

JoMSS	JOURNAL OF MANAGERIAL SCIENCES AND STUDIES www.jomss.org	ISSN: 2988-6619 DOI : 10.61160
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## The Influence of Brand Activation and Brand Image Using Tiktok @Kedas Beauty Pusat on Reseller Involvement in Kedas Beauty Products in South Sulawesi

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### Info Article

#### History Article:

Submitted  
Revised  
Accepted

#### Keywords:

Brand Activation, Brand Image, Reseller involvement

### Abstract

This research aims to determine: (1) The influence of brand activation using TikTok @Kedas Beautycentral on reseller involvement in Kedas Beauty products in South Sulawesi (2) The influence of brand image using TikTok @Kedas Beauty Pusat on reseller involvement in Kedas Beauty products in South Sulawesi. This research uses a quantitative method approach. Data collection in this research used literature studies, observations, interviews, distributing questionnaires via Google Form. The population of this research is all resellers in South Sulawesi. Meanwhile, the sample for this study was 67 people. Research instrument testing uses validity and reliability tests with SPSS 2.0. The data analysis technique used in this research is measurement model testing (outer model) and structural model testing (inner model) with Smart PLS 3.0. Based on the research results, it is known that there is a positive and significant influence between the brand activation variable on reseller involvement. This is proven by the original sample value of 0.365 and the t-statistic of 3.871 which is higher than the t-table value of 1.96 and brand image also has a positive and significant effect on reseller involvement because the original sample value is 0.596 and the t-statistic is 6.478 more. The size of the t-table value is 1.96. So the brand activation and brand image variables have a positive and significant effect on reseller involvement of 84.2%.

## Pengaruh Aktivasi Merek dan Citra Merek Menggunakan Tiktok @Kedas Beautypusat terhadap Keterlibatan Reseller pada Produk Kedas Beauty di Sulawesi Selatan

### Abstrak

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh aktivasi merek menggunakan TikTok @Kedas Beautypusat terhadap keterlibatan reseller pada produk Kedas Beauty di Sulawesi Selatan (2) Pengaruh citra merek menggunakan TikTok @Kedas Beautypusat terhadap keterlibatan reseller pada produk Kedas Beauty di Sulawesi Selatan. Penelitian ini menggunakan pendekatan dengan metode Kuantitatif. Pengumpulan data dalam penelitian ini menggunakan Studi Pustaka, Observasi, Wawancara, membagikan Kuesioner melalui Google Form. Populasi penelitian ini adalah seluruh reseller yang ada di Sulawesi Selatan. Sedangkan sampel penelitian ini berjumlah 67 orang. Pengujian instrumen penelitian menggunakan uji validitas dan uji reliabilitas dengan SPSS 2.0. Teknik analisis data yang digunakan dalam penelitian ini adalah uji measurement model (outer model) dan pengujian

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*model struktural (inner model) dengan Smart PLS 3.0. Berdasarkan hasil penelitian diketahui bahwa terdapat pengaruh yang positif dan signifikan antara variabel aktivasi merek terhadap keterlibatan reseller. Hal ini dibuktikan dengan nilai original sampel sebesar 0.365 dan t-statistik sebesar 3.871 lebih tinggi dari nilai t-tabel yaitu 1,96 dan citra merek juga berpengaruh positif dan signifikan terhadap keterlibatan reseller karena nilai orginial sampel sebesar 0.596 dan t-statistik sebesar 6.478 lebih besar dari nilai t-tabel yaitu 1.96. Maka variabel aktivasi merek dan citra merek berpengaruh positif dan signifikan terhadap keterlibatan reseller sebesar 84,2%.*

## INTRODUCTION

Indonesia is a developing country with the largest population and is a potential market that has high growth. Seeing this quite large increase, Indonesia could become one of the potential markets for the cosmetics industry. The growth of the cosmetics industry in Indonesia is influenced by many factors, including increasing consumer demand for high-quality cosmetic products and trends in the use of cosmetics, which requires many cosmetics manufacturers to meet market demand. and the number of local and imported cosmetic brands on the Indonesian market. This has led to the development of competitive business trends in Indonesia, forcing companies to continue to innovate in developing their marketing communications strategies. According to Kotler & Keller, (2012), marketing communications is a means of representing the company's voice in informing, persuading and reminding customers regarding the product or brand being sold.

In the current era of competition in general, a company can be said to be successful if it creates customer involvement with the company. Implementing customer involvement will result in improved employee performance, increased sales and competitive advantage (Brodie, et al. 2011). In order to achieve the company's goal, namely being able to sell products

in large quantities and get high profits, one method that can be used is to make customers feel that they have a connection with the company's products or what is usually called reseller involvement in marketing language. According to Bowden, (2012) reseller involvement is a condition where the reseller feels psychologically connected or committed to a brand and seems to have an ongoing relationship. Meanwhile, according to Purivat and Tripopsakul, (2014) also said that reseller involvement is the level of physical, cognitive and emotional presence of customers to the company. Companies that succeed in building customer engagement will have an impact, apart from being physically present in the store to buy products from the company, there will also be an emotional connection between the two, namely the customer and the company. One of the causes that encourages reseller involvement is Brand Activation and brand image.

Brand activation is an interaction between reseller marketers and brands, where resellers can understand the brand better and accept it as part of their lives (Amin, 2011). The above statement is supported by Ahmad, (2015) who believes that brand activation is a marketing relationship created between brands and customers in a way that customers better understand and consider the brand as part of their lives. The results of previous research linking

brand activation to reseller engagement carried out by (Sari et al., 2021) in their research stated that brand activation has a positive and significant effect on reseller engagement, by informing about a product using social media as a platform to further increase engagement. between brand activation and reseller involvement.

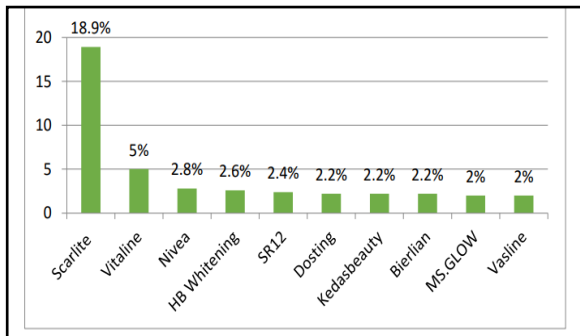
Apart from brand activation, brand image is also a driver of reseller involvement because brand image itself is a characteristic that differentiates a product from its competitors (Amilia, 2017) whereas according to Hidayat, et al. (2017) also said that brand image is the public's assessment of a product. Companies must be able to create products that are different from their competitors and give a good impression to customers. The relationship between brand image and reseller involvement in research conducted by (Greve, 2014) reveals that the better and stronger the brand image of a company will cause the higher level of reseller involvement. Of course, this is the cause of loyal customers becoming involved as resellers. Previous research linking brand image to reseller engagement conducted by Arifianto and (Basri, 2021) and Islam, et al., (2016) revealed that brand image has a positive and significant effect on reseller engagement on social media platforms. Reveals that the better and stronger a company's Brand Image will lead to a higher level of reseller involvement.

Differences between previous research and current research regarding the influence of brand activation on reseller involvement with different variables studied by Sari et al., (2021) with different sampling techniques. In

previous research, purposive sampling techniques were used because the numbers were unknown and their nature changed. Meanwhile, the current research uses a census sampling technique because the entire number of samples in the population is already known to the researcher. Furthermore, the differences between previous research and current research regarding the influence of brand image on reseller involvement with different variables were studied by (Islam and Rahman 2016), (Arifianto and Basri, 2021) and (Amir et al., 2021). There were several previous studies that examined fashion clothing products, Shopee market share services, PT Indihome services. Telkom. Meanwhile, the current research examines cosmetic products via TikTok social media.

Based on data from a survey conducted by compass.co.id in August 2022, there are several brands of body care products that are most sought after by consumers. With the 10 best-selling body care product brands, namely Scarlite, with a market share achieved higher than other brands at 18.9%, Kedas Beauty, this body care brand, produces skin brightening products. The same as the Dosting brand, the brand's market share is 2.2%. Of the several product brands above, why Kedas Beauty was chosen in this research is because Kedas Beauty products do not use endorsement services from artists or influencers. Meanwhile, other products apart from Kedas Beauty use the services of artists such as MS.Glow and other products are promoted by influencers who have many followers on social media, which is why these products are among the best-selling products in Indonesia according to market share.

Meanwhile, the reason why Kedas Beauty products are one of the best-selling products based on the data above is because Kedas Beauty is one of the newest products launched in 2019 and can be said to be one of the products most in demand among the public.



**Figure 1.** List of best-selling brands in Indonesia according to market share (Shope & Tokopedia)

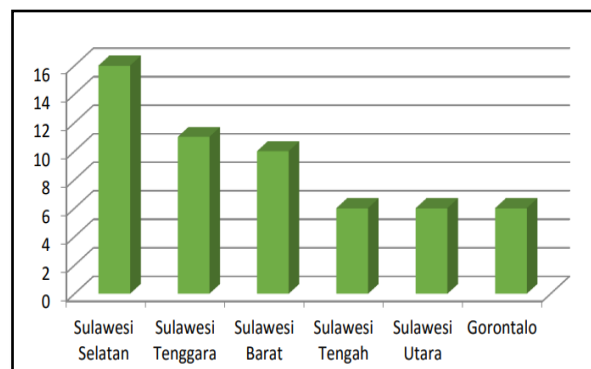
The marketing strategy carried out by the owner of Kedas Beauty, namely Dewi Candra Maharani, is by creating education such as content on social media TikTok and employees from Kedas Beauty also help create education on social media TikTok, in order to make loyal customers become resellers.

Based on the phenomena that occur in the field, researchers have conducted pre-research on 44 Kedas Beauty resellers in South Sulawesi. Based on the survey results, a Kedas Beauty reseller can be identified as a loyal customer who resells and uses Kedas Beauty products for more than 1 year. The survey results also revealed that 44 resellers were involved in Kedas Beauty products.

One of the things that causes them to become involved with Kedas Beauty products is brand activation which is carried out with various types of content that can improve the relationship between the brand and customers, so that the company is able to build

relationships or relationships by inviting loyal customers to become resellers. Apart from that, the brand image by creating content and education in selling products so that customers have a good perception of the product brand. This was done by Kedas Beauty using its TikTok, namely @Kedas Beauty Pusat. Data shows that the majority of sources used as references by resellers in accessing information related to the Kedas Beauty brand are through TikTok social media, so they gain a lot of knowledge in supporting the resale of Kedas Beauty products and increasing sales.

Furthermore, from the results of observations conducted by researchers in each province on the island of Sulawesi with respondents totaling 20 resellers each, those who responded showed that on average Kedas Beauty resellers have joined since 2020, this is because the Kedas Beauty company is engaged in product marketing. only started in 2019.



**Figure 2.** Increase in reseller sales of Kedas Beauty products on Sulawesi Island

Marketing of Kedas Beauty products is marketed through several social media, one of which is TikTok social media as a medium for education, tutorials, testimonials and promotion of Kedas

Beauty products to consumers. Then there was a significant difference in sales results that the researchers found as stated by the resellers who said that sales in South Sulawesi had increased, one of the reasons for this increase was due to the activeness and creativity of resellers using TikTok media in marketing Keda Beauty products. Meanwhile, Southeast Sulawesi, West Sulawesi, Central Sulawesi, North Sulawesi and Gorontalo experienced a slight decline, this is because the majority of resellers have started to rarely market their products, are constrained by capital, and also some have changed professions. This caused sales to decline slightly in several provinces. In this case, it can be seen in the graph below.

With the presence of TikTok social media, it can make customers more enthusiastic about connecting with a brand's marketing activities because TikTok is one of the most popular platforms at the moment. As a social media platform, TikTok provides a variety of very varied content in terms of creativity, video challenges, songs, dancing, singing, etc. Because many people use social media, TikTok provides an opportunity as a means of communication for a brand which makes resellers more enthusiastic about connecting with a brand's marketing activities. They not only carry out transactions with companies, but also switch to getting involved with other companies and customers Palmatier, et al., (2018), one of which is recommending and offering products for resale to other customers who are called resellers. resellers are classified as "intermediate customers", where they can wear, use, or utilize goods produced

by producers, into other goods to be traded for commercial purposes (Oktaviandi, 2017).

### **Hypothesis Development**

#### **Brand Activation of Reseller Engagement**

According to (Saeed et al., 2015) states that Brand Activation is able to activate and influence customers to understand the brand more easily and effectively, so that they are able to connect the brand emotionally with customers at the right time, in the right way, and on the right media. Using these various activations, companies can easily generate reseller involvement, both cognitively, affectively and behaviorally. Because basically, involvement can be achieved from various focuses such as experience and so on (Kotler, P., & Armstrong, 2018).

Based on previous research regarding the influence of brand activation on reseller engagement as described in research conducted by Sari, (2021) and (DK & Gunawardane, 2020) and concluded that brand activation using social media has a significant effect on reseller engagement.

**H1:** Brand activation using TikTok has a positive and significant effect on reseller engagement

#### **Brand Image on Reseller Engagement**

The results of previous research conducted by Greve, (2014) and Islam et al., (2017), revealed that brand image has a positive and significant effect on reseller involvement in social media platforms. Apart from that, it also reveals that the better and stronger the Brand Image of a company or institution will result in a higher level of reseller involvement. In line with the results of

research conducted by Alfira (2021), also said that Brand Image is directly proportional or in the same direction to reseller involvement. Brand Image is the perception and beliefs held by customers, as reflected by the associations embedded in the customer's memory. which is always remembered first when they hear the slogan and is embedded in the minds of consumers which then develops and depends on the possibilities of interaction, relationship development and community experiences facilitated by social media.

Based on previous research regarding the influence of brand image on reseller involvement as described in research conducted by Farook & Abesyekera (2016); Muchardie et. al. (2016); by Seo & Park (2018); Yusuf Bilgin (2018), Islam & Rahman (2016) and Arifianto and Basri, 2021, who concluded that Brand Image has a positive and significant effect on reseller involvement.

**H2:** Brand Image using TikTok has a positive and significant effect on reseller engagement.

## METHOD

### Research Population and Sample

The population of this research is all resellers who use Kedas Beauty products in South Sulawesi. The sample in this study used census sampling, namely all members of the population were used as samples, Sugiyono, (2018). Researchers took all samples in the population, namely 67 resellers of Kedas Beauty products who use Kedas Beauty products in South Sulawesi.

**Table 1.** Number of resellers of Kedas Beauty products in South Sulawesi

Nu.	Regency/City	Number of Resellers
1	Bantaeng	3
2	Barrau	1
3	Bone	11
4	Bulukumba	2
5	Enrekang	1
6	Gowa	4
7	Jeneponto	2
8	Luwu	1
9	Luwu Timur	1
10	Luwu Utara	2
11	Maros	3
12	Pangkajene & Kepulauan	1
13	Pinrang	5
14	Sidenreng Rappang	5
15	Sinjai	1
16	Takalar	1
17	Tana Toraja	3
18	Toraja Utara	1
19	Wajo	5
20	Kota Makassar	9
21	Kota Palopo	3
22	Kota Parepare	2
<b>Total Resellers</b>		<b>67</b>

Source: Kedas Beauty Data, 2022

### Data Collection Technique

In this research, data collection was carried out through literature study and distributing questionnaires via Google Form. Questions in the questionnaire via Google Form were tested using a 1-5 Likert scale

**Table 2.** Assessment Rubric

Category	Score
Strongly Agree	5
Agree	4
Enough	3
disagree	2
Strongly disagree	1

Source: (Raihan, 2017)

### Testing Research Instruments

The validity test results are shown in the table below:

**Table 3.** Validity Test Results

Variable	Indicator	r-hitung	r-tabel 5%	Resul.
Brand Activation	X1.1	0.846	0.306	Val.
	X1.2	0.693	0.306	Val.
	X1.3	0.649	0.306	Val.
Brand Image	X2.1	0.728	0.306	Val.
	X2.2	0.782	0.306	Val.
	X2.3	0.854	0.306	Val.
	X2.4	0.800	0.306	Val.
Reseller Involvement	Y1	0.776	0.306	Val.
	Y2	0.651	0.306	Val.
	Y3	0.801	0.306	Val.
	Y4	0.880	0.306	Val.

Source: Primary Data Processed, 2022

Based on Table 3.5, it shows that r-count > r-table = 0.306, so the 11 instrument statement items are declared valid and can be used for further analysis. Meanwhile, the results of the reliability test using SPSS can be shown in the following table:

**Table 4.** Reliability Test Results

Variabel	Crobach's Alfa	Crisis Value	Results
Brand Activation	0.704	0.60	Reliabilitas
Brand Image	0.800	0.60	Reliabilitas
Reseller Involvement	0.782	0.60	Reliabilitas

Source: Primary Data Processed, 2022

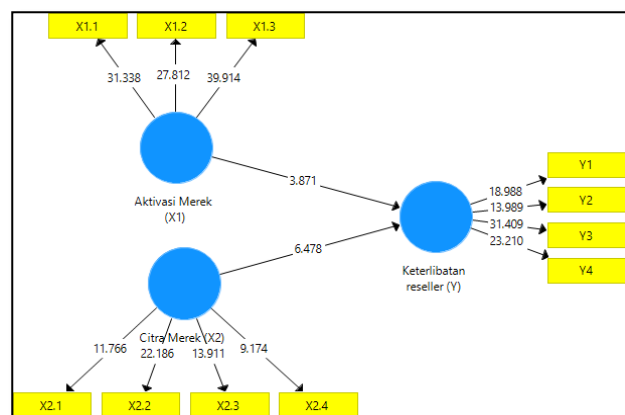
### Data Analysis Techniques

In this study, research data was processed using SmartPLS software with a partial least squares approach. PLS is a structural equation model (SEM) that uses an alternative variance-based approach.

### RESULT AND DISCUSSION

The first hypothesis tests whether brand activation using TikTok has a positive and significant effect on reseller engagement. The test results show that the beta coefficient value of brand activation via TikTok on reseller engagement is 0.365, which means that if brand activation increases by one unit, reseller engagement can increase by 3.65%, this influence is positive. Meanwhile, the t-statistic is 3.871, so this result is declared a significant t-statistic, because it is >1.96 and the first hypothesis is accepted.

The second hypothesis tests whether brand image using TikTok has a positive and significant effect on reseller engagement. The test results show that the beta coefficient value of brand image on reseller involvement is 0.596, which means that if the brand image increases by one unit, reseller involvement can increase by 5.96%, this influence is positive. Meanwhile, the t-statistic is 6.478. From these results, the t-statistic is significant, because it is >1.96, so the second hypothesis is accepted. This proves that brand image using TikTok has been proven to have a positive and significant influence on reseller engagement.



**Figure 3.** Research Model Output

The results of testing the first hypothesis prove that brand activation using TikTok @Kedas Beauty has a positive and significant effect on reseller involvement in Kedasbeuty products in South Sulawesi. Statistically, it can influence reseller involvement because the t-count or t-statistic value is 3,871, which is higher than the t-table value, namely 1.96. Based on the results obtained, brand activation proves that there is a positive and significant influence on reseller involvement, so this hypothesis is accepted. One of the things that caused them to become involved with Kedas Beauty products was brand activation carried out by KedasBauty with various types of content that could improve the relationship between the brand and customers, so that the company was able to build relationships by inviting loyal customers to become resellers. Then there were sales results that the researchers found as stated by resellers who said that sales in South Sulawesi had increased compared to on the other island of Sulawesi, one of the causes is that the increase is due to the activeness and creativity of resellers in using TikTok social media as a platform that is very popular at the moment. Therefore, as a social media platform, TikTok provides a variety of very varied content in terms of creativity, video challenges, songs, dancing, singing, etc. Because many people use social media, Tiktok provides an opportunity as a means of communication for a brand which makes resellers more enthusiastic about connecting with a brand's marketing activities. This hypothesis has similarities with previous research conducted by Sari (2021) which said that brand activation has a positive and

significant effect on reseller involvement.

Meanwhile, the results of the second hypothesis in this research prove that the brand image using TikTok @Kedas Beauty Pusat has a positive and significant effect on reseller involvement in Kedas Beauty products in South Sulawesi because the t-count or statistical value is 6,478 which is higher than the t-table value, namely 1.96. Based on the results obtained, brand image proves that there is a positive and significant influence on reseller involvement, so this hypothesis is accepted. One of the things that causes them to become involved with Kedas Beauty products is the brand image carried out by Kedasbauty by creating content and education in selling products so that customers have a good perception of the product brand. This was done by Kedas Beauty using its TikTok, namely @Kedas Beauty Pusat. Then there are the sales results that the researchers found as stated by the resellers who said that sales in South Sulawesi had increased compared to other Sulawesi islands, one of the reasons for this increase was because Kedas Beauty products had a good marketing perception at the moment and were even the most popular products compared to other products. others on social media TikTok as a platform that is very popular at the moment. Therefore, as a social media platform, TikTok provides a variety of very varied content in terms of creativity, video challenges, songs, dancing, singing, etc. Because many people use social media, Tiktok provides an opportunity as a means of communication for a brand which makes resellers more enthusiastic



about connecting with a brand's marketing activities. Therefore, the higher the brand image, the greater the reseller involvement.

The results of this research support research conducted by Sanjaya (2021), Islam and Rahman (2016), (Liembawati et al., 2014), Arifianto and Basri, 2020, who all stated that brand image has a positive and significant effect on reseller engagement. If a brand has a good image in the eyes of resellers, it will make resellers loyal and tend to be reluctant to switch to another product even though it has the same product characteristics.

### **CONCLUSION AND RECOMMENDATION**

Based on the results of research conducted by research entitled "The Influence of Brand Activation and Brand Image using TikTok @Kedas Beauty Pusat on reseller involvement in Kedas Beauty products in South Sulawesi" the following conclusions can be drawn:

1. Brand activation using TikTok has a positive and significant effect on reseller engagement in South Sulawesi. Where in the descriptive variable the respondent's response to the brand activation variable is with three indicators, namely product, service and communication so that the response has high criteria. This shows that the more brand activation efforts in the form of sales content provided by kedasebeauty, the higher the reseller involvement will be.
2. The brand image of using TikTok has a positive and significant effect on reseller engagement in South Sulawesi. Where in the descriptive variable the respondent's response to the brand image variable is with four indicators, namely brand identity,

brand personality, brand association and brand behavior. so that it has a response to high criteria. This shows that the higher the brand image provided by kedasebeauty, the higher the reseller involvement will be.

Based on after conducting this research, researchers have suggestions that can be taken into consideration by several parties, including companies that can use the results of this research as an illustration of the level of involvement that Kedas Beauty resellers have, such as the form of commitment, enthusiasm and level of emotion and form of behavior that they show in helping brand marketing. Thus, it is hoped that brands will use TikTok @Kedas Beauty Pusat with a variety of other creative content. However, researchers also suggest that Kedas Beauty should continue to consider other factors such as maintaining product quality, price and company image to grow reseller involvement in the long term. so that Kedas Beauty will be more aggressive in carrying out brand activation using TikTok @Kedas Beauty Pusat with various other creative content. However, researchers also suggest that Kedas Beauty should continue to consider other factors such as maintaining product quality, price and company image to grow reseller involvement in the long term. Meanwhile, for further research, we can develop this research with various variables such as price, product quality, marketing strategy and others outside the variables of this research. so that the phenomenon can be explained in more depth. The sample in this research is only limited to reseller partners, so it is recommended to use all types of Kedas Beauty partners, because

the more samples, the better the research results obtained.

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