

***Influence Social Media Marketing , Search Engine Optimization, and Email Marketing On Purchasing Decisions Scarlett Products On Tik Tok Shop (Case Study On Gen Z In Banjargondang Village , District Bluluk , Regency (Lamongan )***

Ervina Mutiara Firdausy  
*Faculty of Economics and Business*  
*Islamic University of Lamongan*  
Lamongan , Indonesia  
[ervinamutiara.f@unisla.ac.id](mailto:ervinamutiara.f@unisla.ac.id)

Nurus Safaatillah  
*Faculty of Economics and Business*  
*Islamic University of Lamongan*  
Lamongan , Indonesia  
[nurussafatillah@unisla.ac.id](mailto:nurussafatillah@unisla.ac.id)

Danu Kusbandono  
*Faculty of Economics and Business*  
*Islamic University of Lamongan*  
Lamongan , Indonesia  
[danukusbandono86@unisla.ac.id](mailto:danukusbandono86@unisla.ac.id)

Emalia Nova Sustiyorini  
*Faculty of Economics and Business*  
*Islamic University of Lamongan*  
Lamongan , Indonesia  
[emaliaberlian@unisla.ac.id](mailto:emaliaberlian@unisla.ac.id)

---

**Article Info**

**Keywords :**

*Social Media Marketing , Search Engine Optimization , Email Marketing , Purchasing Decisions, TikTok Shop, Gen Z.*

---

**ABSTRACT**

This study aims to analyze the influence of *Social Media Marketing* , *Search Engine Optimization* (SEO), and *Email Marketing* on purchasing decisions for Scarlett products at TikTok Shop, focusing on Gen Z in Banjargondang Village, Bluluk District, Lamongan Regency. This study is motivated by the rapid development of digital technology and the increasing trend of online shopping through social media, especially TikTok Shop. The research method used is a descriptive quantitative approach with data collection techniques through questionnaires. The number of respondents in this study was 100 people selected using purposive sampling techniques. Data analysis was carried out using validity tests, reliability, classical assumptions, multiple linear regression, t-tests and F-tests using SPSS software. The results of the study show that partially and simultaneously, *social media marketing* , *search engine optimization* , and *email marketing* have a significant effect on purchasing decisions. The *social media marketing variable* is known to have the most dominant influence compared to other variables. This finding shows that an integrated digital marketing strategy can drive Gen Z consumer purchasing decisions, especially in the context of social media-based e-commerce such as TikTok Shop .

---

**INTRODUCTION**

Marketing has experience transformation in a way massively , especially with the emergence of online platforms such as social media . The role digital marketing can supported by users *social media* for can understand need consumers and behavior consumers to build trust to product or loyalty brand ( Alamsyah and Fikri, 2024 : 129).

TikTok application is video application that originates from China, introduced by Zhang Yiming in 2016 and owned by the company ByteDance. The TikTok application is application based on video format with duration of 15 seconds , 60 seconds , and 3 minutes (Bessie and Wie, 2024:213).

Scarlett is a local brand founded in 2017 by Felicya Angelista , a public figure who ever decorate screen Indonesian glass , good through films and soap opera ( Soehandoko , 2022). Scarlett Whitening has good *track* record in industry maintenance beauty race women , things This proven with data processing issued by compas.co.id in 2021.

Apart from *social media marketing* and *search engine optimization* , which influences decision purchases on TikTok Shop that is *email marketing* . According to Ghavami Lahiji and Hooshmand in study Riswanda and Dela (2024 :3 ) *email marketing* is method essential digital communication for organization , facilitating professional communication .

Study previously Possible Already discuss about *social media marketing*, *search engine optimization* (SEO), or *email marketing* . However usually they focus to a specific platform like Instagram or Shopee. There aren't many specific ones yet discussing TikTok Shop, especially from Gen Z perspective in the village small like Banjargondang which is possible behavior shopping different with children in the city big .

In addition , many study previously only focus on individual variables such as *social media marketing* just , but rarely combined all *digital marketing* strategies ( *social media marketing* , *search engine optimization* , *email marketing* ) for see its influence to decision purchase . So, the GAP from research This is study This try For answer How the combination of digital marketing strategies working on the TikTok Shop platform in particular for Gen Z in the area certain .

## RESEARCH METHODS

Study This is study descriptive with approach quantitative . According to Sugiyono (2019:16-17) method study quantitative is method research based on philosophy *positivism* , used For research on population or sample specific , data collection uses instrument research , data analysis is quantitative , with objective For test hypothesis that has been set

## RESULTS AND DISCUSSION

### 1. Data Quality Test

#### a. Validity Test

Validity test used For see whether each questionnaire is valid or not in variable *Social Media Marketing*, *Search Engine Optimization*, *Email Marketing*, and Purchasing Decisions.value critical from testing This is 0.1463 with  $df = n-2$  levels significant 0.05 (5%).

**Table 1 Validity Questionnaire**

No.	Variables	Item	r count	r table	Information
1	<i>Social Media Marketing</i> (X <sub>1</sub> )	X <sub>1.1</sub>	0.861	0.1463	Valid
		X <sub>1.2</sub>	0.819	0.1463	Valid
		X <sub>1.3</sub>	0.778	0.1463	Valid
		X <sub>1.4</sub>	0.826	0.1463	Valid
2	<i>Search Engine Optimization</i> (X <sub>2</sub> )	X <sub>2.1</sub>	0.839	0.1463	Valid
		X <sub>2.2</sub>	0.880	0.1463	Valid
		X <sub>2.3</sub>	0.879	0.1463	Valid
		X <sub>2.4</sub>	0.820	0.1463	Valid
3	<i>Email Marketing</i> (X <sub>3</sub> )	X <sub>3.1</sub>	0.906	0.1463	Valid
		X <sub>3.2</sub>	0.865	0.1463	Valid
		X <sub>3.3</sub>	0.821	0.1463	Valid
4	Purchase Decision (Y)	Y <sub>1.1</sub>	0.848	0.1463	Valid
		Y <sub>1.2</sub>	0.776	0.1463	Valid
		Y <sub>1.3</sub>	0.745	0.1463	Valid
		Y <sub>1.4</sub>	0.824	0.1463	Valid
		Y <sub>1.5</sub>	0.811	0.1463	Valid

From table 1. Above can seen all *social media marketing* variables (x1), *search engine optimization* (x2), *email marketing* (X3), and decisions purchase (Y) has r count value > r table . So that obtained conclusion from all indicators of each variable the is valid

**b. Reliability Test**

Reliability is a measurement process that shows a measurement can give relatively the same results. If done measurement repeat to the same subject, the more small difference the results obtained, the more reliable the test. Size reliability usually use alpha coefficient or Cronbach alpha method.

**Table 2 Reliability Test**

Variables	Cronbach's Alpha	Information
Social Media Marketing	0.839	Reliable
Search Engine Optimization	0.877	Reliable
Email Marketing	0.831	Reliable
Purchase Decision (Y)	0.860	Reliable

Source Processed *SmartPLS 3* (2025)

Based on Table 5 results testing mark *Cronbach's alpha* show that every variable in study This own mark Higher *Cronbach's alpha* big from 0.60. This is means all variable in study This can considered reliable.

**2. Multiple Linear Regression Test**

Analysis multiple linear regression used to understand connection between independent variables with dependent variable is related positive or negative. Multiple linear regression used For test influence more from One independent variable against dependent variable.

**Table 3 Multiple Linear Regression**

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.163	.648		.252	0.802
	<i>Social Media Marketing</i>	.568	.054	.456	10,552	0.000
	<i>Search Engine Optimization</i>	.328	.053	.269	6,235	0.000
	<i>Email Marketing</i>	.469	.069	.306	6,811	0.000

a. Dependent Variable: Purchase Decision

Source : Processed *SPSS 26 Statistics Output year 2025*

Based on table 3 of multiple linear regression test results so obtained multiple linear regression model equation as following :

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

$$Y = 0.163 + 0.568 X_1 + 0.328 X_2 + 0.469 X_3 + e$$

Following is explanation from multiple linear regression test that is as following :

1.  $a = 0.163$  is meaningful constant that variable free in study This ( *Social Media Marketing*, *Search Engine Optimization*, and *Email Marketing* ) has an influence = 0, then results from interest buy is 0.163.
2.  $\beta_1 = 0.568$ , explains that if variable *Social Media Marketing* ( $X_1$ ) experienced increase as much as 1 unit then the Purchase Decision will experience improvement of 0.568 with assumption that other variables that influence considered constant.
3.  $\beta_2 = 0.328$ , explains that if variable *Search Engine Optimization* ( $X_2$ ) experienced increase as much as 1 unit then the Purchase Decision will experience improvement of 0.328 with assumption that other variables that influence considered constant.
4.  $\beta_3 = 0.469$ , explains that if variable *Email Marketing* ( $X_3$ ) experienced increase as much as 1 unit then the Purchase Decision will experience improvement of 0.469 with assumption that other variables that influence considered constant.

From the results coefficient variables free on top worth positive. This is means have direction unidirectional change with variable dependent. Coefficient regression variable *social media*

*marketing* ( $X_1$ ) of 0,568, has the greatest value compared to with variable free others, with thus can withdrawn conclusion that the most dominant factor influence decision purchase is *social media marketing*.

### 3. Coefficient Test Determination

Coefficient determination This used For know how much big ability variable free in to explain variable bound. Determination value determined with R square value. Results of hypothesis test analysis between variable independent of  $X_1$ ,  $X_2$ ,  $X_3$  against  $Y$  is obtained results as following :

**Table 4 Determination Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928 <sup>a</sup>	.861	.859	1,000
a. Predictors: (Constant), <i>Email Marketing</i> , SEO, <i>Social Media Marketing</i>				
b. Dependent Variable : Purchase Decision (Y)				

Source : Processed SPSS 26 Statistics Output year 2025

From the table on seen that R square is 0.861 or by 86.1% which means that ability variable *social media marketing*, *search engine optimization* and *email marketing* in explain decision purchase is 86.1% while the remaining 13.9% is explained other variables in other research.

### 4. T-Test ( Partial )

The purpose of the T-test ( partial ) For test How influence in a way partial or individual from variable free to variable bound. As for testing This done with using *the SPSS 26 for Windows* program is as following :

**Table 5 T-test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.163	.648		.252	0.802
	<i>Social Media Marketing</i>	.568	.054	.456	10,552	0.000
	SEO	.328	.053	.269	6.235	0.000
	<i>Email Marketing</i>	.469	.069	.306	6,811	0.000
a. Dependent Variable: Purchase Decision						

Source : Processed SPSS 26 Statistics Output year 202 5

Based on the above test with significant  $\alpha = 0.05$ .  $df = nk-1$  (1 80 -3-1 = 17 6) obtained t table (1, 653 ) with analysis as following :

- Influence *Social Media Marketing* (X1) on Purchasing Decisions (Y)  
From the results of the t-test it was obtained  $t_{hitung} > t_{tabel}$  with a value of 10,552 > 1,653 with a significance of  $0.000 < 0.05$ , then  $H_0$  it is accepted and  $H_a$  rejected. Which means that the *Social Media Marketing variable* has an effect in a way partial and significant to decision purchase Scarlett products on TikTok Shop.
- Influence *Search Engine Optimization* (X2) on Purchasing Decisions (Y)  
From the results of the t-test it was obtained  $t_{hitung} > t_{tabel}$  with a value of 6.235 > 1.653 with a significance of  $0.000 < 0.05$ , then  $H_0$  it is accepted and  $H_a$  rejected. Which means the *Search Engine Optimization variable* influential in a way partial and significant to decision purchase Scarlett products on TikTok Shop.
- Influence *Email Marketing* (X3) on Purchasing Decisions (Y)  
From the results of the t-test it was obtained  $t_{hitung} > t_{tabel}$  with a value of 6,811 > 1,653 with a significance of  $0.000 < 0.05$ , then  $H_0$  it is accepted and  $H_a$  rejected. Which means the *Email Marketing variable* influential in a way partial and significant to decision purchase Scarlett products on TikTok Shop.

## 5. F Test ( Simultaneous )

F test is used For know influence *Social Media Marketing*, *Search Engine Optimization* and *Email Marketing* in a way simultaneously ( together ) against variable bound decision purchase .

**Table 6 F Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1090.286	3	363,429	363,617	.000 <sup>b</sup>
	Residual	175,909	176	.999		
	Total	1266.194	179			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), <i>Email Marketing</i> , <i>Search Engine Optimization</i> , <i>Social Media Marketing</i>						

Source : Processed SPSS 26 Statistics Output year 202 5

Based on testing the model simultaneously above , obtained mark  $F_{count}$  as big as 363,617 with significant of 0.000.  $F_{table}$  got use formula  $df = (nk-1) = 180-3-1 = 176$  . Therefore That mark  $F_{hitung}(363,617) > F_{table}(3.05)$  and value significant resulting 0.000 and the value This Far more small from  $\alpha(0.05)$ , then can concluded that  $H_0$  rejected  $H_1$  is accepted. This means that the variables *Social Media Marketing* (X1), *Search*

*Engine Optimization* (X2), and *Email Marketing* (X3) in b together ( simultaneously ) have significant influence to variable Purchase Decision (Y).

**6. Coefficient Test Determination**

Coefficient determination This used For know how much big ability variable free in to explain variable bound . Determination value determined with R square value . Results of hypothesis test analysis between variable independent of X1, X2, X3 against Y is obtained results as following :

**Table 4. 1 Determination Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928 <sub>a</sub>	.861	.859	1,000
a. Predictors: (Constant), <i>Email Marketing</i> , <i>Search Engine Optimization</i> , <i>Social Media Marketing</i>				
b. Dependent Variable : Purchase Decision (Y)				

Source : Processed SPSS 26 Statistics Output year 202 5

From the table on seen that R square is 0.861 or by 86.1% which means that ability variable *Email Marketing*, *Search Engine Optimization*, and *Social Media Marketing* in explain decision purchase is 86.1% while the remaining 13.9% is explained other variables in other research .

**DISCUSSION**

**1. Influence *Social Media Marketing* On Purchasing Decisions Scarlett Products on TikTok Shop for Gen Z in Banjargondang Village**

Based on results study variable *Social Media Marketing* (X<sub>1</sub>) is obtained  $t_{hitung} > t_{tabel}$  with a value of 10,552 > 1,653 with a significance of 0.000 < 0.05, then H<sub>0</sub> it is accepted and H<sub>a</sub> rejected. Which means that the *Social Media Marketing* variable has an effect in a way partial and significant to decision purchase Scarlett products on TikTok Shop.

According to Gunelius in Ginting and Siregar (2023:10) *social media marketing* is a form marketing direct or No directly used For build awareness , recognition , power remember , and action For brand , business , product , person, or entity others and done with use tool from social web like *blogging* , *microblogging* , *social networking* , *social bookmarking* , and *content sharing* .

In research This obtained results equality regression  $Y = 0.163 + 0.568 X_1 + 0.328 X_2 + 0.469 X_3 + e$ . So that results from equality the concluded that the most dominant variable influential to decision purchase that is *Social Media Marketing* (X<sub>1</sub>) = 0.568 .

**2. Influence *Search Engine Optimization* On Purchasing Decisions Scarlett Products on TikTok Shop for Gen Z in Banjargondang Village**

Based on results study variable *Search Engine Optimization* (X<sub>2</sub>) is obtained  $t_{hitung} > t_{tabel}$  with a value of 6.235 > 1.653 with a significance of 0.000 < 0.05, then H<sub>0</sub> it is accepted and H<sub>a</sub> rejected. Which means the *Search Engine Optimization* variable influential in a way partial and significant to decision purchase Scarlett products on TikTok Shop.

Acceptance of H<sub>0</sub> and rejection of H<sub>a</sub> indicates that SEO doesn't only influential , but its influence nature positive and significant . This is indicates that improvement in SEO strategies, such as optimization content , use of relevant keywords , and improvement visibility in the machine seeker , can contribute to the improvement decision purchase consumers .

This result in line with theory digital marketing which states that SEO is effective can increase conversion sales . In the context of TikTok Shop, where user tend look for product

through recommendations and search , implementation good SEO techniques can help Scarlett products more easy found by candidate buyer .

### 3. Influence *Email Marketing* On Purchasing Decisions Scarlett Products on TikTok Shop for Gen Z in Banjargondang Village

Based on results study variable *Email Marketing* ( $X_3$ ) obtained  $t_{hitung} > t_{tabel}$  with a value of  $6,811 > 1,653$  with a significance of  $0.000 < 0.05$ , then  $H_0$  it is accepted and  $H_a$  rejected. Which means the *Email Marketing variable* influential in a way partial and significant to decision purchase Scarlett products on TikTok Shop.

Fragrant et al ., (2021:2) stated that *email marketing permissions* used For to inform to consumer about promotions and services , get consumer new and improved sales . *Permission email marketing* This bring interactivity to higher level tall with help consumer set up the search process information they .

In the context of TikTok Shop, interactions and engagement user is very important thing . Email Marketing can functioning as reminder for consumer about the products they interested . In addition , with existence offer exclusive via email, company can create a sense of urgency that drives consumer For quick do purchase .

### 4. Multiple Linear Regression

According to Sugiono multiple linear regression is techniques that can used For predict How mark variable certain will changed If There is change other variables .

This result show that multiple linear regression usually show connection between variable dependent and variable independent , good in a way simultaneous and also partial . Every coefficient ( $\beta$ ) show how much big influence one unit change in a variable independent to variable dependent , with assumption variable independent other still constant .

In research This obtained results equality regression  $Y = 0.163 + 0.568 X_1 + 0.328 X_2 + 0.469 X_3 + e$ . So that results from equality the concluded that the most dominant variable influential to decision purchase that is *Social Media Marketing* ( $X_1$ ) = 0.568 .

## CONCLUSION

Based on explanation And analysis data Which has done by researcher about Influence *Social Media Marketing* , *Search Engine Optimization* , and *Email Marketing* On Purchasing Decisions Scarlett Products On Tik Tok Shop (Case Study On Gen Z In Banjargondang Village , District Bluluk , Regency Lamongan ) , then can taken conclusion as following :

#### 1. T Test ( Partial )

From the results of the t-test it was obtained  $t_{hitung} > t_{tabel}$  with a value of  $10,552 > 1,653$  with a significance of  $0.000 < 0.05$ , then  $H_0$  it is accepted and  $H_a$  rejected. Which means that the *Social Media Marketing variable* has an effect in a way partial and significant to decision purchase Scarlett products on TikTok Shop. From the t-test results obtained  $t_{hitung} > t_{tabel}$  with a value of  $6.235 > 1.653$  with a significance of  $0.000 < 0.05$ , then  $H_0$  it is accepted and  $H_a$  rejected. Which means the *Search Engine Optimization variable* influential in a way partial and significant to decision purchase Scarlett products on TikTok Shop. From the t-test results obtained  $t_{hitung} > t_{tabel}$  with a value of  $6,811 > 1,653$  with a significance of  $0.000 < 0.05$ , then  $H_0$  it is accepted and  $H_a$  rejected. Which means the *Email Marketing variable* influential in a way partial and significant to decision purchase Scarlett products on TikTok Shop.

#### 2. F Test ( Simultaneous )

If  $F_{count} > F_{table}$  means  $H_0$  rejected and  $H_1$  accepted, meaning that the independent variables simultaneously have a significant influence to variable dependent . If  $F_{count} < F_{table}$  means  $H_0$  accepted and  $H_1$  rejected , meaning independent variables simultaneous No have influence significant

to variable dependent . Based on model testing together ( simultaneously ) above , obtained mark  $F_{count}$  amounting to 363,617 with significant of 0.000.  $F_{table}$  got use formula  $df = (nk-1) = 180-3-1 = 176$ . Therefore That mark  $F_{hitung}(363.617) > F_{table}(3.05)$  and value significant resulting 0.000 and the value This Far more small from  $\alpha(0.05)$ , then can concluded that  $H_0$ rejected  $H_1$  is accepted. This means that the variables *Social Media Marketing* (X1), *Search Engine Optimization* (X2), and *Email Marketing* (X3) are together ( simultaneously ) have significant influence to Purchase Decision variable (Y). So that results from study This the most dominant variable is variable *Social Media Marketing* (X1).

## REFERENCES

- Alamsyah , NA, & Fikri, MA (2024). The Influence of Digital Marketing on Purchasing Decisions : The Mediating Role of Consumer Behavior Consumers . *Journal of Entrepreneurship Research* , 7 (2), 128-144.
- Bessie, JLD, & Wie, WE (2024). The Influence of Social Media Marketing Tiktok On Consumer Purchase Interest in Scarlett Whitening Products . *Journal of Management: Small and Medium Enterprises (SMEs)* , 17 (1), 211–225. <https://doi.org/10.35508/jom.v17i1.11547>
- Budi Dharma, Ahmad Thoriq Alfani , & Wein Rizki Dharmawan . (2023). Analysis The Impact of Search Engine Optimization (SEO) on E-Commerce in Indonesia. *Journal Economics and Accounting Publications* , 3 (2), 169–174. <https://doi.org/10.51903/jupea.v3i2.884>
- Ghozali , I. (2021). *Application Analysis Multivariate with IBM SPSS 26 Program* . Semarang: Diponegoro University Publishing Agency .
- Ginting, SM, & Siregar, I. (2023). The Influence of Brand Ambassador and Social Media Marketing on Purchasing Decisions Product Scarlett Whitening Beauty . *Business -Net Journal of Economics and Business* , 6 (2), 840–848. <https://doi.org/10.46576/bn.v6i2.3847>
- Harum, JR, Kusumawati , A., & Mawardi , MK (2021). The Effect of Email Marketing Permission on Purchase Intention and Its Impact on Purchase Decision ( Survey on Lazada Indonesia Customers). *Journal Administration Business* , 15 (1), 1-11.
- Kurniawan, IB, Kurniawati , NSE, & Junaedi , IWR (2022). The Influence of Content Marketing, E-Mail Marketing and Mobile Marketing on Customer Engagement at Nadia Mart Dawas . *JUIMA: Journal Knowledge Management* , 12 (1), 133-149.
- Primadewi , S., Fitriyani , W., & Adhyasti W, K. . (2022). Analysis of Factors Influencing Impulse Purchases in Live Streaming E-Commerce Based on SOR (Stimulus Organism Response) Framework. *Journal of Social Technology* , 2 (10), 846–856.
- Ramadhani, DI, & Zaini, M. (2023). The Influence of Brand Ambassador Social Media Marketing and Quality Product On Purchasing Decisions Scarlett Whitening Users . *Journal Scientific Management , Economics, & Accounting (MEA)* , 7 (1), 520–536. <https://doi.org/10.31955/mea.v7i1.2900>
- Reken, F., Modding, B., & Dewi, R. (2024). The Influence Digital Marketing Against Increase in Sales Volume at Ciputra Tallasa Jo Makassar. *Governance* , 11 (1), 49-61.
- Simanjutak , ODP, & Purba , RR (2024). *Analysis Of The Influence Of Digital Marketing Strategy Through Search Engine Optimization (SEO ) In Increasing Sales Of Msme Products In Indonesia* . 12 (4), 4251–4260.
- Welsa , H., Cahyani, PD, & Meidyansyah , F. (2023). The Influence of Social Media Marketing and Quality Service on Purchasing Decisions Through Consumer Purchase Interest as Intervening Variables . *Al- Kharaj : Journal of Islamic Economics, Finance & Business* , 5 (3), 1026-1036.