

The Impact of TikTok Marketing on Consumer Motivation and Purchase Decisions for Tourism Products in Labuan Bajo

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Article history: received May 19, 2025; revised June 15, 2025; accepted July 20, 2025

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Abstract

This study aims to describe the impact of social media, specifically TikTok, on advertising and marketing in Labuan Bajo's tourism industry. The study was conducted in Labuan Bajo with approximately 100 respondents, and data was collected and analyzed quantitatively to assess the influence of social media on consumer behavior and purchasing decisions. This study examines the effectiveness of TikTok as a promotional and marketing tool in encouraging consumers to purchase tourism products in Labuan Bajo. The findings indicate that TikTok is a viable promotional medium that can have a significant impact on consumer decision-making when it comes to culinary products. The use of this social media platform has a notable influence on the tourism industry in Labuan Bajo.

Keywords: TikTok, promotion, travel

INTRODUCTION

In the era of globalization and rapid information technology development, social media fulfills important needs in human life. It serves as a platform for social interaction and expands social networks, connecting individuals regardless of distance and time. Many netizens use social media platforms like Instagram, Facebook, Twitter, YouTube, and TikTok to market their businesses and services.

Over the past two years, TikTok has become a highly popular application, particularly among Gen Z, who use it to express their thoughts and ideas. The platform displays short videos, approximately 30 seconds in length, and allows users to interact through comments, private chat rooms, and direct messages. TikTok offers a variety of interesting and unique video effects. It offers a wide range of music to support various styles and dances, making it a creative outlet for young people.

TikTok is a rapidly developing platform that allows users to create short videos lasting 15 to 30 seconds. As of 2019, TikTok has already amassed around 500 million users worldwide. Indonesia is among the countries that access this application.

TikTok was created to showcase users' creativity and moments. The platform offers various features that enable users to create and share videos, making it popular among young people and content creators. Despite being blocked by Kominfo in 2018, TikTok remains a beloved and entertaining social media platform.

TikTok has become a popular social media platform, competing with Instagram and YouTube. It has gained popularity in Indonesia's popular culture, appealing to a wide range of people regardless of social status. The impact of popular culture is significant in today's digital era.

Additionally, TikTok's accessibility and widespread impact on popular culture have contributed to its popularity. As Sorrels (2015) defines, popular culture is not tied to social status and has a significant informational impact within a country.

In Indonesia, popular culture plays a significant role for the millennial generation, who are highly engaged with technology and the latest developments. TikTok is utilized by netizens to effectively promote

their products and services. With hundreds of thousands of users worldwide, it is an ideal platform to increase product visibility. Various businesses have successfully utilized TikTok to promote their products and services. The purpose of promotion is to create awareness and motivate consumers to take action towards advertising activities that can lead to increased sales. According to Monica, Dharmmesta, and Syahlani, the goal of advertising is to generate substantial sales quickly.

According to Arli (2018), promotions and purchasing decisions are related as they introduce and communicate the benefits of products and services, inviting consumers to use them. Febriana & Yulianto (2018) suggest that cultural, social, personal, and psychological factors influence consumers' purchasing decisions.

Therefore, it is crucial for companies to carefully consider and calculate these decisions. Consumer purchasing decisions can have a significant impact on a company's sales volume and profits. TikTok can be utilized as a promotional medium to influence consumer purchasing decisions through social media.

LITERATURE REVIEW

Marketing is a process that includes social and managerial aspects, as well as activities that enable individuals and/or groups to satisfy wants and needs by interacting with other parties; it involves identifying customer needs, developing products or services that meet those needs, and promoting them effectively. The idea of satisfying customer needs and wants by creating value is at the heart of the marketing concept:

1. Human Needs
2. Individual Needs
3. Request
4. Products such as services and ideas and goods
5. Value from customers
6. Customer's satisfaction
7. Transaction
8. Network relationships
9. Market
10. Produsen
11. Consumer.

From this aspect, it can be concluded that this strategy in the world of marketing is a method and also a step that can be used as a way to understand and also predict every demand from consumers. This of course has a very important role so that the products or services sold can provide satisfaction to consumers or customers. So it can have a very significant impact, one of which is customer loyalty to the company which is the producer of these products and services.

According to Syahrial Labaso (2018), the marketing concept based on economic theory is a management process that has the responsibility to anticipate, recognize and satisfy the desires of consumers and fulfill their needs. And this method can help to generate profits.

Marketing is defined as one of the most fundamental and planned ways to achieve company goals. By developing competitive and sustainable advantages through the markets entered and the marketing program can be used as a way to serve targets. This marketing strategy can of course be interpreted as a plan that can be formulated systematically in marketing activities which can become a guideline and reference related to the implementation of marketing variables.

These references and guidelines include market identification, segmentation and market positioning as well as marketing mix elements, including them. If simplified, then marketing is a design plan with implementation and control plans so that it can have an impact on exchange and be able to achieve targets that have been set according to the thoughts of Peter & Jerry C (2013).

The concept of marketing is centered around emphasizing consumer satisfaction. Its goal is to fulfill the wants and needs of consumers, which are defined as feelings of lack that drive them to seek satisfaction. Desire, on the other hand, is a need influenced by various factors such as purchasing power, religion, belief, family, education, and society.

Marketing plays a crucial role in fulfilling consumers' desires and needs, ultimately leading to consumer satisfaction. The importance of marketing in achieving this cannot be overstated. According to Muhammad Mukhtar (2017), consumer satisfaction is the main indicator of the marketing concept.

In the era of globalization, the term social marketing, also known as social marketing, has emerged. This technique is an adaptation of various marketing theories designed to influence individuals to voluntarily change their behavior for the betterment of themselves and their community.

Social marketing is not an exact science, but rather a field that draws on various scientific disciplines to design intervention programs aimed at changing human behavior. While social marketing prioritizes the theoretical side of marketing, its goals differ from those of commercial marketing. Social marketing relies on four variables, also known as the marketing mix, as stated by Ananda Sabil (2012).

Additionally, social media can support marketing efforts by providing a platform for communication and interaction, according to Kotler and Keller (2016). Companies can use social media to enhance their image and increase sales through marketing strategies and promotions on digital platforms.

Social marketing utilizes social media platforms, such as Instagram and TikTok, for marketing purposes. TikTok, in particular, has gained immense popularity worldwide, including in Indonesia. According to Kotler & Keller (2016: 235), there are several indicators of consumer decisions to purchase a product or service, which include specific characteristics:

1. Recognition of needs
This is a buying and selling process that starts when consumers identify a need and perceive a gap between their current situation and the desired state..
2. Information Research
Consumers who have been stimulated will search for information, including needs, information, and activities motivated by knowledge in memory and information from the environment.
3. Evaluation of alternatives
This evaluation process involves selecting and adjusting alternative choices to meet consumer needs.
4. Purchase decision
The act of making a purchase becomes a formal process. Consumers who have decided to make a purchase may lean towards a brand that they believe aligns with their preferences.
5. Behavior Following the Transaction
After purchasing a product, consumers may experience satisfaction or dissatisfaction, which can influence their subsequent behavior. If they are satisfied, they are more likely to make future purchases.

When making a purchase, it is important to consider the quality of service provided by the seller, whether an individual or a company. When making a purchase, it is important to consider the quality of service provided by the seller, whether an individual or a company. The goal of providing good service is to ensure convenience for the consumer during the business process. The quality of service has a significant impact on purchasing decisions. According to Permatasari (2017), companies can remain competitive by providing excellent service.

In the service sector, consumer satisfaction is paramount, and therefore, satisfying customer service should be a primary goal. If a company can provide satisfaction to its customers, there is a higher likelihood that they will return. Rahmi's (2017) research demonstrates the significant impact of word-of-mouth promotion on purchasing decisions. The study found that word-of-mouth promotion has a positive and substantial influence on consumers' decisions to repurchase.

Something similar has also been researched regarding service quality which has a positive and significant effect on consumer purchasing decisions. There is a partially positive and significant relationship between service quality variables and consumer purchasing decisions, which means that high and good service quality will make consumers have an interest in using their services or products again.

In order for business and promotion to run well and be able to sell products or services to consumers, of course it must be understood that consumers have reasons for buying these products as the first step. The decision process of consumers who finally buy the product is referred to as the way consumers use the money they have to buy the product or service they want. Both before and also after the payment process is made.

Every seller or producer must of course understand the decisions of every consumer in every marketing. Whether in the traditional or modern sector. Consumers of course have their own reasons behind their desire to buy the desired product or service. Nowadays, there is a lot of digital marketing that helps in the process of marketing these products or services. Starting from content creation and also social media marketing that can influence consumers to buy the products they sell by sending messages to the subconscious of these consumers. Of course, the hope is to have an interest in buying products.

Promotion through social media, of course, cannot be separated from marketing content. This marketing content is an invitation from merchants or business people and marketers to take action to consumers at the right time. And the buying process, which includes generating, allocating and creating encouragement to consumers, is one of the factors in how this marketing content can make consumers buy the product or service.

Content marketing is one of the marketing strategies that can attract consumers. With this marketing content, it can add more value to what is sold by producers and also what consumers are looking for. Creating such content can add more value to the goods being promoted. Especially when there are many competitors in the market.

It can be concluded that promotion has a positive influence on marketing. While service quality has a negative influence on marketing, it has a positive influence on consumers' purchasing decisions. In addition, price and location also have a significant influence on consumer purchasing decisions.

The framework of this research is that social media marketing by using TikTok is one of the marketing techniques that uses the platform as the main tool in marketing tourism products in Labuan Bajo to consumers. The trick is to communicate and interact with customers. Meanwhile, the purchase decision becomes a final decision that is a privilege for consumers to buy a good or service with several considerations. According to Taat Kuspriyono (2017), social media marketing has aspects, namely:

1. Personally relevant
2. Interaction
3. Message to be conveyed
4. Branding of the product

Meanwhile, purchasing decisions from consumers themselves are based on several aspects, namely:

1. Problem introduction
2. Information search
3. Evaluation of alternatives
4. Purchase decision
5. Post-purchase behavior.

The TikTok social media platform has a significant and positive influence on the decision of consumers or customers to buy tourist products in Labuan Bajo. This can support the development of the economic and tourism world in Labuan Bajo.

RESEARCH METHOD

The research used is quantitative research. This research is also defined as one of the methods that has a foundation in the philosophy of positivism which is usually used on certain populations and samples. The technique of taking and collecting data samples itself is done by random. Data collection using research instruments with data analysis presents quantitative properties so that it can be tested according to the thoughts and opinions of Sugiyono (2016: 13).

This quantitative research is research by taking data samples in the form of numbers and also words and sentences which are then converted into numbers. And the data sample used in this study is using a questionnaire or questionnaire distributed to the population of informants or respondents under study.

Data analysis will use descriptive analysis which will analyze how TikTok as a promotional media plays a major role in promoting and giving effect to tourism products in Labuan Bajo. The data obtained will be described where this analysis technique does not have a significance test and also the level of error. All variables will be described through a percentage value as a form of assessment of the data distribution of the variables.

RESULT & DISCUSSION

Labuan Bajo area is located in West Manggarai Regency which is one of the results of the expansion of the administrative area of Manggarai Regency. This expansion was based on Indonesian Law No. 8 of 2003 where West Manggarai Regency was designated as a new regency located in the western part of Flores Island, East Nusa Tenggara. This district has 12 sub-districts consisting of Sano Nggoang, Lembor, Mbeliling, Boleng, Pacar, Kuwus, Lembor Selatan, Ndosu, Welak, Komodo, Kuwus Barat and also Macang Pacar. In addition, there are several small islands consisting of Komodo Island, Seraya Besar, Rinca, Bidadari, Seraya Kecil and Longos.

Labuan Bajo itself is the capital of West Manggarai Regency. And this area is one of the tourist destinations developed by the central and regional governments. Labuan Bajo has extraordinary natural beauty and can also be a special attraction. Even every year Labuan Bajo gets income from tourism. Even in 2018 there were 67 thousand tourists who came to Labuan Bajo. Increased many times compared to 2017 around 72.43%.

Of course, it is the right time to expand the world of Labuan Bajo tourism with the development of the world of tourism, especially after the pandemic is over. In addition, the benefits of social media itself are very influential. Social media, according to the meaning of the language, is a means to communicate in the community in the association. Another term is social networking, which has a definition as a relationship through online media on the Internet.

Using social media facilities in promotion or marketing is a very effective way. Especially to capture and keep the attention of consumers and expand markets and networks. This method is very effective because all residents of the world now have accounts on social media, one of which is TikTok. By promoting through social media, especially TikTok, you can expand your network and market. In addition, social media promotion can now be done for free, although some are paid.

TikTok as a promotional media itself presents several advantages for sellers to expand their market network and attract consumers. Features and aspects that can provide these benefits are:

1. Product and advertising content
2. Product photo and video share function
3. Significant reduction in promotion costs.

The function of TikTok in terms of promoting its own sales is made into 3 indicators which are one of the distribution of questionnaires to respondents. And there are several responses and responses from informants in accordance with these variables, namely:

Table 1. Average Respondent Agrees with the Content of the Advertising Products Promoted

No	Criteria	Response (%)				
		Very Disagree	Disagree	Enough	Agree	Very Agree
		1	2	3	4	5
1	Attractive advertisement	0	0	15	45	40
2	Ease of viewing advertisements of new products	0	0	9	39	52
3	Make it easy to see product details	0	0	6	34	60

From the data above, the variables regarding advertisements for products on TikTok are obtained, which indicates that the average respondent agrees with the content of the advertising products promoted on TikTok. The description of an attractive advertisement recorded that there were around 15% or 15 people who Moderately Agree with an attractive advertisement. While there are 45 people or 45% who agree. Meanwhile, 40% of respondents strongly agree that attractive advertisements are one of the features provided by TikTok.

Then for the second criterion or indicator, namely the ease of seeing advertisements from new products, there are around 52% of respondents who strongly agree with this convenience. Then 39% agreed and 9% only agreed with the ease of seeing advertisements from new products sold on TikTok..

In addition, the ease of seeing product details was also confirmed by 60% of respondents who strongly agreed. Then there are 34% of respondents who agree with the ease of seeing the details of the advertisements offered. And there are only 6% who say Agree Enough. Based on research by Kuspriyono (2018) that advertising is a very important part in the promotion of products or services by introducing products to be sold to consumers. And advertising has a very important role in encouraging consumers to buy these products.

Meanwhile, based on research from Gary Akehurst (2018) that the behavior of consumers when buying this product has a dependence on intention and also awareness of the importance of the products they see. Consumers have the intention to buy products that have a connection to the interests and awareness of consumers. Likewise, the perceived value of the product in the minds of consumers according to Adunola Oluremi (2015).

Tabel 2. Four Criteria or Indicators Regarding Videos and Photos of Posted Products

No	Criteria	Response (%)				
		Very Disagree	Disagree	Enough	Agree	Very Agree
		1	2	3	4	5
1	Videos and photos posted have an influence on consumer interest	0	0	15	37	53
2	Videos and photos posted are in accordance with the condition of the product	0	0	6	39	55
3	Videos and photos capture attention	0	0	8	40	52
4	Videos and photos are well described and easy to understand	0	0	6	48	46

In this second data, there are 4 criteria or indicators regarding videos and photos of posted products. Regarding these posts, of course, there are criteria that these two aspects can have an influence on consumer interest. The first criterion is the relationship between video and photo posts that have an influence on consumer interest. There were 15% who claimed to agree moderately. Then there are 37% who agree. While 53% said they strongly agreed. There are no respondents who strongly disagree and disagree.

In the second indicator or criterion, namely posting photos and videos according to the condition of the product, there are only 6% of respondents who moderately agree. While 39% of respondents agreed with the remaining 55% strongly agreed. Just like the first indicator, no one disagreed with these criteria.

In the 3rd indicator, videos and photos are able to attract attention. And this indicator can be one of the roles in inviting consumer interest. And there were 52% of respondents who strongly agreed. Then 40% of respondents agreed and 8% of respondents moderately agreed. Then in the last indicator where videos and photos have descriptions that are easy to understand, the most respondents agreed with these criteria, namely around 48%. Meanwhile, 46% strongly agreed and 6% moderately agreed. There were no respondents who disagreed with the above criteria.

Table 3. Promoting Tourism Products from Labuan Bajo through TikTok Social Media

No	Criteria	Response (%)				
		Very Disagree	Disagree	Enough	Agree	Very Agree
		1	2	3	4	5
1	Make it easy for consumers to know the products being marketed	0	0	10	42	48
2	Effective and efficient in marketing products	0	0	7	37	56
3	Effective and efficient for consumers to purchase products	0	0	8	43	49
4	Able to influence people's purchasing power	0	0	6	36	58

The next criterion will present the ease of promoting tourism products from Labuan Bajo through TikTok social media. In the first indicator, it is stated that promotion on TikTok makes it easy for consumers to find out about the products offered and marketed through social media. There were about 10% of respondents who stated that they moderately agreed. Then there are 42% who agree and 48% who strongly agree.

While in the second indicator, namely promotion through TikTok is very effective and efficient in marketing products, there are around 7 respondents who moderately agree. Then there were 37% of respondents who agreed and 56% who strongly agreed. Then in the 3rd criterion regarding the efficiency and effectiveness for consumers to buy products, the most respondents strongly agreed with these criteria. It was recorded that there were around 49%. Then respondents who agreed were around 43%. And those who said they quite agreed were only 8 respondents.

While the 4th criterion, namely promotion on TikTok, is able to influence people's purchasing power, 58 people strongly agreed. While 36 respondents agreed with 6 people only moderately agreed. Of the 4 criteria above, no one disagreed or strongly disagreed.

Table 4. Nine Indicators or Criteria in this Variable

No	Criteria	Response (%)				
		Very Disagree	Disagree	Enough	Agree	Very Agree
		1	2	3	4	5
1	Needs that arise from consumers	0	0	4	46	50
2	Due to the quality of the goods and also the price	0	0	7	41	52
3	Information from the product that matches the description	0	0	9	45	46
4	Buy from reviews and experiences from other consumers	0	0	7	43	50
5	Have an interest after seeing the product	0	0	5	47	48
6	Seeing other consumers buy, there is a sense of attraction	0	0	9	40	51

7	Satisfied with the products offered	0	0	10	39	51
8	Good quality with competitive price	0	0	6	34	60
9	Will make repeat purchases	0	0	8	45	47

In this variable, it relates to the decision of consumers to finally decide to buy tourist products from Labuan Bajo through marketing via TikTok social media. There are 9 indicators or criteria in this variable. The first indicator regarding the needs of consumers that made them buy, around 50 people strongly agreed and 46 respondents agreed. While 4 people stated that they moderately agreed.

Meanwhile, for the second criterion, namely consumers buying due to the quality of goods and affordable prices, there were around 52 respondents who strongly agreed and 41 respondents who agreed and 7 respondents who moderately agreed. Then for the 3rd criterion regarding product information that matches the description, around 46 respondents strongly agreed. Then there were 45 people who agreed. And there were only 9 respondents who moderately agreed.

For the next criterion which states that buying products is based on reviews and experiences from consumers, 7 respondents stated that they moderately agreed. Meanwhile, 43 respondents agreed and the remaining 53 respondents strongly agreed with these criteria. The 5th criterion which states that interest in seeing the product makes consumers finally buy, there are about 5 respondents who moderately agree. Then 47 respondents agreed and 48 other respondents strongly agreed.

The 6th criterion or indicator states that a sense of interest in buying arises after seeing other consumers also buy it. There were about 9 respondents who moderately agreed. Meanwhile, 40 respondents agreed and 51 respondents strongly agreed. For the 7th criterion, namely being satisfied with the product offered. There were about 10 respondents who moderately agreed. Then there were 39 respondents who agreed and 51 respondents who strongly agreed.

For the 8th indicator, there were 6 respondents who moderately agreed with the criteria for good quality at affordable and competitive prices. Meanwhile, 34 respondents agreed and 60 respondents strongly agreed. In the 9th criterion which states that consumers will make purchases continuously due to the influence of promotions from TikTok, there are around 8 respondents who moderately agree. And there were 45 respondents who agreed and the rest strongly agreed. Of all these indicators, no one disagreed or strongly disagreed.

Table 5. the role of TikTok social media as a medium for the promotion of tourism in Labuan Bajo

No	Criteria	Response (%)				
		Very Disagree	Disagree	Enough	Agree	Very Agree
		1	2	3	4	5
1	Support Labuan Bajo tourism	0	0	4	41	55
2	Introducing Labuan Bajo tourism products	0	0	10	42	48
3	Media promotion of the world of tourism to the public	0	0	8	43	49

In the next variable, the role of TikTok social media as a medium for the promotion of tourism in Labuan Bajo is discussed. The first criterion states that TikTok can help promote tourism in Labuan Bajo by using social media to promote it. There were about 4 respondents who moderately agreed. While 41 respondents agreed and 55 respondents strongly agreed.

Meanwhile, there were about 10 respondents who moderately agreed with the second criterion that TikTok can introduce Labuan Bajo tourism products. This was followed by 42 respondents who agreed. And there were about 48 respondents who strongly agreed. Similarly with the 3rd indicator which stated that TikTok

is an important promotional tool in promoting the world of tourism to the public. There were 49 respondents who were strongly in agreement and 43 respondents in agreement. And only 8 respondents moderately agreed. No one disagreed or strongly disagreed with any of these criteria..

CONCLUSSIONS

From the results of this study and also the discussion described above, that advertising using TikTok social media is one of the enticing advertising with the consideration function of the first consumer in deciding to buy tourism products in Labuan Bajo. The promotion and also the content of the product offered have an easy to recognize through the TikTok page. It has a significant impact on the consumer's decision to buy this product. Advertising on the TikTok social media platform can be done continuously as a way of promoting and marketing products to consumers in cyberspace to help sell tourism products in Labuan Bajo.

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