The Influence of Personal Branding, Making TikTok Videos, Product Live Streams on Purchase Decisions on the Tiktok Platform

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ABSTRACT

This research was conducted with the aim of finding out how personal branding, making Tiktok videos, product live streams affect purchasing decisions on the Tiktok platform. The research method used is a quantitative method in which the following conclusions are obtained: the independent variable (alone) has a positive effect and one variable has a less positive effect on the dependent variable on purchasing decisions on the TikTok platform, where t count personal branding is 5,286 greater than t table 1,966, the value t count making tiktok videos 2,560 greater t table 1,966 and t count live stream products of 1,599 greater than table 1,966.

F count = 122,733 probability value = 0.000 then F count > F table 122,733 greater (>) 3.00 probability value 0.000 small (<) 0.05, the conclusions drawn are independent variables and have a positive effect on the dependent variable on purchasing decisions on the platform tiktok.

The R2 multiple determination value is 78.7% of the purchase decision on the TikTok platform which is explained by the independent variable factors, and the remaining 100% -78.7% = 21.3% excluding the independent variable factors.

Keywords: The Effect of Personal Branding, Making Tiktok Videos, Product Live Streams, Purchase Decisions.

INTRODUCTION

The TikTok application originates from China and was launched in early September 2016 by an entrepreneur named Zhang Yiming, who is also the founder of technology company ByteDance. Before this application became widely known in the global community, this application was known as Douyin in its home country. When a user wants to share a 15 second short video with all other users, they only use this application. Who would have thought that this application would be received so well by users that it became one of the most popular applications in its home country. BytdeDance feels they have successfully launched in their home country and are finally trying to introduce the app to the global community. So Byte Dance decided to rename Douyin to Tik Tok.(Parameswari, 2022)In 2018, the Tik Tok application became one of the most viral applications in Indonesia. This is because the Ministry of Communication and Informatics (Kominfo) blocked this application on July 3, 2018. This was because it was deemed not to provide educational content. However, only a month later, namely in August 2018, the Tik Tok application was again available for download. Despite the low narrative, Tik Tok users reached 30.7 million in Indonesia alone, a record in July 2020. Already, the Tik Tok application has been downloaded by more than 100 million users on the Google Play Store. That's a pretty good number. Earning its status as one of the most popular platforms today is certainly no small feat. Tik Tok has hit a few bumps. as mentioned above. Moreover, on its way to becoming a very popular platform, Tik Tok also faces competition from a similar platform, also known as Musical.ly. Finally, feeling threatened, TikTok acquired Musical.ly in November 2017 for a nominal value of Rs 13.6 billion.(Dietrich, G., & Livingston, 2021)

LITERATURE REVIEW
Service quality
Tiktok Platform

Tiktok is one of the most popular social media in the world. The short video app has 1.05 billion users globally as of January 2023, according to We Are Social and Hootsuite. This figure even makes Tiktok the sixth most social media application in the world last month. It should be noted that Tik Tok's global users increased by 18.8% compared to the previous year.

From a country perspective, the largest number of TikTok users are from the United States. Earlier this year, Uncle Sam's country had 113.25 million TikTok users. Indonesia ranks second with the most TikTok users in the world with 109.9 million users. Followed by Brazil and Mexico, the number of TikTok users is 82.21 million and 57.51 million respectively, while the number of TikTok users from Russia is 54.86 million. Moreover, Russia has 54.86 million TikTok users. Vietnam also has 49.86 million users, followed by the Philippines (43.43 million users) and Thailand (40.27 million users). So, there are 29.86 million TikTok users in Türkiye. In tenth is Saudi Arabia, with 26.39 million TikTok users.
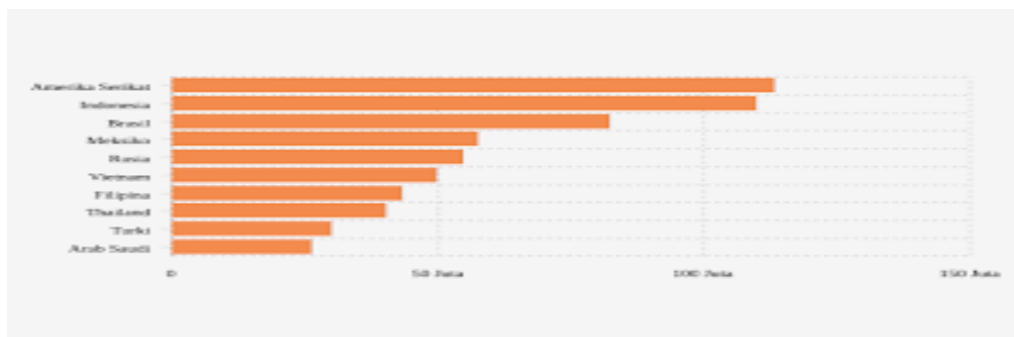
Figure 2.1 Perspective List of Tiktok User Countries

PERSONAL BRANDING

Definition of Personal Branding according to(Farco Siswiyanto Raharjo, 2019), Personal Branding +
is the process of forming public or public perceptions of aspects that a person has. This aspect includes personality, abilities, values, and positive perceptions that arise or exist in individuals. Personal branding is a process of forming, attracting and maintaining public perceptions related to aspects owned by a person such as skills, achievements, personality or values that are built intentionally or unintentionally with the aim of displaying a positive image so that it can continue to build trust and loyalty. can be used as a marketing tool. The existence of personal branding makes other people see someone uniquely and differently. With personal brading, we can explain the 3W's to someone:

a. About who we are (who are you).
b. What have you done before (what have you done).
c. What is the vision of the future (what will you do)

Benefits of Personal Branding

There are several benefits of personal branding that we can get, including:

1. Increase credibility and self-confidence. The personal branding that you build can actually be implemented so that your credibility will increase.
2. Help expand connections. The digital era makes it easy for us to build connections widely. Having a strong personal brand can help you expand and build connections with people in various fields. It can also help you meet mentors who can certainly help you grow in the professional world.
3. Demonstrate and develop abilities. Personal branding that is built over time helps you show and develop the skills you have. You also become more focused on being able to identify yourself strategically.
4. Higher value. If your personal branding shines, your sales value will also skyrocket. This means that you can earn a higher income because you become a professional.
5. Differentiate you from competitors. Only those in red would be chosen in a sea of black people. Personal branding is a differentiator between you and competitors who offer the same thing.

6. Increase Selling Power. If you are already famous and considered an expert, your sales value will automatically increase. You will be trusted by many people, invited by people, invited to cooperate, and other positive things.

Characteristics of Personal Branding

There are three basic things which are characteristics that must be considered in designing a strong personal brand, which are distinctive, relevant, and consistent.(Riadi, 2019)

1. Personal branding that is built if it has a specificity or special/different, relevant, and consistent, then other people or the public will quickly catch and understand the personal brand.

2. The characteristics are described as follows:
   - Having a distinctive feature is a strong personal brand that describes something very specific which is a reflection of the ideas and values within you that differentiate it from others. This uniqueness can be presented in the form of personal qualities, physical appearance, or expertise.
   - Relevant is a personal brand that is related to the character of that person which describes something that is considered important or needed by the community. If there is no relevance (attachment) it will be difficult to strengthen the people's mind.
   - Consistent, namely efforts to run a personal brand continuously (consistently) so that other people can identify the personal brand easily and clearly, so that brand equity (brand excellence) is formed.

How to Build Personal Branding

1. **Personal Branding Goals**. Before discussing further about personal branding, at least you must be able to answer the following essential questions to yourself: You must determine "What is your goal to be known by people?" Personal branding goals must be long term, specific and ambitious, such as: Become a speaker from one economic disruption event toeventsothers Become a figure that becomes a reference or top of mind in a field related to the profession. Known as a key opinion leader, Known as a political figure who is smart and kind and so on. When you build your personal brand, you need to be able to see how the people you like present themselves online. This includes learning how he conveys his ideas through his writings, videos, and photos.

2. **Personal Branding Research**. Next, you must be able to answer the question "how do you want to be known by others?" Do you want to be known as an easy person and a smart one? Smart and humorous? Stylish and humorous? Self Image is how you want others to see you. So you should be able to do some research on this. Understand unique selling points or things that can differentiate you from other public figures. The most important thing is that you have to find or get something that you are good at or that you can but other people don't or haven't. It can be a "superpower" for you.

3. **Personal Brands**. If you have determined your personal branding goals and have done research

as in points 1 and 2 above. The next step you can step into the stage of determining the personal brand. Whatever you do writing, photography, social activities and others, there are always hundreds if not thousands of the same people out there doing the same things as you do. How can you beat the competition with others? Yes, you can be a different person from hundreds or thousands of other people who do the same thing with you with a personal brand. Personal brand is the uniqueness that you have had for a long time or that you are just trying to find/create. Find your uniqueness by answering the questions How and/or Why do you do what you do, position yourself among your friends or your audience.

4. **Authentic and Valuable Content.**Remember, finding your unique self is not enough. You also have to go one step further by "marketing" the personal brand that you defined in the previous step.Content marketingis something that can not be negotiable by any brand. One of the channels that you can use is a blog or writing a book. Blogs are great for building self-image through content. Apart from that, you also have to have a strategy in creating content including creating variations of content through videos, writing, ebooks, photos, infographics, presentations, and many more. Be authentic you because the audience doesn't expect you to maintain a perfect image in the digital world.

5. **Consistent.**Consistency is the keyword in building a personal brand. If you are always consistent, then you have proven that you never give up and it is certain that sooner or later you will reap the fruits.

6. **Focus On Niches**. It's true if you think that, "we can't build a brand without an audience." There's nothing wrong with that statement. What's wrong is trying really hard to get everyone attracted to your personal brand. This should not be an orientation when building a personal brand. Focus on your chosen niche that has been discussed above, and try to only attract those who have the same thoughts in every content that you offer. Build a community on social media whose platform matches the personal brand you want to build. Facebook pages and LinkedIn, for example, are great for building professional networks.

7. **Investment For Personal Branding**. have a good concept of personal branding, and this is a good strategic aspect. Investing in personal branding doesn't always have to be expensive. Social media platforms and websites are ways to help develop one's self-image.

TIKTOK VIDEO MAKING

The virality of TikTok asbest social media app in 2022makes many people want to know how to make easy and simple TikTok videos. By knowing that way, users can exist in the application. Various Ways to Make Tiktok Videos as follows.

1. How to make a Tiktok Video with Writing.
2. How to make videos with and according to songs on TikTok.
3. How to make a Face Transformation Video on TikTok.
4. How to make Jedag-jedug TikTok Videos.
5. How to make TikTok no Google Voice.

(Tanya Digital, n.d.)

LIVE STREAMS

The term live stream usually refers to a live broadcast: one-to-many connections logged out users at once. Video conferencing technologies such as Skype, Face Time and Google Hangouts Meet work on a real-time communication (RTC) protocol rather than the protocol used by one-to-many live streaming broadcasts.

Here are the main steps that happen behind the scenes in a live stream:

1. Segmentation.
2. compression.
3. Encoding.
4. Content Delivery Network (CDN) distribution.
5. Caching CDNs.
6. Decoding.
7. Video Playback.

Video Recording (Video Capture)

Live Streaming starts with the raw video data: the visual information captured by the camera. Within the computing device where the camera is installed, this visual information is represented as digital data in other words, 1s and 0s at the deepest level.

Segmentation

Videos convey a lot of digital information, which is why it takes longer to download a video file than to download a short PDF or image. Since it is impractical to send all the video data out over the internet at once, the video stream is divided into smaller segments with a duration of a few seconds.

Compression and Encoding

Next, the segmented video data is compressed and encoded. Data is compressed by removing redundant visual information. For example, if the first frame of a video shows someone talking against a gray background, the gray background doesn't need to be rendered for subsequent frames that have the same background.

Video Decoding and Playback

A CDN delivers a live stream to all users watching the stream. Each user's device receives, encodes, and decompresses segmented video data. Finally, the media player on the user's device, either a special application or an in-browser video player, interprets the data as visual information and the video plays.

BUYING DECISION

According to(Kotler, 2019)Consumer purchase decision is the decision to buy the most preferred brand, but two factors can arise between purchase intention and purchase decision. Meanwhile according to(Anang Firmasyah, 2019)Purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more alternative behaviors and are considered the most appropriate action in buying by first going through the stages of the decision-making process. According to(Tanady & Fuad, 2020)Consumer purchasing decisions are influenced by how a purchase decision-making process is carried out. Purchasing decision is a thought in which individuals evaluate various options and make a choice on a product from many choices. It can be concluded that purchasing decisions are one of the stages of consumer behavior that underlies consumers to make purchasing decisions before post-purchase behavior and how individuals, groups, and organizations choose, buy, use, and how goods or services satisfy their needs and wants. Purchasing decisions in this study are measured by indicators: decisions about product choices, decisions about brand choices, decisions about when to buy, and decisions about payment methods(Muharam & Euis Soliha, 2017).

RESEARCH METHODOLOGY

According to (Aditya & Krisna, 2021) the notion of a purchase decision is an attitude that can be considered whether to buy a product or not for an item or service.(Purnama et al., 2023)

Population and Sample

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to study and then draw conclusions(Sugiyono, 2019). The population and samples were taken directly around 100 respondents. Questionnaire using a Likert scale.

There are various forms of Likert scales that show an attitude of agreeing or disagreeing with a statement or question raised by the researcher. The shape and choice of the Likert scale can be adjusted according to research needs. However, generally there are five types of choices that are often used in a Likert scale, which are as follows:

1. Strongly Agree (SS), meaning that the respondent strongly agrees to the questions or statements put forward by the researcher with a point value of 5.
2. Agree (S), a sign that the respondent tends to be affirmative with the statement submitted with a point value of 4.
3. Doubtful or neutral (N), namely when the respondent cannot give a choice between agreeing or disagreeing with a point value of 3.
4. Disagree (TS), namely when the respondent disagrees with the statement or question posed by the researcher with a point value of 2.
5. Strongly Disagree (STS), when the respondent strongly disagrees with the statement made by the researcher with a point value of 1.

No	Variable	Indicator
1	Personal Branding (X1)	Attractive appearance Self-confident Professional Personality Reputation and Consistency Characteristic Communicative Self superiority Skills you have Self-conception
2	Tiktok Video Creation (X2)	Compatibility with the Social Plot Videos according to tiktok requirements time suitability Prime Time Text based content Easy to make Style and content Communication Development Commercial Facilities Self Expression
3	Live Stream (X3)	Device Microphones Place Settings Internet Network Product Information Varied content packaging Q&A Open House and Product Review Live Stream Time
4	Purchase Decision (Y)	Demand for a product Product Criteria in accordance with the request The product design offered is unique and attractive The design of the products being sold meets consumer satisfaction Products sold according to consumer interest The desired product has a low price There are attractive promotions The desired product has the color and shape as desired Interesting packaging There is Cashback and Vouchers

The data is processed by researchers
RESULTS AND DISCUSSION
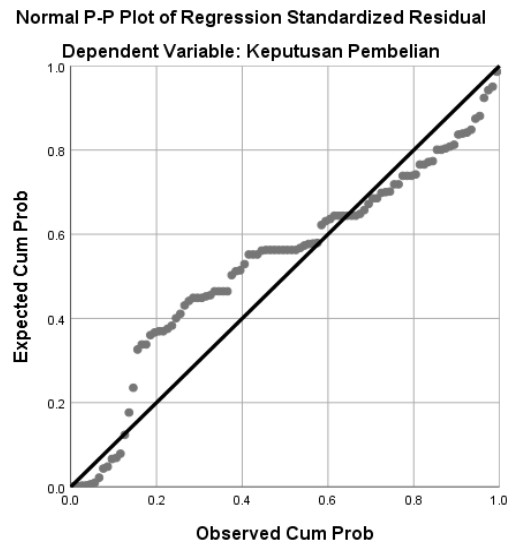**Normality test**

Figure 1. Normality Test Results Using P.Plot Graphs

The picture above proves that the diagonal points are divided between the bottom line and the top line and the points spread and approach the diagonal direction.

Multicollinearity Test

Table 1.
Multicollinearity Test Results Coefficientsa

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound	Upper Bound	Correlations Zero-order	Partial	Part	Collinearity Statistics Tolerance	VIF
1	(Constant)	1.545	2.121		.729	.468	-2.664	5.755					
	Personal Branding	.459	.087	.444	5.289	.000	.287	.631	.846	.475	.246	.306	3.265
	Pembuatan Video TikTok	.281	.110	.297	2.560	.012	.063	.500	.833	.253	.119	.160	6.244
	Live Stream Produk	.212	.133	.202	1.599	.113	-.051	.475	.842	.161	.074	.134	7.436

a. Dependent Variable: Keputusan Pembelian

The table above proves that the variable service quality, product quality and delivery quality have a tolerance value of >0.1 and the VIF value shows 010.
a. Predictor (constant), Personal Branding, TikTok Video Making, Live Stream
b. Dependnt Variable: Purchase Decision

Autocorrelation Test

Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	R Square Change	Change Statistics FChange	df1	df2	Sig. FChange	Durbin-Watson
1	.891a	.793	.787	2,244	.793	122,733	3	96	.000	1,474

a. Predictors: (Constant), Product Live Stream, Personal Branding, TikTok Video Creation
b. Dependent Variable: Purchase Decision

The table above shows that the test results using autocorrelation and the Durbin Watson method yield a value of 1,474
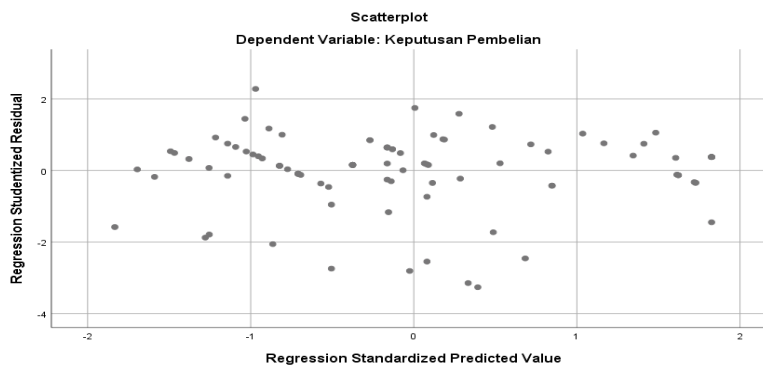
Heteroscedasticity Test

Figure 2. Scatterplot Graph

The picture above shows that there is no heteroscedasticity because it doesn't make a pattern and the dots look wider.

T test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound	95.0% Confidence Interval for B Upper Bound	Correlations Zero-order	Correlations Partial	Correlations Part	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.545	2.121		.729	.468	-2.664	5.755					
	Personal Branding	.459	.087	.444	5.289	.000	.287	.631	.846	.475	.246	.306	3.265
	Pembuatan Video TikTok	.281	.110	.297	2.560	.012	.063	.500	.833	.253	.119	.160	6.244
	Live Stream Produk	.212	.133	.202	1.599	.113	-.051	.475	.842	.161	.074	.134	7.436

a. Dependent Variable: Keputusan Pembelian

a. Personal branding variable (X1) has a positive and significant effect (personal branding's t-count value is 5.289 > ttable 1.661 and 0.000 <0.05 on purchasing decisions).
b. The TikTok Video Making Variable (X2) has a positive and significant effect (t-count value for making TikTok videos is 2.560 > ttable 1.661 and 0.012 > 0.05 on purchasing decisions).
c. Product Live Stream variable (X3) has less positive and significant effect (t-count value of product live stream 1.599 > ttable 1.661 and 0.113 > 0.05 on purchase decision).

F test

ANOVAa

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1854.253	3	618,084	122,733	.000b
	residual	483,457	96	5036		
	Total	2337710	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Product Live Stream, Personal Branding, TikTok Video Creation

the F test result is 122,733 with a confidence value of 0.000 so that the calculated F value > F table or 122,733> 3.00 or a significance level of 0.000 <0.05, it can be concluded that personal branding, making tiktok videos, product live streams have a joint effect on purchasing decisions.

Determination Coefficient Test (R2)

Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	FChange	df1	df2	Sig. FChange	
1	.891 a	.793	.787	2,244	.793	122,733	3	96	.000	1,474

a. Predictors: (Constant), Product Live Stream, Personal Branding, TikTok Video Creation
b. Dependent Variable: Purchase Decision

The table above shows that the adjusted R Square value is 0.787, which means that the independent variables of service quality, product quality and delivery quality are able to explain 78.7% of the dependent variable

CONCLUSION

Several independent variables (alone) have a positive effect and one variable has a less positive effect on the dependent variable on purchasing decisions on the TikTok platform, where t count personal branding is 5,286 greater than t table 1,966, the t count value of making a TikTok video is 2,560 greater than t table 1,966 and t count of product live streams of 1,599 is greater than the table of 1,966. F count = 122,733 probability value = 0.000 then F count > F table 122,733 greater (>) 3.00 probability value 0.000 small (<) 0.05, the conclusions drawn are independent variables and have a positive effect on the dependent variable on purchasing decisions on the platform tiktok. The R2 multiple determination value is 78.7% of the purchase decision on the TikTok platform which is explained by the independent variable factors, and the remaining 100% -78.7% = 21.3% excluding the independent variable factors.

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