

**ANALYSIS THE INFLUENCE OF DIGITAL MARKETING AND SALES PROMOTION ON CUSTOMER PURCHASE INTENTION FOR SKINTIFIC PRODUCTS AT TIKTOK SHOP***ANALISIS PENGARUH PEMASARAN DIGITAL DAN PROMOSI PENJUALAN TERHADAP MINAT BELI PELANGGAN PADA PRODUK SKINTIFIC DI TIKTOK SHOP*

By:

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**Abstract:** This study aims to analyse the effect of digital marketing and sales promotion on customer purchase intention for Skintific products at TikTok Shop, an Indonesian skincare brand currently popular on TikTok. The independent variables in this study are Digital Marketing and Sales Promotion, while the dependent variable analysed is Customer Purchase Intention. This research uses a quantitative method with a sample of 100 respondents who are Generation Z and Millennial active TikTok users. Data was collected through a questionnaire with a Likert scale. The results of this study indicate that Digital Marketing and Sales Promotion synergistically and significantly influence customer Purchase Intention. The combination of innovative digital marketing strategies with attractive sales promotions on e-commerce platforms is proven to play an important role in increasing purchase intention.

**Keywords:** Digital Marketing, Sales Promotion, Purchase Intention

**Abstrak:** Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran digital dan promosi penjualan terhadap minat beli pelanggan terhadap produk Skintific di TikTok Shop, sebuah merek perawatan kulit Indonesia yang saat ini tengah populer di TikTok. Variabel independen dalam penelitian ini adalah Pemasaran Digital dan Promosi Penjualan, sementara variabel dependen yang dianalisis adalah Minat Beli Pelanggan. Penelitian ini menggunakan metode kuantitatif dengan sampel sebanyak 100 responden yang merupakan Generasi Z dan Milenial aktif pengguna TikTok. Data dikumpulkan melalui kuisioner dengan skala likert. Hasil penelitian ini menunjukkan bahwa Pemasaran Digital dan Promosi Penjualan secara sinergis dan signifikan mempengaruhi Minat Beli pelanggan. Kombinasi antara strategi pemasaran digital yang inovatif dengan promosi penjualan yang menarik di platform e-commerce terbukti memainkan peran penting dalam meningkatkan minat beli.

**Kata Kunci:** Pemasaran Digital, Promosi Penjualan, Minat Beli

## INTRODUCTION

### Research Background

In today's increasingly competitive business competition, the business world must be able to provide clear and different communication from its competitors to attract the attention of its customers. One way to do this is by conducting marketing activities. Businesses in the digital era use various marketing strategies, including using the internet and electronics. Marketing strategy is a way of thinking that companies use to achieve marketing goals. It includes specific strategies for target markets, positioning, marketing mix, and marketing budget allocation. Digital marketing and sales promotion is one of the sales strategies that can be used to attract customers' buying interest in marketed products.

Customer purchase intention refers to how likely a person is to buy a product or service, especially after they realize a need or desire. This is important in business because it helps companies understand customers' initial needs and predict future buying patterns. Digital marketing itself is a marketing strategy that uses various online channels such as SEO, content marketing, social media, email, influencers, and online advertising to promote products or services. It is important because it allows businesses to reach a wide audience cost-effectively, market

messages based on customer data, and measure campaign success. Sales promotions are marketing tactics that offer short-term incentives, such as discounts, coupons, contests, free samples, loyalty programs, and buy one get one free offers, to encourage customers to make purchases. This is important because it can increase sales and revenue, as well as attract new customers and expand the customer base.

Generation Z and Millennials often face difficulties in choosing skincare products due to the many options and claims of various brands. They generally look for products that are suitable for their skin type, effective and safe to use. However, their decisions are often influenced by reviews on social media and the latest beauty trends, which can make them susceptible to hype and marketing strategies that are not always supported by scientific evidence. In this case, digital marketing and sales promotions on e-commerce platforms play an important role.

Currently, one e-commerce platform that is popular among generation z and millennials is TikTok shop which is one of the new features released by TikTok social media. TikTok itself already has more than 1 billion users worldwide, making it one of the fastest growing social platforms. A Populix survey stated that around 45% of people have used TikTok shop to buy a product, surpassing users on other platforms such as Instagram and Facebook. According to We Are Social by January 2024 TikTok's ad-related content in Indonesia could reach an estimated 126.83 million users. Which makes Indonesia the country with the 2nd widest reach of TikTok advertising content in the world after the United States which is ranked first with a wide reach of TikTok advertising content of 148.01 million users. TikTok users in Indonesia can spend 23.1 hours using TikTok per month.

At the end of 2023, e-commerce in Indonesia is still showing rapid growth. According to the figure above based on the Indonesia FMCG E-commerce Report 2023 published by compas, said total FMCG sales in e-commerce during 2023 reached 57.6 billion, an increase of 1.03% at any time compared to 2022. Most consumers buy beauty products, with a proportion of 49%. A total of 39.4% of respondents admitted to frequently buying facial care products, followed by body care products with a total percentage of 13.7%. In addition to beauty products, 20.4% of respondents more often buy food and beverages, 18.7% buy health products and 11.9% buy mother and baby related products. Beauty brand Skintific occupies the top position in beauty e-commerce sales and is followed by other beauty brands.

Skintific is an Indonesian skincare brand that is currently being discussed, because its products are believed to improve all skin types at an affordable price. Skintific's TikTok account has 2.8 million followers and has 15.7 million likes. they actively provide information about skin care and health on this account. In addition, they also do live streaming to address their followers directly, explain the benefits of their products and provide periodic sales promotions to followers who want to buy something through their TikTok account. They also often do digital marketing, such as uploading marketing content for the products they offer.

Researching the effect of Digital Marketing and Sales Promotion on Consumer Purchase Interest in skintific products at the Tiktok Shop is a very interesting thing for the author to do because Tiktok is a social media platform that is experiencing a significant surge in popularity, especially among generation Z and Millennials. With the number of active users continuing to increase, TikTok is a potential digital marketing tool for businesses including Skintific, where Skintific itself is one of the beauty brands that are in great demand by young people today. However, effective marketing strategies on TikTok are still not fully understood, so through the research entitled "Analysis of the Influence of Digital Marketing and Sales Promotion on Customer Purchase Intention for Skintific Product at TikTok Shop" can see the extent to which these strategies affect the purchase intention of young consumers, who often rely on social media as the main source of information for skincare products. So this research can provide valuable insights.

### **Research Objectives**

1. To know the influence of Digital Marketing on customer purchase intention for skintific product.
2. To know the influence of Sales Promotion on customer purchase intention for skintific product.
3. To know the influence of Digital Marketing and Sales Promotion on customer purchase intention for skintific product.

## **THEORITICAL FRAMEWORK**

### **Purchase Intention**

Purchase intention refers to the tendency or desire of consumers to buy a particular brand or product after going through the evaluation stage. At this stage, consumers have ranked the various brands they are considering and decided which brand they like best based on an assessment of factors such as quality, price, and product benefits (Kotler and Armstrong, 2018). Purchase intentions are important because they are the stage where

consumers have made an initial decision to buy a brand based on their preferences. purchase intentions are also considered important because they provide insight into consumer preferences, assist in planning marketing strategies, identify factors that can influence purchasing decisions (Kotler, Armstrong and Opresnik, 2023).

### **Digital Marketing**

In simple terms, according to Chaffey and Ellis-Chadwick (2016), digital marketing includes managing various forms of a company's presence in online networks. such as company web pages and social media sites in relation to communication strategies such as search engines, social media marketing, online advertising, email marketing, and collaboration with other websites. These methods are used to achieve the goal of acquiring new customers and providing services to existing customers.

### **Sales Promotion**

Sales promotion is a collection of incentive tools, mostly short-term, designed to stimulate faster or greater purchases of specific products or services by consumers or the trade (Kotler and Keller, 2016). According to Firmansyah (2020), sales promotion is an effort to attract buyers to buy products through direct marketing. They can motivate buyers by providing discounts or other bonuses. This promotion serves as an immediate impetus for purchase. Various types of sales promotions influence consumers, such as coupons, rebates, contests, sweepstakes, stamps, exhibitions or events.

### **Previous Studies**

Nurhayati, Silitonga, & Budiman aimed to identify Sales promotions are a form of direct promotion that offers customers additional incentives or value for a product. Sales promotions encompass a wide range of tools, primarily those designed to encourage a faster or stronger market response. One of the best ways to communicate with customers is through promotions. And one of the ways most often used by marketing to introduce goods to customers is advertising. Researchers used Slovin's idea as a sampling technique. Current advertising is positive but not significant to purchasing decisions. This may be due to too much ineffective promotion or a lack of it.

Alhanatleh et al. (2023) examined how TikTok's digital marketing affects consumers' intentions to make purchases. Due to its large user base and interesting content style, TikTok, a short video sharing platform, has emerged as an important player in the digital marketing environment. Using distributed questionnaires and primary and secondary sources, a diverse sample of TikTok users was surveyed to measure the extent of their exposure to marketing content, their levels of interaction with this content, and its subsequent impact on their purchase intention.

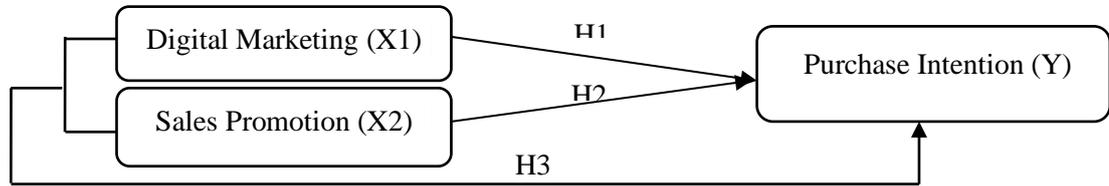
Garg and Bakshi (2024) investigated whether beauty vloggers' credible attributes (trustworthiness, expertise, and attractiveness) help consumers build trust towards them and whether followers' trust leads to desirable marketing outcomes (increased purchase intention) by applying the source credibility model. Prior literature used the source credibility model in a fragmented manner. However, this study enhances the holistic framework of social media influencers' impact on purchase intention by investigating all three credible attributes. It specifically addresses the significance of cultivating trust between beauty vloggers and followers, exploring the impact of vloggers' credible attributes on consumer purchase intention. Additionally, beauty vloggers periodically engage in parasocial interactions to increase closeness with their audiences, affecting consumer behaviour. This study addresses the limited research on the consequences of parasocial interactions in an emerging market context, examining the impact of beauty vloggers' repeated interactions on consumer behaviour, contributing to a comprehensive understanding of purchase intention using parasocial interaction as an antecedent. The research was conducted on consumers belonging to the age group of 16–45 who use social media platforms daily. Using structural equation modelling via SmartPLS software, the statistical analysis was done on 357 North Indian respondents. The study explores the influence of beauty vloggers on consumers' purchasing behaviour in the Indian context. The results demonstrate that beauty vloggers' credibility traits help in influencing consumer behaviour. The findings also revealed that trust partially mediates the impact of credible attributes of beauty vloggers and consumers' purchase intention. Additionally, the results show that customers' purchasing decisions might be influenced by repeated parasocial interactions done by beauty vloggers if they perceive them as credible information sources.

### **Research Hypothesis**

H1: Digital marketing partially influences positively customer purchase intention for Skintific product at TikTok shop.

- H2: Sales promotion partially influences positively customer purchase intention for Skintific product at TikTok shop
- H3: Digital marketing and sales promotion simultaneously influences positively customer purchase for skintific product at TikTok shop.

**Conceptual Framework**



**Figure 1. Conceptual Framework**

*Source: Literature Review*

**RESEARCH METHOD**

**Research Approach**

This research uses quantitative methods to collect data. According to Sekaran and Bougie (2016), quantitative data are data in the form of numbers as generally gathered through structured questions. Metode kuantitatif adalah jenis penelitian yang menggunakan data berupa angka dan dianalisis secara statistik. Penelitian ini diterapkan pada populasi atau sampel tertentu dengan teknik pengumpulan data yang memanfaatkan instrumen penelitian. Analisis data dilakukan secara kuantitatif atau statistik dengan tujuan utama untuk menguji hipotesis yang telah ditetapkan sebelumnya.

**Population, Sample Size and Sample Technique**

In this study, the target population is Generation Z and Millennials who are active TikTok users in Manado City. Because the exact number of Millennials and Generation Z who actively use TikTok Shop in Manado city is unknown, the sample size is calculated using the Lemeshow formula. Based on this calculation, the minimum sample required is 96 respondents, but the researcher set the sample size to 100 people. This research uses non-probability sampling method with purposive sampling technique as the sampling method.

**Data Collection Method**

In this research, data collection will use primary data through questionnaires. This study using a closed questionnaire, which means the answers have been determined by the researcher; Respondents were only allowed to choose and were not given the opportunity to provide additional responses, so that respondents' answers were in accordance with research needs.

**Operational Definition and Measurements of Research Variables**

**Table 1. Operational Definition and Indicator of Research Variables**

Variable	Definition	Indicators
Digital Marketing	Digital marketing is advertising and promoting products online. It is the way businesses use the internet, phones and computers to tell people about what they are selling.	1. Search Engine Optimization (SEO) 2. Website 3. Social Media 4. Affiliate Marketing
Sales Promotion	Sales promotion is basically a way to get people excited about buying something right now. It's like giving customers a little extra push to make a purchase.	1. Voucher / coupons 2. Rebates 3. Cashback 4. Price off deals
Purchase Intentions	Purchase intention is how likely someone is to buy something. It's the plan or desire a person has to get a product or service in the near future.	1. Transactional interest 2. Referential interest 3. Preferential interest 4. Exploratory interest

This study uses a Likert scale to measure responses to the statements in the questionnaire. This scale allows respondents to rate their attitudes based on the level of agreement with a particular statement. In this study, a Likert scale of 1-7 was used, with the following categories: Strongly Agree (score 7), Agree (score 6), Slightly Agree (score 5), Neutral (score 4), Disagree (score 3), Slightly Disagree (score 2), and Strongly Disagree (score 1).

### Testing of Research Instruments

Validity testing is a method used to determine and assess the validity level of an instrument, indicating whether the instrument is valid or not. An item is considered valid if its correlation coefficient with the total score is 0.3 or higher. If the correlation value is below 0.3, the item is deemed invalid. Additionally, if the significance value is less than 0.05, the instrument is considered valid. Reliability testing is conducted after the validity test. It is used to measure the consistency and stability of the obtained data. A Cronbach's alpha value between 0.60 and 0.70 is acceptable, while a reliability value above 0.80 is considered good.

### Data Analysis

#### Multiple Linear Regression Analysis

According to Bahri (2018), multiple linear regression analysis is used to correlate two or more independent variables with the dependent variable. The main purpose of this analysis is to measure how strong the relationship between the independent variables is with the dependent variable. The equation formula used in multiple linear regression analysis is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Y = Purchase Intention

X1 = Digital Marketing

X2 = Sales Promotion

b1 = Digital Marketing Regression Coefficient

b2 = Sales Promotion Regression Coefficient

$\alpha$  = Constant Value

$\epsilon$  = Error

#### Test of Classical Assumption

According to Ghozali (2016), the classic assumption test is carried out to produce a good regression model by minimising data irregularities, such as heteroscedasticity, normality, multicollinearity, and autocorrelation, so as it can determine the accuracy of a model. In this study, researchers used normality test, multicollinearity test, and heteroscedasticity test.

#### Normality Test

To test the normality of the residuals in this study, the P-Plot (Probability Plot) method was used. The P-Plot helps visualise the extent to which data follows a normal distribution by comparing quantiles of observed data with quantiles from a theoretical normal distribution. If the data is normally distributed, the points on the plot will be close to a straight line.

#### Multicollinearity Test

Multicollinearity testing aims to detect a high correlation between two or more independent variables in a multiple regression model. To find out, we can look at the Tolerance value and Variance Inflation Factor (VIF). If the Tolerance value is more than 0.100 and VIF is less than 10.00, then there is no multicollinearity. However, if the Tolerance value is below 0.100 and the VIF is more than 10.00, this indicates the presence of multicollinearity.

#### Heteroscedasticity Test

Heteroscedasticity test is a statistical technique used to see and evaluate whether there is inequality of variance in the regression model. In this study, the Glejser test was used to identify heteroscedasticity. The criteria used is if the significance value is more than 0.05, then there is no heteroscedasticity. Conversely, if the significance value is less than 0.05, it can be concluded that heteroscedasticity occurs.

## Hypothesis Testing

### Simultaneous Test (F – Test)

According to Sugiyono (2018), this test is used to determine whether the two independent variables have a significant effect on the dependent variable simultaneously. To find out how influential the entire independent variable (X) is on the dependent variable (Y), the statistical F test is used.

By using the F test to test the hypothesis, the variation can be calculated by comparing  $F_{count}$  with  $F_{table}$ , at the  $\alpha = 0.05$  level with the provisions:

- $F_{count} \geq F_{table}$  ( $\alpha = 0.05$ ) then  $H_0$  is rejected and  $H_1$  is accepted. This means that the independent variables  $X_1$  and  $X_2$  simultaneously effect the dependent variable Y.
- $F_{count} \leq F_{table}$  ( $\alpha = 0.05$ ) then  $H_0$  is accepted and  $H_1$  is rejected. This means the independent variables  $X_1$  and  $X_2$  has no simultaneously affect the dependent variable Y.

### Partial Test (t – Test)

According to Bahri (2018), the t test is used to test the hypothesis regarding the effect of the independent variable on the dependent variable. The decision-making process based on this test is carried out using the following criteria:

- If the  $t_{count} \geq t_{table}$  ( $\alpha = 0.05$ ) or significance value less than 0.05 then,  $H_0$  is rejected and  $H_1$  is accepted. This means that the independent variable does have effect on the dependent variable partially.
- If the  $t_{count} \leq t_{table}$  ( $\alpha = 0.05$ ) or significance value greater than 0.05 then,  $H_0$  is accepted and  $H_1$  is rejected. This means that the independent variable has no effect on the dependent variable partially.

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability Test

Table 2. Validity Test

		Correlations		
		X1	X2	Y
X1	Pearson Correlation	1	.717**	.666**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
X2	Pearson Correlation	.717**	1	.740**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Y	Pearson Correlation	.666**	.740**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

Source: Data processed, SPSS 27 (2024)

Based on the results in table 2, the Pearson correlation values of digital marketing ( $X_1$ ), sales promotion ( $X_2$ ), and purchase intention (Y) show a high value, where each value is greater than 0.3 or the significance value is below 0.05. The three variables show a positive correlation, with digital marketing having a value of 0.666, sales promotion of 0.740, and purchase intention of 1. Therefore, it can be concluded that this research instrument is valid.

### Reliability Test

Table 3. Reliability Test

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.877	.879	3

Source: Data Processed, SPSS 27 (2024)

The reliability test results displayed in table 3 show that the Cronbach's Alpha value for the three variables is 0.877. Based on theory, the acceptable Cronbach's Alpha value is in the range of 0.60 to 0.70. Because the results

obtained, namely 0.877, exceed the upper limit of this range, this research instrument is considered reliable and of good quality.

**Multiple Linear Regression**

**Table 4. Multiple Linear Regression**

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	7.682	1.571			4.890	.000
1 X1	.253	.085	.278		2.962	.004
1 X2	.458	.079	.541		5.773	.000

a. Dependent Variable: Y

Source: Data processed, SPSS 27 (2024)

From the equation above, the results of multiple linear regression or the relationship between the independent variable and the dependent variable can be seen as follows:

- 1 The constant obtained has a positive value of 7.682. This means, if all independent variables do not change or digital marketing ( $X_1$ ) = 0 and sales promotion ( $X_2$ ) = 0, then the value of the purchase intention (Y) is 7,682. So it can be concluded that digital marketing ( $X_1$ ) and sales promotion ( $X_2$ ) have an influence on purchase intention (Y).
- 2 Digital marketing ( $X_1$ ) has a coefficient value of 0.253, if digital marketing increase by 1 unit, purchase intention will increase by 0.253. This indicates a positive relationship between digital marketing ( $X_1$ ) and purchase intention (Y).
- 3 Sales promotion ( $X_2$ ) has a coefficient value of 0.458, if sales promotion increase by 1 unit, purchase intention will increase by 0.458. This indicates a positive relationship between sales promotion ( $X_2$ ) and purchase intention (Y).

**Coefficient of Determination Analysis ( $R^2$ )**

**Table 5. R and R Square Table**

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.765 <sup>a</sup>	.586	.577	1.374	

a. Predictors: (Constant),  $X_2$ ,  $X_1$

b. Dependent Variable: Purchase Intention

Source: Data processed, SPSS 27 (2024)

Based on the determination test results in the table above, the R Square value of 0.586 or 58.6% indicates that the variation in purchase intention can be explained by a combination of digital marketing and sales promotion variables by 58.6% and 41.4% is influenced by external factors that are not included in the independent variables of this study.

**Classical Assumption Test**

**Normality Test**



**Figure 2. Normality Test**

Source: Data processed, SPSS 27 (2024)

Based on the results of the P-Plot analysis above, it can be seen that the data plot is not far from the diagonal line and follows the distribution pattern well from bottom to top. This indicates that the data follows a normal distribution. Therefore, it can be concluded that the data distribution fulfils the assumption of normality, and the normality test has been successfully completed.

### Multicollinearity Test

**Table 6. Multicollinearity Test**

Variable	Tolerance	VIF	Description
Digital Marketing	0.486	2.059	Non-Multicollinearity
Sales Promotion	0.486	2.059	Non-Multicollinearity

Source: Data processed, SPSS 27 (2024)

Based on the results in table 6, it can be seen that the Tolerance value for variables  $X_1$  (digital marketing) and  $X_2$  (sales promotion) is 0.486, with a VIF statistical coefficient value of 2.059 each. These values indicate that the variance inflation that occurs is still within acceptable tolerance limits. With a Tolerance value greater than 0.100 and a VIF value below the 10.00 threshold, it can be concluded that there is no multicollinearity. This means that the independent variables in this study, namely digital marketing and sales promotion, do not have significant multicollinearity.

### Heteroscedasticity Test

**Table 7. Heteroscedasticity Test**

Variable	Sig.	Description
Digital Marketing	0.164	Non- heteroscedasticity
Sales Promotion	0.842	Non- heteroscedasticity

Source: Data processed, SPSS 27 (2024)

In table 7, it can be seen that the significance value of  $X_1$  (digital marketing) is 0.164 and the significance value of  $X_2$  (sales promotion) is 0.842. Based on these values, it can be concluded that both variables have values above 0.05, which means that no heteroscedasticity is detected.

### Hypothesis Testing

#### Simultaneous Test (F-Test)

Based on the table 8, it can be seen that the  $F_{count}$  value is 68,591 with a significance value of 0.000. The high F value and the very small significance value (less than 0.05) indicate that the regression model constructed is significant overall. To determine the  $F_{table}$  ( $\alpha = 0.05$ ) value, we can find it in the F distribution table using the formula  $(K; n-k) = (3; 100-3 = 97)$ . Based on the F distribution table, the  $F_{table}$  ( $\alpha = 0.05$ ) value for 97 is 3.09. Because the  $F_{count}$  value of 68,591 is greater than the  $F_{table}$  ( $\alpha = 0.05$ ) of 3.09, this indicates that the independent variables digital marketing ( $X_1$ ) and sales promotion ( $X_2$ ) simultaneously have a significant effect on the dependent variable purchase intention (Y).

**Table 8. F-Test Table**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	259.130	2	129.565	68.591	.000 <sup>b</sup>
Residual	183.230	97	1.889		
Total	442.360	99			

Dependent Variable: Y

Predictors: (Constant),  $X_2$ ,  $X_1$

Source: Data processed, SPSS 27 (2024)

#### Partial Test (t-Test)

Table 4 shows that:

1. Digital marketing ( $X_1$ ) has a coefficient value of 0.253. This means that every one unit increase in digital marketing will increase purchase intention by 0.253 units, provided that other variables remain constant. The significance value (Sig.) for digital marketing is 0.004, which is smaller than 0.05. In addition, the  $t_{count}$  value

of 2.962 is greater than the  $t_{table}$  ( $\alpha = 0.05$ ) of 1.660, this indicates that digital marketing has a significant effect on Purchase Intention.

2. Sales promotion variable ( $X_2$ ) has a coefficient value of 0.458. This means that every one unit increase in sales promotion will increase purchase intention by 0.458 units, provided that other variables remain constant. The significance value (Sig.) for sales promotion is 0.000, which is also smaller than 0.05. The  $t_{count}$  value of 5.773 is greater than the  $t_{table}$  ( $\alpha = 0.05$ ) of 1.660, so this shows that sales promotion has a significant effect on purchase intention.

## Discussion

### The Influence of Digital Marketing on Purchase Intention

The results showed that digital marketing ( $X_1$ ) has a significant and positive influence on purchase intention (Y) of Skintific products at TikTok Shop. Each indicator of digital marketing used in this study, namely SEO, Website, Social Media, and Affiliate Marketing, contributes positively in encouraging consumers to consider and buy products. SEO is proven to have a significant impact on purchase intention. Ranking high in search results increases consumer trust in the brand, which drives purchase intention. User-friendly, informative, and responsive websites also strengthen consumer trust and attract them to buy. Social media plays an important role in establishing two-way communication between brands and consumers. Interesting content and active interactions on these platforms increase engagement, which leads to increased purchase intention. Skintific brands that utilise social media effectively are more likely to encourage consumers to purchase their products. Affiliate marketing also contributes positively to purchase intention. Consumers tend to buy the recommended products by individuals or platforms they trust, suggesting that this strategy is effective in increasing purchase intention. Armstrong, Kotler, and Opresnik (2023) supports that digital marketing has a positive impact on customer purchase intention by shortening the decision-making process. Persuasive information, presented at the right time and place, accelerates purchase decisions that are often more impulsive. This research also is in line with the results of research conducted by Arieantony and Matusin (2023) that digital marketing has a positive and significant influence on purchase intention and Nawas and Kaldeen (2020) that digital marketing is proven to have a significant and positive influence on customer engagement and purchase intention. However, this study is not in line with the results of previous research by Nabila and Negoro (2023) that digital marketing did not significantly affect purchase intention.

### The Influence of Sales Promotion on Purchase Intention

In this analysis, the hypothesis test shows that sales promotion ( $X_2$ ) has a significant effect on purchase intention (Y) of Skintific products at TikTok Shop. Each sales promotion indicator used in this study, such as vouchers/coupons, rebates, cashback, and discounts, positively encourages consumers to buy. Consumers are more interested in buying products that offer discounts through vouchers or coupons, because they feel they are getting more value. Rebates also increase purchase intention, as consumers feel they get additional benefits from refunds. Cashback motivates consumers to buy by providing immediate returns, while price-off-deals make products more attractive, because they provide more value than normal prices. This research is supported by several theories. Kotler and Keller (2016) state that sales promotions, such as discounts, coupons, cashback, and special offers, have a positive effect on purchase intention. These tools are effective in driving short-term purchasing decisions, because consumers feel they are getting more value or favourable offers, so their interest in buying products or services increases. Blattberg and Neslin (1990) emphasise that sales promotions can directly influence purchase intention positively by creating urgency to buy. Tactics such as limited offers or immediate gifts encourage consumers to make purchases immediately so as not to miss the opportunity. This study also supports the findings of previous research by Amirudin and Mirati (2023) that sales promotion has a positive and significant influence on the purchase intention of Seabank users, and Gharnaditya et. al (2020) that sales promotion has a significant influence on purchase intention. However, the findings of this study also have different results from other study such as Grace and Pardede (2023) that sales promotion did not have a significant effect on purchase intention.

## CONCLUSION AND RECOMMENDATION

### Conclusion

This study has analysed the effect of Digital Marketing and Sales Promotion on customer Purchase Intention for Skintific products at TikTok Shop. Based on the research results, conclusions can be drawn as follows:

1. The effect of Digital Marketing partially on Skintific customer Purchase Intention at TikTok Shop shows significant results, with indicators of Digital Marketing being SEO, Website, Social Media and Affiliate Marketing. This study found that effective digital marketing strategies, such as interesting content, intense interaction with customers, and the use of the right social media platforms, have a positive and significant impact on increasing customer purchase intentions. This shows that digital marketing plays an important role in attracting customer attention and encouraging them to make purchases.
2. The partial effect of Sales Promotion on Skintific customers' Purchase Intention at TikTok Shop also shows significant results with indicators of Sales Promotion being Vouchers/Coupons, Rebates, Cashback, and Price Off Deals. The results revealed that sales promos such as discounts, bundling offers, and direct gifts have high effectiveness in driving customer purchase intentions. An attractive promotional strategy that is tailored to customer preferences is proven to increase their interest in buying Skintific products.
3. Digital Marketing and Sales Promotion are simultaneously applied, the results show that both have a synergistic and significant influence on customer Purchase Intention with indicators of Purchase Intention being transactional interest, referential interest, preferential interest, and exploratory interest. The combination of innovative digital marketing strategies with attractive sales promotions has been proven to effectively increase customers' overall purchase intention. In other words, the integration of these two strategies can produce a greater impact than if only one of the strategies is implemented.

### Recommendation

1. It is recommended for future researchers to expand the variables studied, for example by adding other elements such as brand loyalty or customer satisfaction which may also have an influence on purchase intention so that they can find 41.4% of other factors that are not mentioned and examined in this study. Then variations in research methodologies and the use of larger and more diverse samples will be very helpful to obtain more comprehensive research results. The addition of qualitative analysis can also provide deeper insights into consumer perceptions and behaviour.
2. This research can be a recommendation to actively utilize digital marketing by increasing the intensity and quality of digital marketing campaigns. Given the significant influence of digital marketing on purchase intention, it is necessary to optimize interesting content, more personalized advertising, and the use of targeted influencers to increase consumer interest in Skintific products or other brands. In terms of sales promotion, it is also necessary to consider a variety of promotional strategies that are more creative and relevant to consumer trends on TikTok. Discounts, product bundling, and limited-time offers that are often run need to be updated and communicated widely to continue to attract and maintain customer loyalty.

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