



Attracting Consumer Interest to Buy Food Product in TikTok Application

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Abstract. Social media such as TikTok is an effective means of promotion. TikTok can attract the attention of a wide audience, especially young people. Creative and interesting video content can stimulate consumer buying interest. Using Influencer to help promote and review food product can make people, especially millennials, interested in buying. This study aims to test and analyze the effects of content marketing, influencers, and content reviews on the TikTok application on buying interest in food product. The research uses quantitative approach. The population is TikTok account followers Bittersweet by Najla with a sample of 373 respondents with purposive sampling. Data analysis is path analysis with Lisrel. There is a direct effect between content marketing, influencer and content review variables on the Buying Interest variable and an indirect effect between content marketing and influencer variables on Buying Interest through the intervening variable Content Review.

Keywords: Consumer interest, Promotion, TikTok.

1 Introduction

Technological developments, especially the internet, have changed the ways in marketing activities and buying behavior. Marketing through the digital world (digital marketing) really helps marketers interact with consumers who used to be vertical now tiered, moving from one direction to two directions, from one to many now, to many to many. With these changes, the approach to consumers must also be slightly changed, one of which is the use of social media that is guided by what must be done in creating communication and commitment with consumers.

According to the We Are Social report quoted from <https://databoks.katadata.co.id>, overall, until April 2023 there were 4.8 billion social media users worldwide. This figure is equivalent to around 59.9% of the total global population of 8.03 billion people. The number of active global social media users has now increased by 150 million new users, up 3.2% (year-on-year/yoy). Facebook has 2.96 billion active users, then YouTube comes in second with 2.52 billion active users. Its position is followed by Whatsapp and Instagram with both around 2 billion active users. Meanwhile, TikTok

is in 6th place with 1.1 billion active users. Tik Tok is considered a very effective product sales promotion media. TikTok media can increase buying interest and ultimately convince consumers to make purchases (1).

TikTok is currently not only used as a social media used to share videos, but, currently TikTok is also used as a marketing tool by business owners as well as a means of buying and selling, because now TikTok has presented a shop feature where anyone can make purchases as well as sales. TikTok Shop is a new feature development in the business realm of the TikTok social media platform. Electronic Word of Mouth (e-WOM) is a factor that influences consumer buying interest in shopping online using TikTok Shop (2). One of the products that utilize the TikTok application as a means of promotion and sales is Bittersweet by Bittersweet by Najla which is a culinary brand especially desserts providing cakes, rolls, milkshakes, and coffee that utilize digital marketing optimally where 90% of sales come from the internet, every year sales increase by more than 50%.

TikTok shop users in Indonesia in transactions are influenced by 3 factors, namely Happiness, Retention, and Task Success (3). Thus, if you want to promote products or sell on TikTok, the content presented must be interesting. Content marketing is an important thing for a company or business in generating value for consumers to compete in this digital era. Information about products and benefits or sales promos combined with the creation of interesting content can influence consumer buying interest (4). Bittersweet by Najla also invites Influencers to create content with her. Content Marketing seems to be easy to understand or easy to find in the TikTok algorithm, the importance of the content shared with the product to be promoted has consistency in uploading content on the TikTok account of Bittersweet by Najla. In the DOR (Dessert On The Road) with Kak Jill video, where Bittersweet by Najla distributes its dessert boxes on the road to people it meets while saying DOR. Content Marketing not only contains information about the product but consistency and the use of clickbait can also attract attention to try the product. Bittersweet by Najla's content created with Vilmei is no less interesting because the video received 14.5 million views where the video featured a 500 Million dessert box clickbait. The video shows Vilmei and the owner of Bittersweet by Najla, namely Najla or often called Kak Ala, making a jumbo-sized dessert box that uses an aquarium as a container and also gold topping. Content marketing can increase consumer interest in buying (5). Social media content affects the Buying Interest of a product, but social media content and user interest in following Instagram accounts do not affect the Buying Interest of a product (6). Different findings were presented by (7) where content marketing has no effect on consumer buying interest.

H1: Content marketing affects Buying Interest in TikTok application.

In addition to content marketing, another factor that is thought to influence Buying Interest on TikTok is Influencers. In the context of social media, influencers are individuals who have significant influence over their followers, effectively functioning as virtual artists (8). Social media is widely used by young people with user-generated content and influencer marketing which is very influential in promoting products (9). Influencers can increase buying interest in a product (10). Bittersweet by Najla uses many Influencers in promotion, including Gilang, Ipang, Raffi Ahmad, Nagita Slavina, Amritsa Raje and many other Influencers. It is expected that using influencers who are

famous and have many followers can increase buying interest in the products offered by Bittersweet by Najla. Gilang as an Influencer Bittersweet by Najla with 2.8 million followers and 6.6 million viewers on the video upload. In the video upload, Gilang unboxed a shipment of products from Bittersweet by Najla and introduced a new variant of Bittersweet by Najla in the form of a dessert box using a lip-shaped place. Amritsa Raje is also another Influencer used by Bittersweet by Najla with 8.1 million followers and 4 million views on the video upload. The factual practicality of the content created by the influencer, the reliability, attractiveness and similarity of the influencer to the followers form the followers' trust in the influencer's branded posts.

H2: Influencers affects Buying Interest in TikTok application.

Another factor that is thought to mediate content marketing and influencers is review content. Online consumer reviews play an important role in creating consumer perceptions and Buying Interests (11). Content Review can be taken into consideration by individuals who hear it and form an attitude of acceptance or rejection or a neutral attitude towards the message they hear and can affect the buying interest of individuals who receive the message. Content reviews uploaded by influencers get a positive response from the audience. Starting from the audience who are tempted to try and some who want to buy immediately, with this Influencer who markets Bittersweet by Najla products makes the audience more interested in Bittersweet by Najla products. Jessica Effendy reviewed 15 flavours of Bittersweet by Najla dessert boxes, which have a price of IDR 65,000 and IDR 75,000. Jessica Effendy gave the highest rating of 8.5 and the lowest rating of 6/10 and the average rating given was 7.5. This means that the dessert boxes recommended by Jessica Effendy are sugar berry, tiramishu, and Turkish flavours. Content Review videos uploaded by Influencers get a positive response from the audience. Starting from viewers who are tempted to try and some who want to buy immediately, with this Influencer who markets Bittersweet by Najla products makes the audience more interested in Bittersweet by Najla products. With online customer reviews, it also makes it easier for consumers to compare product reviews provided by other consumers and is an advantage for potential consumers to know more about the product. the quality of information contained in reviews or reviews provided by consumers can have an influence on potential consumers in assessing a product (12).

H3: Content Review affects Buying Interest in TikTok application.

H4: Content Marketing affects Buying Interest through the intervening Content Review in TikTok application.

H5: Influencer affects Buying Interest through the intervening Content Review in TikTok application.

2 Method

The research used in this study is a quantitative method. The population in this study are followers of the TikTok Bittersweet by Najla account of around 11,900,000 followers based on 31 March 2023. To calculate the number of samples using the formula from Issac and Michael with an error rate of 5%, then obtained a sample size of 373

people. The sampling technique used is nonprobability sampling using different opportunities and opportunities for each factor and population member to be sampled. The nonprobability sampling technique taken is purposive sampling of TikTok account followers Bittersweet by Najla. Data collection using a questionnaire sent via private message (direct message) to followers of the TikTok Bittersweet by Najla account. The scale used to measure respondents' answers is a Likert scale with 5 levels of answers.

The operationalization of the variables used in this study is presented in the following table 1:

Table 1. Research Instruments

Variable	Dimension	Indicator	Source	
Content Marketing (Xi)	Cognition	Content is easy to understand	Karr (2016)	
	Reader	Content is easy to remember		
		Content is easy to listen to		
	Sharing	Increase company value		
	Motivation	Creates corporate identity Expands market network		
	Persuasion	content attracts consumers		
	Decision Making	Decision by company trust		
Influencer (X2)	Credibility	Content encourages audience participation according to the theme	Deges (2018) in Shandrina dan Sulistanto (2022)	
		Confidence in the Influencer's recommendation		
		Balance of speech and action		
	Trust	Influencer credibility		
		Neutrality		
Authenticity	Advertising partnerships and tagging promotional content			
Content Review (Y)	Message	Authenticity of Information	Abdul Rahman (2021)	
		Reputation and Popularity Influencers have Charisma or owned characteristics		
	Attraction of Message	Influencer's characteristics		
		Level of information conveyed		
Buying Interest (Z)	Visual	Level of effectiveness in conveying information	Ferdinan (2014)	
		Interests		Uniqueness of the review video
				Exploratory
	Preferential			
		Interests		
				Transactional
	Referential			
		Interests		
				Referential
	Referential			
Referential		Consumers feel satisfied after buying the product		
		Referential	Consumer desire to buy the product	
	Referential		Consumers feel confident in product quality	
Referential			Availability and convenience in buying products	
		Referential	Recommending products to others	
	Referential		Provide information based on experience	
Referential			Consumer loyalty level	

The data analysis method used in this research is path analysis. The validity test in this study uses the Pearson product moment correlation technique with the condition that it is valid if the critical r value is > 0.300 (Sugiyono 2017). To test reliability using Cronbach Alpha. A variable can be said to be reliable when it has a composite reliability value ≥ 0.6 (Sugiyono 2017). Hypothesis testing in this study using path analysis. According to (Ghozali 2016) the path analysis model is an extension of multiple linear regression analysis, which is the use of regression analysis to estimate the causal relationship between previously determined variables, and to test each hypothesis it will be tested using the t test with the condition that the hypothesis is accepted if the significance value is > 0.05 . Furthermore, the coefficient of determination (R^2) test is carried out from the square of the correlation coefficient so that this coefficient test is useful for knowing the magnitude of the variable contribution (Ridwan & Kuncoro, 2017) (10). The path analysis model used in this study can be seen in Fig.1:

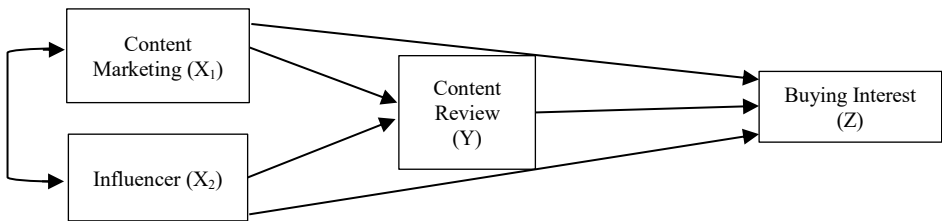


Fig. 1. Path Analysis Model

3 Result and Discussion

The respondent profile in this research can be seen in Table 2:

Table 2. Respondent Profile

Gender	Amount	%	Age	Amount	%	Jobs	Amount	%
Male	121	32.44%	17-20 Year	18	4.83%	Student	192	51.47%
Female	252	67.56%	21-25 Year	257	68.90%	Public Servant	14	3.75%
			26-30 Year	82	21.98%	Private Employee	63	16.89%
			>30 Year	16	4.29%	Entrepreneur	23	6.17%
Total	373	100%	Total	373	100%	Etc.	81	21.72%

Based on the data above, there are more female respondents than male. Based on age, there are more respondents aged 21-25 years than others, based on occupation, there are more student respondents than others.

The results of the validity, reliability and normality tests of the data are shown in the table 3 below:

Table 3. Validity Test Results

No.	Indicator	r count	r critical	Description	No.	Indicator	r count	r critical	Description
1.	X1.1	0.469	0.300	Valid	19.	Y.1	0.559	0.300	Valid
2.	X1.2	0.544	0.300	Valid	20.	Y.2	0.532	0.300	Valid
3.	X1.3	0.563	0.300	Valid	21.	Y.3	0.576	0.300	Valid
4.	X1.4	0.538	0.300	Valid	22.	Y.4	0.598	0.300	Valid
5.	X1.5	0.592	0.300	Valid	23.	Y.5	0.584	0.300	Valid
6.	X1.6	0.584	0.300	Valid	24.	Y.6	0.623	0.300	Valid
7.	X1.7	0.592	0.300	Valid	25.	Y.7	0.621	0.300	Valid
8.	X1.8	0.604	0.300	Valid	26.	Z.1	0.532	0.300	Valid
9.	X1.9	0.545	0.300	Valid	27.	Z.2	0.548	0.300	Valid
10.	X2.1	0.564	0.300	Valid	28.	Z.3	0.533	0.300	Valid
11.	X2.2	0.580	0.300	Valid	29.	Z.4	0.610	0.300	Valid
12.	X2.3	0.645	0.300	Valid	30.	Z.5	0.591	0.300	Valid
13.	X2.4	0.631	0.300	Valid	31.	Z.6	0.590	0.300	Valid
14.	X2.5	0.434	0.300	Valid	32.	Z.7	0.574	0.300	Valid
15.	X2.6	0.611	0.300	Valid	33.	Z.8	0.540	0.300	Valid
16.	X2.7	0.552	0.300	Valid	34.	Z.9	0.588	0.300	Valid
17.	X2.8	0.598	0.300	Valid	35.	Z.10	0.588	0.300	Valid
18.	X2.9	0.488	0.300	Valid	36.	Z.11	0.585	0.300	Valid

Based on the validity test data in table 3, it is known that all indicators in this study are valid because the value of $r \text{ count} > r \text{ critical}$ (0.300). The results of the reliability test in this study are shown in the table below:

Table 4. Reliability Test Result

No.	Variable	Cronbach's Alpha	Composite Reliability	Description
1.	Influencer (X ₁)	0.736	0.600	Reliable
2.	Content Marketing (X ₂)	0.725	0.600	Reliable
3.	Content Review (Y)	0.679	0.600	Reliable
4.	Buying Interest (Z)	0.739	0.600	Reliable

Based on Table 4, it shows that all variables in this study are considered reliable where they have a Cronbach's Alpha > 0.6 value, which means that the measuring instruments in this study are consistent and reliable.

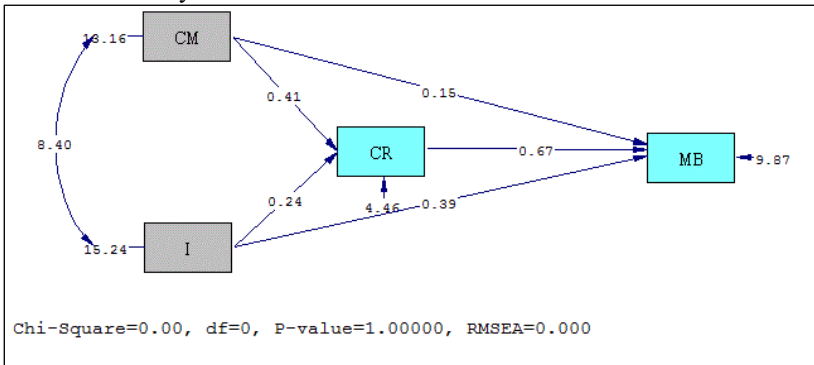


Fig. 1. Path diagram of data processing results with lisrel

The results of the path analysis calculation using lisrel software are shown in the Fig.1.

3.1 Structural Equation Model

1. Sub-structural Model 1
 $Buying\ Interest = 0.67 * Content\ Review + 0.15 * Content\ Marketing + 0.39 * Influencer$
2. Substructural Model 1
 $Content\ Review = 0.41 * Content\ Marketing + 0.24 * Influencer$

3.2 Path coefficient test

Table 5. Path Coefficient Testing for Sub Structural Model 1

Exogenous Variable	tcount	ttable	Decision	Conclusion
Content Marketing	2.35	1.96	Rejected H_0 because value of tcount > ttable	Significant
Influencer	7.01	1.96	Rejected H_0 because value of tcount > ttable	Significant
Content Review	8.66	1.96	Rejected H_0 because value of tcount > ttable	Significant

Based on table 5 testing the path coefficient for sub-structural model 1, it can be concluded that:

1. There is an influence of content marketing variables on Buying Interest with the magnitude of the influence being 0.15.
2. There is an influence of influencer variables on Buying Interest with the magnitude of the influence being 0.39.
3. There is an influence of the content review variable on Buying Interest with a magnitude of influence of 0.67.

The path coefficient testing table for sub-structural model 2 is shown in the table 6 below:

Table 6. Path Coefficient Testing for Sub Structural Model 2

Exogenous Variable	tcount	ttable	Decision	Conclusion
Content Marketing	10.95	1.96	Rejected H_0 because value of tcount > ttable	Significant
Influencer	7.03	1.96	Rejected H_0 because value of tcount > ttable	Significant

Based on the path coefficient testing table for sub-structural model 2, it can be concluded that:

1. There is an influence of content marketing variables on content review with the magnitude of the influence being 0.41.

2. There is an influence of influencer variables on content review with a magnitude of influence of 0.24.

Summary of direct and indirect effects of exogenous variables on endogenous variables:

Table 7. Summary of Direct Effect and Indirect Effect

Variable Effect	Effect		Total Effect
	Direct	Indirect	
Content Marketing → Content Review	0.41	-	0.41
Influencer → Content Review	0.24	-	0.24
Content Marketing → Buying Interest	0.15	0.27	0.42
Influencer → Buying Interest	0.39	0.16	0.55
Content Review → Buying Interest	0.67	-	0.67

Based on the table 7 of direct and indirect effects, it can be concluded as follows:

1. There is a direct effect between the Content Marketing variable on Buying Interest of Food Product in TikTok Application, which is 0.15 or 15%.
2. There is an indirect effect between Content Marketing on Buying Interest of Food Product in TikTok Application variable through the intervening Content Review variable with an indirect effect of 0.27 or 27%. Total direct and indirect effect between content marketing on Buying Interest through content review is 0,42 or 42%. In this case, it can be concluded that the indirect effect of Content Marketing through intervening Content Review is greater than the direct effect of Content Marketing on the Buying Interest variable.
3. There is a direct effect between the Influencer variable on Buying Interest of Food Product in TikTok Application, which is 0.39 or 39%
4. There is an indirect effect between the influencer variable on Buying Interest of Food Product in TikTok Application through the intervening variable Content Review with the magnitude of the indirect effect is 0.16 or 16%. Total direct and indirect effect between influencer on Buying Interest through content review is 0,55 or 55%. In this case, it can be concluded that the influencer variable has a greater direct effect on buying interest than the indirect effect of influencers on buying interest through the intervening content review.
5. There is an effect of content review on Purchase Interest of Food Product in TikTok Application is 0.67 or 67%, so the effect of content review to Buying Interest bigger than other variables.

4 Conclusion

Based on the results of the study, the following conclusions were obtained there is a direct effect between the Content Marketing variable on the Buying Interest variable. There is indirect effect between Content Marketing on the Buying Interest variable through the intervening Content Review variable. In this case, it can be concluded that

the indirect effect of Content Marketing through intervening Content Review is greater than the direct effect of Content Marketing on the Buying Interest variable. There is a direct effect between the Influencer variable on the Buying Interest variable. There is indirect effect between the influencer variable on Buying Interest through the intervening variable Content Review. In this case, it can be concluded that the influencer variable has a greater direct effect on buying interest than the indirect effect of influencers on buying interest through the intervening Content Review. There is an effect of content review on Buying Interest.

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