Moderation of open innovation on the impact of influencer marketing on decisions to purchase Hanasui cosmetic products at Tiktok Shop

Moderação da inovação aberta sobre o impacto do marketing de influenciadores nas decisões de compra de produtos cosméticos Hanasui na Tiktok Shop

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ABSTRACT
This research aims to see the influence of the use of influencers on consumer purchasing decisions for Hanasui cosmetics via the TikTok Shop platform. Apart from that, this research also wants to see the role of open innovation as a moderating variable. This research took a sample of 50 people using statistical data analysis techniques using the SmartPLS version 4 application. From the research results it was found that: 1.) the use of influencers does not affect consumer purchasing decisions, 2.) the open innovation process has a positive and significant effect on purchasing decisions of consumers, and
3.) Influencers influence consumer purchasing decisions through the open innovation process carried out by the company.

**Keywords:** influencer, open innovation, consumer purchase decisions, Hanasui, Tiktok Shop.

**RESUMO**
Esta pesquisa tem como objetivo ver a influência do uso de influenciadores nas decisões de compra do consumidor para cosméticos Hanasui através da plataforma TikTok Shop. Além disso, esta pesquisa também quer ver o papel da inovação aberta como uma variável moderadora. Esta pesquisa obteve uma amostra de 50 pessoas usando técnicas de análise de dados estatísticos usando o aplicativo SmartPLS versão 4. A partir dos resultados da pesquisa constatou-se que: 1.) o uso de influenciadores não afeta as decisões de compra do consumidor, 2.) o processo de inovação aberto tem um efeito positivo e significativo nas decisões de compra dos consumidores, e 3.) Influenciadores influenciam as decisões de compra dos consumidores através do processo de inovação aberto realizado pela empresa.

**Palavras-chave:** influenciador, inovação aberta, decisões de compra do consumidor, Hanasui, Tiktok Shop.

**1 INTRODUCTION**
The evolution of technology in recent years has spurred marketing's movement towards the era of digitalization. Marketing has reached a point in its evolution where adapting to digital trends is a necessity [1]. The emergence of digital technology has significantly changed human life and added a new dimension to consumer behavior. The development of technology and marketing in the digital era, both directly and indirectly, will of course influence consumer behavior and the position of the brand itself in determining purchasing decisions regarding a brand offered by the company.[2]

For this reason, all companies that want to continue to develop need to take advantage of digital developments to progress their business in building brand awareness among their consumers [3]. Currently, we have entered the Marketing 4.0 era. The convenience and connectedness provided by social media, mobile technology, and other forms of digital technology and applications promote assimilation, integration, or acculturation beyond the user's community [4]. The most important effect of lower search costs with digital marketing is that it is easier to find and compare information about potential products and services than in offline marketing. The Top 10 Global Consumer Trends 2019 show that customers use different channels to make purchases. However,
physical stores remain the customer's preference for making purchases, compared to purchasing via computer, tablet, or smartphone[5].

Every company will try to obtain optimal performance to achieve its goals while being superior to its competitors[6]. However, a company's performance is determined by its ability to innovate both in producing a product or service and in persuading consumers to purchase the products or services it offers [7]. Company performance which is visible from consumers' purchasing decisions about their products refers to the implementation of the company's vision, mission, goals, and activities which are supported by the concept of innovation, one of which is open innovation[8]. The company's performance in creating improvements in purchasing decisions by their consumers is also supported by innovation related to the creation of new services and products, especially open innovation, namely open innovation. Company performance can be influenced by the company's ability to innovate, especially from external parties (Open innovation)[9]. Open innovation positively influences various measures of company performance. The use of open innovation is increasingly necessary as the volume of globalization increases in innovation, new technologies, and research through new information technologies, communications, and new organizational models and forms. Open innovation is a conceptual framework that enables companies to benefit from innovation, both process and product innovation, through leveraging deliberate knowledge flows in and out for fast-track innovation[10]. Collaborating with the global community, sharing issues on open platforms, managing intellectual property, and evaluating technology are some of the ways that can be done to help companies expand their markets, especially in facing the current global era[11]. For this reason, companies need to look for new methods in their marketing to expand their markets, especially in the current era of global competition.

Research from Tutak & Brodny[12] found a positive effect of open innovation on organizational performance. Open innovation is believed to have the ability to reduce the time required to develop new products or processes, as well as increase the speed of entry into new markets. One of the new marketing methods that is often used by companies to influence consumers to make broad product purchasing decisions and enter new markets is by utilizing the services of influencers to carry out sales promotions for their products. Research from Lengkawati & Saputra [13] shows the strong influence of using influencer services in influencing purchasing decisions for Elzatta Hijab products in Garut.
The performance of a business is directly related to purchasing decisions made by consumers. For this reason, wherever possible a business must try to influence its consumers to want to buy the products or services they offer. Based on the explanation above, the author is interested in researching "The impact of influencer marketing on consumer purchasing decisions with open innovation as a moderating variable." In this case, the author takes consumers of Hanasui cosmetic products on the TikTok Shop platform as the object of our research.

2 CONCEPTUAL FRAMEWORK & HYPOTHESIS

The conceptual framework in this research is in the form of a description of the relationship between the constructs of the observed variables. This research shows a direct relationship between the independent variable, the intermediate variable, and the dependent variable. The independent variable in this research is Influencer Marketing (X). The moderating variable is Open Innovation (Y). One dependent variable is Consumer Purchase Decisions for Hanasui cosmetic products at TikTok Shop (Z).

An influencer is a person or figure on social media who has a large and significant number of followers, and whose actions can influence the lives of their followers[13]. So, influencer marketing (X1) is a marketing strategy carried out through social media by utilizing the fame of a figure to build brand or product awareness to reach a wider target. So that people become aware and recognize a product that is marketed on social media, which then increases their intention to buy that product. Influencer marketing or marketing with influencers provides delivery offer facilities that go viral and quickly grab consumers' attention so that they can increase consumers' purchasing intentions[14]. Influencer marketing is described as a marketer who has a very strong network of relevant readers, a credible voice, and is a good fit for the brand[15]. Influencer marketing indicators are based on the theory put forward by Farivar et al.,[16] namely (X1.1) Trustworthiness, (X1.2) Attractiveness & (X1.3) Expertise.

Rumanti et al[7]., Sorescu et al[17]., Yuana et al[11]., argue that open innovation (Y) is a holistic approach to systematically managing innovation in organizations to encourage and explore various internal sources and externally, consciously integrating this exploration with strong capabilities and resources, and exploiting these opportunities extensively. [18] Open innovation is believed to be a strategy to improve company performance, as well as economic performance and innovation (Lee et al., 2010). The Open Innovation moderating variable (Y1) refers to the theory of Popa et al.,[19] and
Rumanti et al[7], which suggests that there are two dimensions in measuring the Open Innovation process, namely Inbound Open Innovation and Outbound Open Innovation. The indicators of open innovation that the author uses are:

(Y.1) External parties are involved in innovation activities within the organization (government, research/educational institutions, suppliers)
(Y.2) Consumers and competitors help in innovation activities in the company environment
(Y.3) The company uses the latest tools and materials to increase internal innovation
(Y.4) Companies purchase patents, copyrights, and licenses for use in internal innovation activities
(Y.5) The company seeks to obtain other sources of profit from the internal innovation that has been carried out

According to Sari & Prihartono[20], the purchasing decision is to buy a brand that is in high demand, but two components can exist between purchasing goals and purchasing choices. It could be said that every individual has almost the same decision-making method. Indicators for measuring consumer purchasing decisions according to Kotler & Keller[21] are Problem recognition (Z.1), Information search (Z.2), Alternative evaluation (Z.3), Purchase decision (Z.4), and post-purchase (Z.5).

Based on the theory put forward above, the researchers put it into the conceptual framework of this research as follows:

Figure 1: Research Conceptual Framework
Based on the problem formulation and conceptual framework that has been put forward, the hypothesis put forward is as follows:

**H1: It is suspected that Influencer marketing has a positive and significant effect on consumer purchasing decisions for Hanasui cosmetics at the TikTok Shop.**

This is in line with research from Lengkawati & Saputra[13] which found a strong influence from the use of influencer marketing on purchasing decisions for Elzatta Hijab products in Garut.

**H2: It is suspected that Open Innovation has a positive and significant effect on consumer purchasing decisions for Hanasui cosmetics at the TikTok Shop.**

This is in line with research from Rumanti et al[7], and Sorescu et al[17], which state that innovations carried out by companies will have an impact on company performance starting with influencing purchasing decisions by consumers.

**H3: It is suspected that influencer marketing has a positive and significant effect on consumer purchasing decisions through the open innovation process.**

This is in line with research from Aral et al [22]; Cenamor et al[23]; and J. B. Halik et al[1] which states that the digital innovation process carried out by the company will help improve the company’s performance and encourage customers to make purchasing decisions for the products it offers.

### 3 RESEARCH METHODS

#### 3.1 RESEARCH SITE AND TIME

The research location was carried out in the city of Makassar, South Sulawesi Province, Indonesia, specifically among TikTok shop users who often shop via the TikTok Shop platform. The research time was approximately three months, namely from July – September 2023.

#### 3.1.1 Population, sample, and sampling technique

The population in this research are consumers who have used the TikTok platform in Makassar City. According to Sugiono[24], the population is divided into two, namely the general population and the population with a specific purpose (purposive population). This research took the population purposively by determining consumers who had used the TikTok application and were aware of sales of Hanasui brand cosmetic products through the TikTok Shop platform.
According to Sugiyono[25], the definition of a sample is part of the number and characteristics of the population. If the population is large, and it is impossible for researchers to study everything in the population, for example, due to limited funds, personnel, and time, then researchers can use samples taken from the population.

The sampling technique used in this research is the convenience sampling technique. Sekaran[26] believes that the meaning of convenience sampling is the collection of information from members of the population who agree to provide that information. Therefore, anyone who agrees to provide the required information to the researcher, either directly or indirectly, can be used as a sample in this research if the respondent is suitable as a data source. The number of samples taken by researchers was 50 respondents who came from consumers who had shopped using the TikTok application.

The researcher took a sample of 50 respondents because Susilana[27] said in her book that the number of samples taken was around 30 and statistical analysis could be carried out. Researchers added 20 samples to 50 so that the research data obtained was more accurate.

3.2 DATA TYPES AND SOURCES

There are two types of research, namely quantitative and qualitative research. This research uses a type of quantitative research, namely systematic scientific research on relationships or influences developed using statistical models.

The data sources in this research consist of primary and secondary data.

1. Primary data is data obtained from observations, questionnaires, and interviews. Primary data was obtained from observations obtained from data processing from questionnaires and from interviews with cosmetic product customers who often use the TikTok Shop platform.
2. Secondary data is data obtained from other sources such as the internet and social media.

3.2.1 Method of collecting data

The data collection methods (instruments) used were observation, questionnaires, interviews, and documentation.
3.2.2 Data analysis technique

The data analysis technique used to explain the phenomenon in this research is a descriptive statistical analysis technique using the SmartPLS 4 application. Several tests that the author carried out are as follows:

a.) Outer Model Test

The outer model test is carried out to ensure that the measurement (measurement model) used is suitable for measurement (valid and reliable). This Outer Model analysis is to determine the relationship between latent variables and their indicators, or it could be said that the outer model defines how each indicator is related to the latent variable. Three measurement criteria are used in the data analysis technique using SmartPLS to assess the model. The three measurements are Convergent validity, Reliability, and Discriminant Validity.

i.) Convergent Validity Test

The convergent validity value is the factor loading value on the latent variable with its indicators. The convergent validity value is used to determine the validity of a construct. According to the general rule (rule of thumb), an indicator factor loading value ≥ 0.7 is said to be valid. However, in developing new models or indicators, factor loading values between 0.5 - 0.6 are still acceptable[28].

ii.) Reliability Test (Composite Reliability and Cronbach Alpha) and Average Variance Extracted (AVE) Test

Reliability testing is a tool for measuring a questionnaire which is an indicator of a variable or construct. A measuring instrument or instrument in the form of a questionnaire is said to be able to provide stable or constant measuring results if the measuring instrument is reliable or reliable. Therefore, it is necessary to carry out a reliability test. A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable over time. Reliability testing was carried out using the Internal consistency method. The reliability of the research instrument in this study was tested using composite reliability and Cronbach's Alpha coefficient.

According to Haryono[28], the requirements used to assess reliability are that the Cronbach's Alpha and Composite Reliability values must be greater than 0.70 for confirmatory research and a value of 0.60 - 0.70 is still acceptable for exploratory research.
iii.) Average Variance Extracted (AVE) Test

The AVE value can describe the amount of variance or diversity of the manifest variables that can be contained by a latent construct. For the ideal AVE, namely 0.5, this means good convergent validity, meaning that the latent variable can explain on average more than half of the variance of the indicators. The AVE criterion for a variable to be valid is that it must be above 0.50 [28]. The output results of the AVE values can be seen in the table in the results and discussion below. It can be seen that all variables have an AVE value of more than 0.5 so these variables have good construct validity.

iv.) Discriminant Validity Test

Discriminant validity is a factor cross-loading value that is useful for knowing whether a construct has adequate discriminants or not. Several ways to see discriminant validity according to Ghozali & Latan[29] are by comparing the root AVE value of each variable with the correlation between the variable and other variables.

b.) Inner Model Test

i.) R Square Analysis

This analysis is to determine the percentage of endogenous construct variability that can be explained by exogenous construct variability. This analysis is also to determine the goodness of the structural equation model. The larger the R-square number shows that the greater the exogenous variable can explain the endogenous variable, so the better the structural equation[30].

ii.) Effect size ($F^2$)

This equation formula is used to find out whether the endogenous latent variable is strongly influenced by the exogenous latent variable. Can be calculated as follows[29]:

$$F^2 = \frac{R^2_{include} - R^2_{exclude}}{1 - R^2_{include}}$$ (1)

If the resulting value of $F^2$ produces a value of 0.02 then the influence of the exogenous latent variable is small, a value of 0.15 means the influence of the exogenous latent variable is declared moderate, and a value of 0.35 means the influence of the exogenous latent variable is declared large.[29]

c.) Hypothesis Testing (Influence between variables)

Testing of the proposed hypothesis is carried out by looking at the path coefficients which show parameter coefficients and t statistical significance values. The
significance of the estimated parameters can provide information about the relationship between research variables. The limit for rejecting and accepting the proposed hypothesis is using a probability of 0.05 [29].

4 RESULTS AND DISCUSSION
4.1 DESCRIPTION OF RESPONDENTS

4.1.1 Respondents based on gender

The following image represents respondent data by gender based on research conducted on consumers of cosmetic products who shop through the TikTok shop. Of the 50 Tiktok Shop respondents that the author studied, 46 of them were female (92%), and the remaining 4 were male (8%).

![Figure 2: Respondents by Gender](Source: Self processed data, 2023)

4.1.2 Respondents by age

Based on research results from 50 respondents, 19 people were aged between 16 - 25 years (38%), 22 people were aged between 26 - 35 years (44%), 7 people were aged between 36 - 45 years (14%) and the remaining 2 people aged over 45 years (4%). The following image illustrates the categories of respondents based on their age.

![Figure 3: Respondents by Age](Source: Self processed data, 2023)
From the data on respondents based on age, the author can conclude that the majority of respondents who use the TikTok application are respondents aged between 16 - 45 years, namely 41 people or 82% of the respondents surveyed.

4.2 STATISTICAL ANALYSIS USING SMART-PLS

a) Outer Model Test

The outer model test is carried out to ensure that the measurement (measurement model) used is suitable for measurement (valid and reliable). This Outer Model analysis is to determine the relationship between latent variables and their indicators, or it could be said that the outer model defines how each indicator is related to the latent variable.

Three measurement criteria are used in the data analysis technique using SmartPLS to assess the model. The three measurements are Convergent validity, Reliability, and Discriminant Validity.

i.) Convergent Validity Test

The convergent validity value is the factor loading value on the latent variable with its indicators. The convergent validity value is used to determine the validity of a construct. According to the general rule (rule of thumb), an indicator factor loading value $\geq 0.7$ is said to be valid. However, in developing new models or indicators, factor loading values between 0.5 - 0.6 are still acceptable [28]. The validity test results are presented in the following table:

<table>
<thead>
<tr>
<th>Table 1: Convergent Validity Test Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influencer Marketing (X)</td>
</tr>
<tr>
<td>X1</td>
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<tr>
<td>X2</td>
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<tr>
<td>X3</td>
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<tr>
<td>Y1</td>
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<td>Y2</td>
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<td>Y3</td>
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<tr>
<td>Y4</td>
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<tr>
<td>Y5</td>
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<tr>
<td>Z1</td>
</tr>
<tr>
<td>Z2</td>
</tr>
<tr>
<td>Z3</td>
</tr>
<tr>
<td>Z4</td>
</tr>
<tr>
<td>Z5</td>
</tr>
</tbody>
</table>

Source: Data processed with SmartPLS4, 2023

From the table above, it can be seen that all item factor loading values (outer loading) are above 0.7. So these items can be declared valid.
ii.) Reliability Test (Composite Reliability and Cronbach Alpha) and Average Variance Extracted (AVE) Test

Reliability testing is a tool for measuring a questionnaire which is an indicator of a variable or construct. A measuring instrument or instrument in the form of a questionnaire is said to be able to provide stable or constant measuring results if the measuring instrument is reliable or reliable. Therefore, it is necessary to carry out a reliability test. A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent or stable over time. Reliability testing was carried out using the Internal consistency method. The reliability of the research instrument in this study was tested using composite reliability and Cronbach's Alpha coefficient.

Haryono[28] in his book states that the requirements used to assess reliability are that Cronbach's Alpha and Composite Reliability values must be greater than 0.70 for confirmatory research and a value of 0.60 - 0.70 is still acceptable for exploratory research.

Based on the results of research using SmartPLS 4, the following data was obtained:

<table>
<thead>
<tr>
<th>Source: Data processed with SmartPLS4, 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inferno Marketing (X)</td>
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<tr>
<td>------------------------</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Open Innovation (Y)</td>
</tr>
<tr>
<td>Purchase Decision (Z)</td>
</tr>
</tbody>
</table>

The test results based on the table above show that the composite reliability and Cronbach alpha results show satisfactory values, namely the value of each variable is above 0.70. This shows that the consistency and stability of the instruments used is high. In other words, all the constructs or variables in this research have become suitable measuring tools, and all the questions used to measure each construct have good reliability.

iii) Average Variance Extracted (AVE) Test

The AVE value can describe the amount of variance or diversity of the manifest variables that can be contained by a latent construct. For the ideal AVE, namely 0.5, this means good convergent validity, meaning that the latent variable can explain on average more than half of the variance of the indicators. The AVE criterion for a variable to be valid is that it must be above 0.50 (Haryono, 2017). The output results of the AVE value
can be seen in Table 2 above. It can be seen that all variables have an AVE value of more than 0.5 so these variables have good construct validity.

iv.) **Discriminant Validity Test**

Discriminant validity is a factor cross-loading value that is useful for knowing whether a construct has adequate discriminants or not. Several ways to see discriminant validity are as follows:

1.) By comparing all indicators, whether they have a greater correlation coefficient with each variable itself compared to the correlation coefficient value of the indicator with other variables.

<table>
<thead>
<tr>
<th>Table 3: Results of Cross-Loading Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influencer Marketing (X)</td>
</tr>
<tr>
<td>-------------------------</td>
</tr>
<tr>
<td>X1</td>
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<tr>
<td>X2</td>
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<td>Y1</td>
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<tr>
<td>Z1</td>
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<tr>
<td>Z2</td>
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<tr>
<td>Z3</td>
</tr>
<tr>
<td>Z4</td>
</tr>
<tr>
<td>Z5</td>
</tr>
</tbody>
</table>

Source: Data processed with SmartPLS4, 2023

From the output in Table 3, namely Discriminant validity Cross Loading, it can be seen that all indicators have a greater correlation coefficient with each variable itself compared to the correlation coefficient value of the indicator with other variables, so it can be concluded that each indicator in the block is a constituent variable or construct in that column.

Discriminant validity is then measured by comparing the root AVE value of each variable with the correlation between the variable and other variables. The AVE root value can be seen from the output in Table 4, namely the Discriminant Validity of the AVE root value (Fornel Lacker Criterion).
The AVE root value and construct correlation with other constructs can be seen as follows:

- **Influencer Marketing (X):** The root value of AVE is 0.915. Influencer Marketing correlation value with other variables: 0.563; 0.530.
- **Open Innovation (Y):** AVE root value is 0.855. Open Innovation correlation value with other variables: 0.563 and 0.664.
- **Consumer Purchase Decision (Z):** AVE root value is 0.843. Correlation value of purchasing decisions with other variables: 0.530 and 0.664.

Based on the results above, it can be seen that the root AVE value of each variable is higher than the correlation value between that variable and the other variables in the model. With this, it can be said that according to the test with AVE roots, this model has good discriminant validity.

### a) Inner Model Test

#### i.) R Square Analysis

This analysis is to determine the percentage of endogenous construct variability that can be explained by exogenous construct variability. This analysis is also to determine the goodness of the structural equation model. The larger the R-square number shows that the greater the exogenous variable can explain the endogenous variable, so the better the structural equation. The output results of the R Square value are as follows:

**Table 5: R Square Value Results**

<table>
<thead>
<tr>
<th></th>
<th>R-square</th>
<th>R-square adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Decision (Z)</td>
<td>0.476</td>
<td>0.454</td>
</tr>
<tr>
<td>Open Innovation (Y)</td>
<td>0.317</td>
<td>0.303</td>
</tr>
</tbody>
</table>

Source: Data processed with SmartPLS4, 2023

1.) The R-square value of the Open Innovation variable is 0.317. This R-square value means that the variability of the Open Innovation construct which can be explained by the variability of the Influencer marketing construct is 31.7% while the rest
is explained by other variables outside those studied. Ghozali and Latan in their book state that the R² values are 0.67, 0.33, and 0.19, it can be concluded that the model is strong, moderate, and weak. Thus, it can be said that the effect is weak.

2.) The R-square value of the consumer purchasing decision variable is 0.476. This R-square value means that the variability in consumer purchasing decisions that can be explained by the variability of the Influencer Marketing and Open Innovation constructs is 47.6%, while the rest is explained by other variables outside those studied. Ghozali and Latan in their book state that the R² values are 0.67, 0.33, and 0.19, it can be concluded that the model is strong, moderate, and weak. Thus, it can be said that the effect is moderate.

ii.) Effect size ($f^2$)

This equation formula is used to find out whether the endogenous latent variable is strongly influenced by the exogenous latent variable. Can be calculated as follows [29]:

$$F^2 = \frac{R^2_{include} - R^2_{exclude}}{1 - R^2_{include}} \quad (2)$$

If the value of $F^2$ produces a value of 0.02 then the influence of the exogenous latent variable is small, a value of 0.15 means the influence of the exogenous latent variable is declared moderate, and a value of 0.35 means the influence of the exogenous latent variable is declared large. The output results are found as follows:

<table>
<thead>
<tr>
<th>Source: Data processed with SmartPLS4, 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influencer Marketing (X) -&gt; Consumer Purchase Decision (Z)</td>
</tr>
<tr>
<td>Influencer Marketing (X) -&gt; Open Innovation (Y)</td>
</tr>
<tr>
<td>Open Innovation (Y) -&gt; Consumer Purchase Decision (Z)</td>
</tr>
</tbody>
</table>

1. The variable X on Z has an $F^2$ value of 0.068, so the influence is relatively low.
2. Variable X on Y has an $F^2$ value of 0.465, so the influence is classified as strong/large.
3. Variable Y on Z, the $F^2$ value is 0.373, so the influence is classified as strong/large.
3. Hypothesis Testing (Influence between variables)

Testing of the proposed hypothesis is carried out by looking at the path coefficients which show parameter coefficients and t-statistical significance values. The significance of the estimated parameters can provide information about the relationship between research variables. The limit for rejecting and accepting the proposed hypothesis is using a probability of 0.05. Hypothesis test results can be tabulated as follows:

<table>
<thead>
<tr>
<th>Source: Data processed with SmartPLS4, 2023</th>
</tr>
</thead>
</table>

Table 7: Direct Effect Hypothesis Test Results

|                                      | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (|O/STDEV|) | P values |
|--------------------------------------|---------------------|-----------------|----------------------------|-----------------|----------|
| Influencer Marketing (X) -> Consumer Purchase Decision (Z) | 0.228               | 0.232           | 0.153                      | 1.491           | 0.136    |
| Open Innovation (Y) -> Consumer Purchase Decision (Z)      | 0.535               | 0.536           | 0.138                      | 3.891           | 0.000    |

From the results of the hypothesis testing above, the following conclusions can be given:

1.) Influencer marketing (Variable X) has no influence on consumer purchasing decisions for Hanasui cosmetics at the TikTok shop (Variable Z). This is because the calculated t value $< t$ table (1.461 $< 1.96$) or P values $> 0.05$ (0.136 $> 0.05$), so the hypothesis states that Influencer marketing has a positive and significant effect on consumer purchasing decisions for Hanasui cosmetics on TikTok shop (Hypothesis 1) can be stated that this hypothesis is rejected.

2.) Open Innovation (Variable Y) has a positive and significant effect on consumer purchasing decisions (Variable Z) for Hanasui cosmetics at the TikTok Shop. This is because the calculated t value $> t$ table (3.861 $> 1.96$) or P value $< 0.05$ (0.000 $> 0.05$), so the hypothesis states that Open Innovation has a positive and significant effect on consumer purchasing decisions for Hanasui cosmetics via Tiktok Shop (Hypothesis 2) can be declared accepted. A positive coefficient value means the influence is positive, that is, if open innovation increases, consumer purchasing decisions will also increase.

4.3 INDIRECT EFFECT TEST RESULTS

This analysis is to determine the magnitude of the coefficient of direct, indirect, and total influence so that it can be seen whether the mediating variable can mediate the influence of the independent variable on the dependent or not.
5 DISCUSSION

The Influence of Influencer Marketing on Hanasui Cosmetics Consumer Purchasing Decisions through Tiktok Shop (Hypothesis 1)

Based on the results, it is known that Influencer Marketing has no influence on consumer purchasing decisions for Hanasui cosmetics through the TikTok Shop. This is because the calculated t value < t table (1.294 < 1.96) or P value > 0.05 (0.196 > 0.05). Thus, the first hypothesis which states "Influencer marketing has a positive and significant influence on consumer purchasing decisions for Hanasui cosmetics through Tiktok Shop" is not proven and is declared rejected.

This is different from the results of previous research by Lengkawati & Saputra which found a strong influence from the use of marketing influencers on purchasing decisions for Elzatta Hijab products in Garut. Based on the facts that the author has encountered in the field, consumers have not felt the implications and feel compelled to follow influencers in the use of the cosmetics they use. According to interviews with several consumers who use Tiktok Shop, they see artists and influencers who actively sell through Tiktok Shop only as entertainment. However, consumers do not necessarily follow their idols when it comes to choosing the cosmetics they use. Moreover, most of the survey researchers' respondents were under 35 years old. Consumers under 35 years of age tend to be more sensitive to the products, brands, and prices of cosmetics offered to them [31].

The Influence of Open Innovation on Hanasui Cosmetics Consumer Purchasing Decisions through Tiktok Shop (Hypothesis 2)

Based on the research results, it was found that Open Innovation (Y) had a positive and significant effect on consumer purchasing decisions for Hanasui cosmetics through Tiktok Shop (Z). This is because the calculated t value > t table (3.861 > 1.96) or P value < 0.05 (0.000 > 0.05), so the hypothesis that states that "Open Innovation has a positive and significant effect on Hanasui consumer purchasing decisions" can be declared accepted.

A positive coefficient value means the influence is positive, that is, if the open innovation process increases, consumer purchasing decisions will also increase. This

| Source: Data processed with SmartPLS4, 2023 | | | | | |
|---|---|---|---|---|
| Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (|O/STDEV|) | P values |
| Influencer Marketing (X) -> Open Innovation (Y) -> Consumer Purchase Decision (Z) | 0.301 | 0.302 | 0.090 | 3.360 | 0.001 |
means that the innovation process carried out by producers will further influence their consumers' purchasing decisions. The innovation process can be assisted by external parties or from consumers or their competitors (indicators Y1 and Y2) which have the highest mean value. Thus, the innovations carried out by Hanasui need to listen to or perhaps imitate what innovations have been made by their competitors, what their consumers want, as well as opinions from research institutions, education, government, and others.

The Influence of Influencer Marketing through the Open Innovation Process on Consumer Purchasing Decisions for Hanasui Cosmetics at the Tiktok Shop (Hypothesis 3)

Based on the research results, it is known that Influencer marketing has a positive and significant influence on consumer purchasing decisions through Open Innovation. This is based on the Indirect effect test which obtained a P value of less than 0.05 (0.001 < 0.05). Thus, the third hypothesis which states "Influencer Marketing influences consumer purchasing decisions through the Open Innovation process" is proven and can be declared accepted.

This is in line with research from Aral[22], Cenamor[23], and Halik[1] which states that the digital innovation process carried out by the company will help improve the company's performance and encourage customers to make purchasing decisions for the products it offers. This means that the use of influencers to influence consumer purchasing decisions will only have an impact if the influencers used by the company offer interesting innovations offered by the product or company to consumers.

6 CONCLUSIONS AND RECOMMENDATIONS

Based on the research results that the author found above, we provide the following conclusions and suggestions:

1.) Based on the research results, it is known that Influencer Marketing has no influence on consumer purchasing decisions for Hanasui cosmetics on the Tiktok Shop platform. The insignificant influence of Influencers on consumer purchasing decisions in this research may be because influencers are often only seen as entertainers for consumers. They are often unable to convey the message that producers want to convey to consumers. The use of influencers in marketing Hanasui cosmetic products through the TikTok shop needs to be designed more carefully so that it can convince consumers so that they can immediately decide to buy the product. However, in reality, this research
found that influencers had no influence on consumers' purchasing decisions for Hanasui brand cosmetic products at the TikTok Shop.

**Suggestion:** Hanasui Cosmetics may be able to divert its promotional funds/budget to other promotional means that can further increase its sales by increasing its consumer purchasing decisions. In the case of cosmetic products, it is possible to implement marketing through digital media, such as previous research from J. Halik[3] which states that the use of digital marketing tools can increase awareness of a brand. They can also use Social Media in marketing their products, such as research from Narottama & Moniaga[32] that only creativity and content can increase consumer purchasing decisions.

2.) The research results show that Open Innovation has a positive and significant effect on consumer purchasing decisions. By carrying out continuous innovations, companies can improve their performance and at the same time increase their sales by improving their consumers' purchasing decisions[9]. Open innovation is a conceptual framework that enables companies to benefit from innovation, both process and product innovation, through leveraging deliberate knowledge flows in and out for fast-track innovation[10]. The concept of open innovation is an important thing in achieving optimal organizational performance, especially at this time when digitalization is an opportunity for organizational development[12]. The literature believes that engaging in open innovation practices is beneficial for organizations because it can enable organizations to increase their ability to accelerate access to new markets, reduce time for new product development, and increase partnerships to set new technological standards. This will improve the performance of companies that implement the open innovation process in their daily lives.

**Suggestion:** In the innovation process carried out by the Hanasui cosmetic product company, it is necessary to involve several parties both from outside and from within. For those that come from external (outside the company), for example, those from research/educational institutions, the government, as well as input that comes from either their consumers or even their competitors. Hanasui Cosmetics does not need to hesitate to emulate the success achieved by their competitors, in addition to continuing to carry out innovations in the areas of product development, making new products that suit consumer desires, and selecting new marketing tools that are more effective for them.

3.) Based on the research results, it is known that Influencer marketing has a positive and significant influence on consumer purchasing decisions through the Open
Innovation process. Even though we found that influencers do not influence consumer purchasing decisions, by adding an innovation process to them, these influencers can be useful for Hanasui cosmetic products in the future.

**Suggestion:** The author suggests that the influencers used by the Hanasui cosmetics company be used to introduce the innovations made by the company regarding their products, their production methods, and so on, rather than just being used as a promotional tool. Maybe the company could introduce the technology used to produce these cosmetics through the influencer's services, provide a discount code if you purchase by entering the code from the influencer (Sales Promotion), or introduce upcoming events that will be held by the company Hanasui cosmetics through information provided by the influencer, as well as other marketing innovations that can be carried out by the Company using the services of influencers who have been determined/hired by the company.
REFERENCES


University, 1992.


