

THE EFFECT OF DIGITAL MARKETING CONTENT AND SOCIAL MEDIA MARKETING ON ONLINE BUYING INTEREST IN TIKTOK SHOP IN BANDUNG CITY

Wandini Octavia Purwaningrum¹, Tangguh Dwi Pramono²

¹²Bandung State Polytechnic

Article Info	ABSTRACT (10pt)
Article history: Received 12 22, 2023 Accepted 01 25, 2024	The extraordinary interest of business people in the rapid spread of the Tiktok application is able to attract thousands of customers to the Tiktok Shop. The TikTok application was a phenomenon in 2018. However, the Ministry of Communication and Information Technology (Kominfo) decided to block the application because TikTok content creators often commit acts of bullying because the content is considered strange and uninformative. TikTok is popular again and the content presented is more useful, acceptable, and liked by the Indonesian people coupled with online shopping features to make it easier for users to meet their needs. Quantitative descriptive research methods with the help of statistical systems and Partial Least Square (PLS) data analysis were used to process data in this study. The results of the analysis in this study state that Digital Marketing Content and Social Media Marketing have a positive and significant influence on Purchase Intention simultaneously by 63.4%.
Keywords: Digital Marketing Content Social Media Marketing Purchase Intention TikTok Shop	
Corresponding Author: Wandini Octavia Purwaningrum wandinioctavia@polban.ac.id	

INTRODUCTION (12PT)

The development of communication technology has brought significant innovation to the business world, especially through social media and market places that can be operated easily via cellphone. Social media, such as WhatsApp, Tiktok, Instagram, Facebook, Twitter, and YouTube, have become creative platforms that connect people online. According to Mudzakir

(2022), social media creates internet networks and digital innovations that unite people in web organizations.

Companies and entrepreneurs, with the help of social media, can now adopt online marketing or digital marketing. Digital marketing, as a marketing strategy for goods and services, has the potential to meet customer needs without having to leave home. Khanifah. L (2021) emphasizes that digital marketing is very beneficial for business people because it meets all customer needs.

Fauziah et al (2023) explain that digital content marketing involves providing content that is planned to attract consumer interest and attention. By providing the information customers need, business people can build their company's reputation and satisfy customers. Utilizing digital marketing content on various social media platforms is an effective and appropriate marketing strategy according to Pratiwi (2018).

Indonesia is currently ranked second as the largest TikTok user in January 2023, with the number of users reaching 109.90 million. Previous research by Setianingsih et al (2022) shows that marketing via social media, especially TikTok, has a significant effect on consumer buying interest. TikTok's social media marketing strategy has proven successful, and Mudzakir's (2022) research highlights the positive role of marketing content in increasing consumer buying interest in the TikTok Shop application.

Researchers, such as Pratiwi et al (2023), emphasize that marketing content has a big impact on consumer purchasing interest, especially fashion products. TikTok Shop, with advantages such as free shipping throughout Indonesia, discounts and shopping vouchers, has succeeded in attracting customer interest. Customers who have no experience in online purchases also get the benefit of free shipping across the board, up to 100%, making them feel happy shopping online and love the application even more.

Even though TikTok was blocked by the Ministry of Communication and Information in 2018 due to content deemed uninformative and controversial, this application returned in 2019 with significant improvements. TikTok is becoming popular again with content that is more useful and acceptable to Indonesian people. The TikTok Shop online shopping feature at more affordable prices also adds to the appeal of this application.

With this background, the author conducted research entitled "The Influence of Digital Marketing Content and Social Media Marketing on Interest in Buying Online at the TikTok Shop in Bandung City."

LITERATURE REVIEW (12PT)

2.1 E-Commerce

E-commerce, according to Huda (2019) and Ummah (2018), is a form of electronic commerce that involves online buying and selling transactions via the internet. The advantages of e-commerce involve increasing revenue through more efficient online sales (Rerung, 2018). E-commerce can be divided into several types, including Business to

Business (B2B), Business to Consumer (B2C), Consumer to Consumer (C2C), and Consumer to Business (C2B) (Rahmidani, 2018).

According to Apriadi (2017), e-commerce has several advantages, including various products that can be sold through one online shop, ease of selling products online, effectiveness in receiving orders through various sites, ease of payment methods, and innovation in methods. delivery using courier services and online applications such as Gojek and Grab.

2.2 Content and Social Media Digital Marketing

Promotional methodologies that utilize the creation or delivery of influential content to customers are called content marketing or digital marketing (Lieb, 2012). Content marketing focuses on the production and dissemination of valuable, relevant, and consistent content to attract, acquire, and engage customers to generate profits (Lieb, 2012). Yunita et al (2021) explain that content marketing is the process of marketing valuable and relevant content to attract, acquire and engage target customers.

Content marketing can form strong and long-term relationships with consumers through relevant content, generating needs in customers, and creating emotional attachment (Wijaya, 2019). The function and aim of content marketing is to educate consumers and build a pleasant communication process between producers and consumers through the information provided by content (Wijaya, 2019).

Digital marketing content indicators involve two main dimensions: quantity and quality of content (Irianto, 2021). These indicators include relevance, accuracy, value, ease of understanding, ease of discovery/search, and consistency in content delivery.

Social Media Marketing (SMM) is a framework in digital marketing that utilizes social media to engage, collaborate and interact with individuals in it for promotional purposes (Keller, 2015). SMM can be defined as any form of direct or indirect marketing that uses social media tools and content sharing to increase awareness of a brand, business, product, or person and encourage action (Hesti et al, 2021).

Social Media Marketing indicators include ease of use, trust, online communities, interaction, content sharing, and accessibility (Sanjaya, 2020). Ease of use involves online transaction operations, trust is related to the popularity of online sellers, while other indicators such as online communities and interaction reflect efforts to build community and positive interactions through social media. Content sharing and accessibility are also important factors in SMM success.

2.3 Purchase Interest

If a consumer is influenced by a particular quality and worth of a product, this can strengthen his or her buying interest. According to Mudzakir (2022), the emergence of buying interest occurs when consumers are very interested in a product and want to know more about the product so they can obtain the goods or services they need. Pratiwi et al (2023) define purchasing interest as a consumer's action to order goods or services in response to an object.

Feelings and emotions, according to Satria (2017), play a role in influencing consumers' interest in buying goods or services. Disappointment can reduce purchasing interest, while satisfaction

and joy increase consumer interest. In this context, purchase interest can be considered as an evaluation after comparing and experiencing a product (Purbohastuti et al, 2020).

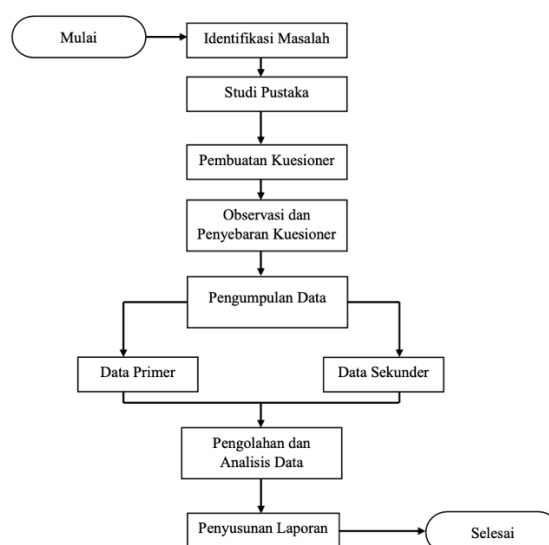
Indicators of buying interest, as mentioned by Priansa (2017), include transactional interest, referential interest, preferential interest and exploratory interest. Transactional interest involves consistent purchases of products by consumers who have high trust in a business. Referential interest is related to consumers' tendency to recommend the products they purchase. Preferential interest describes a buyer's essential inclination toward a particular product, and exploratory interest involves consumers continually searching for information about the product of interest.

In the relationship between digital marketing content, social media marketing, and purchasing interest, Mudzakir (2022) shows that consumer purchasing interest is influenced by content marketing. The more effective content marketing is, the greater the likelihood that consumers will be interested in making a purchase. Irianto (2021) also states that content marketing can influence purchasing interest by providing real and reliable information. Indika (2017) found a positive correlation between social media and buying interest, indicating that social media has an influence on consumer buying interest.

Thus, both content marketing and social media marketing have a significant role in shaping consumer buying interest, through a positive influence on perceptions and trust in the products or services offered.

METHODS

In carrying out research, research procedures are of course one of the important series of activities carried out in carrying out the research process. So that research can be carried out systematically and directed. This research procedure is useful to assist researchers in achieving the goals to be achieved. The following is a flow diagram that will explain the sequence during the research carried out.



The subjects studied were TikTok users in Bandung City who had or always used TikTok as a medium for shopping online. The research questionnaire was distributed to consumers and TikTok users who live in Bandung City with a total of 240 respondents. The characteristics of respondents in this study consist of several categories including gender, age, occupation, domicile, knowing or not about TikTok Shop, knowing or not about TikTok Shop content marketing, how long they access TikTok in a day, activities while opening TikTok.

RESULTS AND DISCUSSIONS

After conducting research and analyzing the data, the author used the Smartpls program and bootstrapping techniques to test the hypothesis. Based on the research that has been carried out, it can be seen that there is a correlation between Digital Marketing Content (X1) and Purchase Interest (Y) in the Original Sample value of 0.173. And the T-Statistic results show a value of 2.060 which is greater than the t-table value of 1.96, which means that Digital Marketing Content (X1) has a partial influence on Purchase Interest. Additionally, the P-Value is 0.020 which is less than 0.05. Therefore, H1 is accepted, which means that Digital Marketing Content has a positive and significant influence on Purchase Interest of 63.4% simultaneously. Which means that the better the Digital Marketing Content, the higher the Purchase Interest in the TikTok Shop. This can also happen because the majority of TikTok users are female. As we know, women have quite a high interest in advertising or content marketing. This interesting digital content makes women feel the desire to buy products sold on the TikTok Shop application.

In this study, it is in line with the theory put forward by Lieb, (2012), content marketing is the process of building a marketing strategy by producing content through social media platforms to provide information to consumers and encourage them to buy the products offered.

This research is in line with a previous study conducted by Salsabila Mudzakir entitled "The Influence of Content Marketing and Consumer Trust on Purchase Interest in TikTok Stores (Case Study of TikTok Social Media Users in Jakarta)". Partial Test (T Test) using IBM SPSS shows that there is an influence between Content Marketing and Purchase Interest. This is proven by the calculated t value $>$ t table ($2.586 > 1.984$) and the significance level (2-tailed) of $0.011 < 0.05$, as well as the correlation coefficient value of 0.116. Therefore, H0 is rejected and H1 is accepted, which means Content Marketing has a strong relationship with Purchase Intention. The better the Content Marketing, the higher the Purchase Intent.

This research is also in line with previous research conducted by Duwi Pratiwi, Ati Hermawati and Kurniawati Dewi entitled "The Influence of Content Marketing, Influencers and Free Shipping on Consumer Purchase Interest.

Fashion Products on TikTok Shop". The research results show that the content marketing t count of 2.437 is greater than the t table of 1.661 ($2.437 > 1.661$) and the significant value is $0.017 < 0.05$. So H0 is rejected and H1 is accepted, which means there is a significant positive influence between the content marketing variable and interest in buying fashion products at the TikTok Shop.

2. The Influence of Social Media Marketing on Purchase Interest in the TikTok Shop

Based on the research results and calculations from the results of data analysis through hypothesis testing using the Smartpls program with bootstrapping method testing, the following data were obtained:

Based on the research that has been carried out, it can be seen that there is a correlation between Social Media Marketing (X2) and Purchase Interest (Y) which has a value of 0.668 in the Original Sample column. However, in the T-Statistic column the value increases to 8.016 which is greater than the t-table value of 1.96, which means that Social Media Marketing (X2) has a partial influence on Purchase Interest. Apart from that, the P-Value value is $0.000 < 0.05$. Therefore, H2 is accepted, which means that Social Media Marketing has a positive and significant influence on Purchase Interest of 63.4% simultaneously. Thus, it can be concluded that the higher the social media marketing, the greater the influence on consumer buying interest. This can also happen because the majority of TikTok users in Bandung City are students whose age range is around 21 – 25 years. Teenagers are very interested in something new, therefore social media and content marketing can attract the attention of teenagers.

This research is in line with previous research conducted by Frida Eka Setianingsih & Fauzan Aziz with the title "The Influence of TikTok Social Media Marketing on Interest in Buying Online at Shopee". Based on the results of hypothesis testing, it is concluded that TikTok social media marketing has a positive and significant influence on purchasing interest because the P-Value is $0.000 < 0.05$.

This research is also in line with a previous study conducted by Agung Satria Sanjaya entitled "The Influence of Social Media Marketing Dimensions on 61

Interest in Buying Climantethirty". Based on the F test, it shows significant results < 0.05 , so it can be said to have a significant and simultaneous influence on buying interest. Meanwhile, the T test shows that the significant value is below 0.05. It can be said that the independent variable has a partially significant influence on buying interest. Figures and Table are presented center, as shown below and cited in the manuscript

CONCLUSION

The results of the research "The Influence of Digital Marketing and Social Media Marketing Content on Online Buying Interest in the TikTok Shop, Bandung City" show that Digital Marketing content has a positive and significant effect on Buying Interest in the TikTok Shop by 60.1%. The research was dominated by women (60%), who tend to be more interested in advertising and content marketing. Interesting digital content can increase Purchase Interest in the TikTok Shop.

Social Media Marketing also has a positive and significant effect on Purchase Interest in the TikTok Shop by 61.8%. Especially because the majority of TikTok users in Bandung City are students (aged 21-25 years), who tend to be interested in new things. Social media and content marketing can attract their attention and increase purchasing interest.

Based on the conclusions that have been explained and to provide an overview and considerations for future researchers, the following are several suggestions for parties related

to research. For TikTok users in Bandung City: Be wise in increasing purchasing power with TikTok Shop, be more selective in choosing products and sellers. For Future Researchers: It is necessary to consider adding independent variables that influence Purchase Intention and expanding the research by increasing the number of samples.

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