 10 and tolerance is more than 0.1.

Heteroskedicity Test

Based On The Uij Heteroskedastity Performed On The Two Structures Are Declared Free Of Heteroskedasticity Because The Dots On The Scaterplot Diagram Spread Between Point 0 And The Y Axis.

Path Analysis (Direct Effect)

Table 1. Direct Effect Calculation

Variabel	Total	Direct Effect
X1→Z	0,433	Direct influence of tiktok marketing content on BPOM Attributes of 0.433
X2 → Z	0,126	Direct influence of halal awareness on BPOM attributes of 0.126
X1 → Y	0,442	Direct influence Tiktok marketing content on purchasing decisions of 0.442
X2 → Y	-0,032	Direct influence of halal awareness on purchasing decisions of - 0.032
Z → Y	0,177	Direct influence of BPOM Attributes on Purchasing Decisions of 0.177

Source: Processed by researcher

Path Analysis (Indirect Effect)

Table 2 Direct Effect Calculation

Variabel	Total	Indirect Effect
X1→Z→Y	0,433 * 0,177 = 0,077	Indirect influence between Tiktok Marketing Content on Purchasing Decisions mediated by BPOM Attributes of 0.077
X2 → Z → Y	0,126*0,177= 0,022	Indirect influence between Halal Awareness on Purchasing Decision mediated by BPOM Attributes of 0.022

Source: Processed by researcher

Total Effect

The total influence of Tiktok marketing content variables on Purchasing Decisions through BPOM Attributes is 1,203. While the total influence of Halal Awareness on Purchasing Decisions through BPOM Attributes amounted to 0.346 with the following path coefficients:

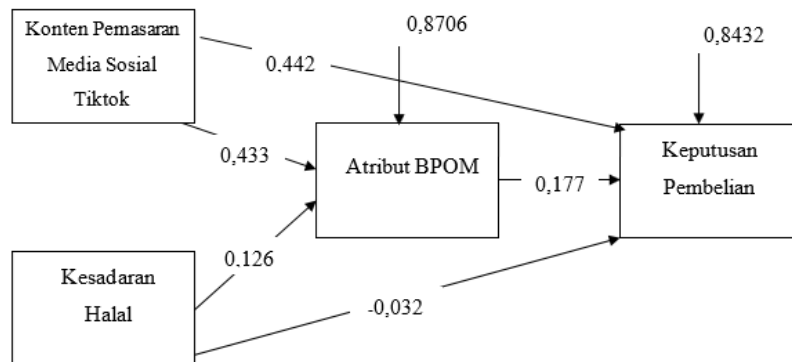


Figure 4. Path Coefficient Value

UJI SOBEL Structure Testing I

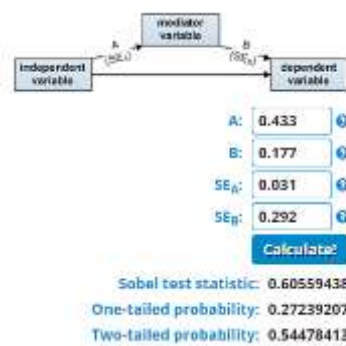


Figure 5. Calculation of Sobel Test Variable Content marketing tiktok Against Purchasing Decisions Through BPOM Attributes

Source: Processed by researchers <https://www.danielsoper.com/statcalc/calculator.aspx?id=31> results

Structure Testing II

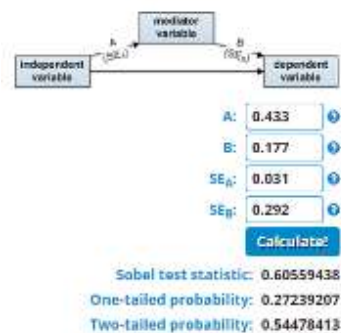


Figure 6. Calculation of Halal Awareness Sobel Test against Purchasing Decisions Through BPOM Attributes

Source: Processed by researchers. <https://www.danielsoper.com/statcalc/calculator.aspx?id=31>
results

Summary Of Hypotheses

No.	Hipotesis	Hasil Penelitian
1	Ho ₁ tidak terdapat pengaruh signifikan Konten pemasaran tiktok terhadap Atribut BPOM Produk Scarlett Whitening	Tolak Ho ₁
2	Ho ₂ tidak terdapat pengaruh signifikan kesadaran halal terhadap Atribut BPOM Produk Scarlett Whitening	Tidak Tolak Ho ₂
3	Ho ₃ tidak terdapat pengaruh signifikan Konten pemasaran tiktok terhadap keputusan pembelian Produk Scarlett Whitening	Tolak Ho ₃
4	Ho ₄ tidak terdapat pengaruh signifikan Kesadaran halal terhadap keputusan pembelian Produk Scarlett Whitening	Tidak Tolak Ho ₄
5	Ho ₅ tidak terdapat pengaruh positif dan signifikan Atribut BPOM terhadap keputusan pembelian Produk Scarlett Whitening	Ho ₅ ditolak
6	Ho ₆ tidak terdapat pengaruh tidak langsung konten pemasaran tiktok terhadap keputusan pembelian yang dimediasi oleh Atribut BPOM Produk Scarlett Whitening	Tidak Tolak Ho ₆
7	Ho ₇ tidak terdapat pengaruh tidak langsung kesadaran halal terhadap keputusan pembelian yang dimediasi oleh Atribut BPOM Produk Scarlett Whitening	Tidak Tolak Ho ₇

CONCLUSION

Based on the results of the study, it can be concluded that the influence of Tiktok marketing content and halal awareness mediated by BPOM attributes to purchasing decisions on Scarlett Whitening products, as follows:

1. Tiktok marketing content has a direct effect on BPOM Attributes.
2. Halal awareness has no effect on BPOM Attributes.
3. Tiktok marketing content has a direct effect on purchasing decisions.
4. Halal awareness has no effect on purchasing decisions.
5. BPOM attributes have a direct effect on purchasing decisions.
6. BPOM attributes as intervening variables have no indirect or mediated influence in mediating Tiktok marketing content towards purchasing decisions.
7. BPOM attributes as intervening variables have no indirect influence or mediation in mediating halal awareness of purchasing decisions.

Acknowledge

1. For the next researcher

There are diversity values of bpom attribute variables and purchasing decisions that are not explained by this study. Researchers suggest reordering indicators in the variables they want to study or can add other variables not used in the study.

2. For Scarlett Whitening

- Can create marketing strategies in the future business to maintain the quality of Tiktok marketing content by utilizing the use of captions and background music.

- Can maintain the opening of the comment field on tiktok social media to be able to appreciate and open discussions with consumers.
 - Continuous improvisation by listing the halal logo on new and old products.
3. For the Government
- Improve information and knowledge about Islamic rules and knowledge of halal products in skincare / cosmetics on various platforms.
 - Requiring and tightening every skincare / cosmetic company has a BPOM and Halal logo in collaboration with BPOM and LPPOM to educate the public and implement Presidential Regulation No. 80 of 2017 concerning BPOM certification.
4. For consumers
- Start cultivating reading a variety of information provided both from skincare / cosmetic sales companies such as social media and government such as bpom web, LPPOM, and so on so as to increase halal awareness in the purchase of skincare / cosmetics.

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