



The analysis of sales promotion and content marketing influence on product purchase intentions in Tiktok Shop

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ABSTRACT

This study aims to determine and analyze the influence factors of purchase intention through Tiktok Shop: sales promotion and content marketing are described partially and simultaneously. This research is based on a questionnaire survey, and the sampling technique used purposive sampling to 100 respondents. The data analysis technique employed multiple regressions analysis. The research is dedicated to help the sellers on Tik Tok Shop better understand marketing strategy, customer attitude, and behaviour while using Tiktok Shop. The results indicate that sales promotion and content marketing variables positively and significantly influence on purchase intentions of Tiktok Shop.

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1. INTRODUCTION

Shopping styles experience changes from time to time (Erdly, 2021; Southern, 2022). These changes then become new habits for many people, especially with the presence of internet technology which is increasingly reducing the boundaries between sellers and buyers ("A Study on Website Quality and Its Impact on Customer Satisfaction with Reference to Ecommerce Companies," 2021; Li et al., 2021; Sundari, 2019). This has led to the proliferation of various e-commerce platforms that are used as shopping media by the consumers. E-commerce means all activities related to online transactions or buying and selling physical and digital products via Internet or other electronic networks (Setiawati et al., 2021; Sugiarti et al., 2020). E-commerce offers consumers more affordable prices and offers efficient shopping solutions. Quoted from (Annur, 2022) according to research by Google, Temasek, and Bain & Company, the economic value of Indonesia's e-commerce sector has increased by 22% from the previous year, reaching US\$59 billion or around IDR 880 trillion in 2022.

Tiktok is a social media application in the form of a music video platform and creator as well can create, edit, and share content (Godi et al., 2022; Sugiarti et al., 2020). In April 2022, Tiktok users in Indonesia have reached 99.1 million people, and Indonesia is in second place after the United States for the most Tiktok users (Rizaty, 2022). Quoted from (Septiani, 2023), the Tiktok Shop Live Streaming feature was recorded as beating Shopee and Tokopedia. This statement is based on a survey conducted by e-logistics company Ninja Van of 316 Indonesian merchants in November 2022. TikTop Shop provides similar services to e-commerce and marketplaces and it provides lower prices than other marketplaces. The value of transactions at the TikTop Shop increased by 411%, and orders at the Tik Tok Shop increased by 564.1% compared to the previous period. This is based on the fact that people, especially consumers, are increasingly liking video content. Video is indeed a form of marketing that has an important role when finding and even

choosing a product before buying. TikTop Shop also provides attractive promotions, sizable price discounts, and free shipping throughout Indonesia (Sa'adah et al., 2022).

Form of purchase is the main goal of a marketing that is based on consumer behavior processes. Purchase intention is one of the components of consumer behavior in consuming something, and there is a tendency to take action before buying decisions that are actually implemented (Kotler & Keller, 2017). Usually, there are many reasons someone has the desire or interest to buy something on a platform, for example, supported by low prices, attractive sales promotions, interaction between sellers and buyers, and content marketing carried out by the sellers. E-commerce business people need to understand what factors can generate consumer buying interest, especially those related to sales promotion and forms of marketing to make everything can be running well, in this case, it is about content marketing.

Sales promotion is one of the main keys in a marketing campaign that is used to stimulate consumer purchases of certain services (Kotler & Keller, 2017). Activities included in sales promotions are giving coupons, discounts, cashback, exhibitions, and so on. Content marketing can also be said to be a marketing strategy that involves creating, curating, distributing, and strengthening content that is interesting, relevant, and useful for specific groups to create talk-about content (Kotler & Keller, 2017). Content marketing is usually made in the form of photos, pictures, videos, audio, writing, and so on. It has a unique way of reaching its audience, and this is different from advertising. Content marketing has the goal of being able to provide information that is persuasive so that it can generate customer buying interest.

There has been a lot of research on this, but the difference between this research and previous research is that this research places more emphasis on the intention to purchase products at the Tiktok Shop. This research focuses on people who already have the Tiktok application and make purchases through the Tiktok Shop. In this case, the researcher measured the influence of sales promotion and content marketing variables on products purchase intentions at the Tiktok Shop.

2. RESEARCH METHOD

The type of research used in this study is explanatory research with the aim to explain the causal relationship or influence between variables through hypothesis testing on certain samples. Sampling in this study used Non-Probability Sampling method with the Purposive Sampling technique (Ferdinand, 2014). Appropriate sample size ranges from 100 to 200 respondents, with each parameter a minimum sample size of 5 and a maximum of 10. The number of ideal and representative samples is obtained from the number of research indicators multiplied by 5 to 10. In this study, the indicators studied were 18, namely sales promotion of 8, content marketing of 6, and buying interest of 4. Based on the explanation above, the number of samples in this study was determined through the formula: number of indicators $\times 5 \rightarrow 18 \times 5 = 90$, which in the end is rounded up to 100 respondents. Thus, the number of samples in this study were 100 Tiktok Shop users. The data analysis technique employed multiple regressions analysis. The operational definitions of variables and indicators can be seen in Table 1:

Table 1. Variable Operational Definitions

NO.	VARIABLE	INDICATOR	SOURCE
1.	Sales Promotion (X1) Is one of the main keys in a marketing campaign used to stimulate consumer purchases or certain services.	X1.1: Discount X1.2: Flash Sale X1.3: Cashback X1.4: Giveaway X1.5: Discount/Free Shipping X1.6: Promo Information X1.7: Live Streaming X1.8: Various Promotions	(Calvin & Tyra, 2022; Krisna, 2022; Larasati & Fadillah, 2022)
2.	Content Marketing (X2) Is a marketing strategy that involves creating, curating, distributing, and amplifying content that is interesting, relevant, and useful to specific groups to create talk about the content.	X2.1: Relevance X2.2: Accuracy X2.3: Value X2.4: Easy to Understand X2.5: Easy to Find X2.6: Consistent	(Fadhillah & Saputra, 2021; Irianto, 2021)
3.	Purchase Intention (Y)	Y1: Transactional	(Calvin & Tyra, 2022;

It is one of the components of consumer behavior in consuming something, and there is a tendency to take action before buying decisions that are actually implemented.

Y2: Transactional
Y3: Referential
Y4: Preferential
Y5: Explorative

Fadhillah & Saputra, 2021;
Irianto, 2021; Krisna,
2022; Larasati & Fadillah,
2022)

Source: Processed data, 2022

3. RESULTS AND DISCUSSIONS

a. Validity and Reliability Test

The validity test is used to determine the validity or suitability of the questionnaire used to measure and obtain research data by correlating each questionnaire item score with the total score of the respondents' answers (Sugiyono, 2019). Basis for decision making using reference: (a) Comparing the values of r_{count} and r_{table} , if $r_{\text{count}} > r_{\text{table}}$ then, the data is valid, and if $r_{\text{count}} < r_{\text{table}}$ then the data is not valid. (b) Comparing the significance value, if the significance value is < 0.05 ; then, the data is valid, and the significance value is > 0.05 ; means the data is not valid.

Based on the SPSS results, the three variables of X1 (Sales Promotion), X2 (Content Marketing), and Y (Purchase Intention) are declared valid. Furthermore, the reliability test was carried out after the questionnaire items were declared valid and aimed to see consistency if the measurement was carried out repeatedly. Data is called reliable if *Cronbach's Alpha value* is $> 0,6$ (Sugiyono, 2019). Based on the results of SPSS calculations, the data in this study are reliable because the *Cronbach's Alpha value* is $0,931 > 0,6$.

b. Respondent Data

The characteristics of respondents in this study include characteristics based on the age, gender, occupation, and frequency of shopping in a month by the respondents.

- a) The age of the research respondents can be known from the results of grouping based on the following age:

Table 2. List of Respondents based on Age Frequency

No.	Age Category	Total	Percentage (%)
1.	15 – 20 years	44	44 %
2.	21 – 30 years	27	27%
3.	31 – 40 years	20	20 %
4.	41 – 50 years	9	9 %
	Total	100	100%

Source: Processed Data by SPSS, 2023

The ages of the respondents can be classified in Table 5. From the results of the grouping, it can be seen that the largest group of respondents is aged 15 to 20 years (44%), while the smallest group is from the age group of 41 to 50 years (9%).

- b) The gender of the research respondents can be identified from the grouping results based on the following table:

Table 3. List of Respondent based on Gender Frequency

No.	Gender	Total	Percentage (%)
1.	Man	19	19 %
2.	Woman	81	81 %
	Total	100	100%

Source: Processed Data by SPSS, 2023

The gender of the respondents can be grouped into two, as shown in Table 6. From the results of the grouping above, it can be seen that the largest gender group of respondents is Woman, of 81%. The female gender has a larger number than the male, which is equal to 19%.

- c) The work of the research respondents can be seen from the grouping results based on the following table:

Table 4. List of Respondents based on Occupational Frequency

No.	Occupation	Total	Percentage (%)
1.	Government employees	11	11 %
2.	Private employee	13	13 %
3.	Student	56	56 %
4.	Entrepreneur	6	6 %

5.	Housewife	12	12 %
6.	Other	2	2 %
Total		100	100%

Source: Processed Data by SPSS, 2023

Occupation can be grouped into six as shown in Table 7. From the results of the grouping, it can be seen that the largest group of respondents is students, of 56%. This is also supported by the largest group of Tiktok Shop user respondents aged 15-20 years.

- d) Frequency of Respondents' Spending can be known from the grouping results based on the following table:

Table 5. List of Respondents based on Spending Frequency

No.	Total Expenditures (in a month)	Total	Percentage (%)
1.	1 – 2 times	57	57 %
2.	3 – 4 times	32	32 %
3.	5 – 6 times	8	8 %
4.	7 – 8 times	3	3 %
5.	9 – 10 times	0	0 %
6.	> 10 times	0	0 %
Total		100	100%

Source: Processed Data by SPSS, 2023

The respondents' monthly spending frequency is grouped into six, as shown in Table 8. The grouping results show that the respondents' biggest shopping frequency group is 1-2 times a month, which is 57 %.

- e) Multiple Linear Regression Analysis

Model analysis used in this study is multiple linear regression analysis. This analysis is usually performed to test the influence of several independent variables on the dependent variable. The multiple linear regression equation in this study is:

$$Y = a + bX_1 + bX_2 + e$$

Information:

Y = Product Purchase Intentions

a = Constant

b = Correlation coefficient

X₁ = Sales Promotion

X₂ = Content Marketing

e = errors

Table 9. Multiple Linear Regression Analysis of Sales Promotion and *Content Marketing* Variables on Product Purchase

Table 6. Intentions Variable in the TikTok Shop

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	3,316	2,034		1,630	0,106
Sales promotion	0,305	0,075	0,418	4,068	0,000
Content Marketing	0,282	0,084	0,346	3,367	0,001

a. Dependent Variable: Minat Beli

Based on the results of research processing and computerization using the SPSS 25 version program, the multiple linear regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_1X_2 + e$$

$$Y = 3,316 + 0,305 X_1 + 0,282X_2 + e_i$$

From these equations, the explanation of each variable is: (a) A constant coefficient value of a = 3,316 indicates that if Sales Promotion (X₁) and Content Marketing (X₂) are constant, then the score of Purchase Intention (Y) for products in the Tiktok Shop is 3,316. (b) The influence of Sales

Promotion (X1) on Purchase Intention (Y) for products in the Tiktok Shop is shown by the coefficient b 1, of 0,305, which is positive. This indicates that each time something influences the Sales Promotion score by one unit, then, on average, it will increase a Purchase Intentions (Y) score for products in the Tiktok Shop of 0,305, assuming Content Marketing is constant. (b) The influence of Content Marketing (X2) on Purchase Intention (Y) for products at the Tiktok Shop is shown by the b2 coefficient of 0,422, which is positive. This indicates that each factor that influences the Content Marketing score is one unit, then on average, it will increase the Product Purchase Intention score (Y) in the Tiktok Shop for 0,422, assuming Sales Promotions are constant.

f) First Hypothesis Testing

Based on multiple linear regression tests, the following is a summary of the t-test calculation results of the influence of the Sales Promotion variable on product Purchase Intentions at the Tiktok Shop based on SPSS calculations:

Table 7. Value of t_{count} and t_{table} Related to the Influence of Sales Promotion Variable on Product Purchase Intentions Variable in the TikTok Shop

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,665 ^a	0,443	0,437	3,611

a. a. Predictors: (Constant), Sales Promotion

Table 8. The Influence of Sales Promotion Variable on Product Purchase Intentions

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	4,560	2,103		2,168	0,033
	Promosi Penjualan	0,486	0,055	0,665	8,824	0,000

b. c. a. Dependent Variable: Purchase Intention

Source: Processed Data by SPSS, 2023

The discussion results where the t_{count} value for the Sales Promotion variable (X_1) is 8,824, while the t_{table} value is 1,984. By comparing the value of t_{count} and t_{table} , with a significance of 5%, where t_{count} (8,824) > t_{table} (1,984), and a significant value of 0,033 < 0,05, then H_0 is rejected, and H_a is accepted. Thus, the Sales Promotion variable positively and significantly influences the products Purchase Intention in the TikTok Shop. These results support previous research conducted by (Larasati & Fadillah, 2022) which states that sales promotion has a significant influence and attracts the attention of customers to buy a product. In this case, Sales Promotion has an influence on Purchase Intention of 44,3 %. This can be seen from the R-Square value which shows 0,443 or 44,3%. The following is the test calculations from the influence of the Content Marketing variable on products Purchase Intention in the TikTok Shop based on SPSS calculations:

Table 9. Value of t_{count} and t_{table} Related to the Influence of Content Marketing Variables on Products Purchase Intentions Variable in the TikTok Shop

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,645 ^a	0,416	0,410	3,697

Predictors: (Constant), Content Marketing

Table 10. The Influence of Content Marketing on Products Purchase Intentions

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	7,837	1,834		4,274	0,000
	Content Marketing	0,526	0,063	0,645	8,354	0,000

Where the t_{count} value for the *Content Marketing variable* (X_2) is 8,354, while the t_{table} value is 1,984. By comparing the value of t_{count} and t_{table} with a significance of 5%, where t_{count} (8,354) > t_{table} (1,984), and a significant value of 0,000 < 0,05, then H_0 is rejected, and H_a is accepted. Thus, it can be concluded that the Content Marketing variable positively and significantly influences the

products Purchase Intention in the TikTok Shop. These results are supported by previous research conducted by (Ustadriatul Mukarromah et al., 2022) which states that Content Marketing has a significant influence and attractive Content Marketing makes consumers interested in buying products. In this case, Content Marketing has an influence on Purchase Intention of 41,6%. This can be seen from the R-Square value which shows 0,416 or 41,6%. Based on the multiple linear regression test, the following is a summary of the f-test calculations results from the influence of the Sales Promotion and Content Marketing variables on the products Purchase Intention in the Tiktok Shop based on SPSS calculations:

Table 11. Value of f_{count} and f_{table} Related to the Influence of Sales Promotion and Content Marketing Variables on Products Purchase Intentions Variable in the TikTok Shop

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,708 ^a	0,501	0,491	3,435
a. Predictors: (Constant), Content Marketing, Promosi Penjualan				
b. Dependent Variable: Minat Beli				

Table 12. The Influence of Sales Promotion and Content Marketing Variables on Products Purchase Intentions

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1149,127	2	574,563	48,704	0,000 ^b
	Residual	1144,313	97	11,797		
	Total	2293,440	99			
a. Dependent Variable: Purchase Interest						
b. Predictors: (Constant), Content Marketing, Sales Promotion						

Where the f_{count} value for the Sales Promotion (X_1) and *Content Marketing* (X_2) variables is 48.704 while the t_{table} value is 3,090. By comparing the value of f_{count} and f_{table} with a significance of 5%, where f_{count} (48,704) > f_{table} (3,090), and a significant value of 0,000 < 0,05, then H_0 is rejected and H_a is accepted. Thus, it can be concluded that the variables of Sales Promotion (X_1) and Content Marketing (X_2) positively and significantly influence products Purchase Intention in the TikTok Shop. In this case, Sales Promotion (X_1) and Content Marketing (X_2) have an influence on Purchase Intentions of 50,1%. This can be seen from the R-Square value, which shows 0,501 or 50,1%.

4. CONCLUSION

Based on the research discussion, conclusions can be drawn or stated as follows: Sales Promotion (X_1) has a positive and significant influence on products Purchase Intentions in the Tiktok Shop because it has an important role in attracting customer attention to buy a product. Content Marketing (X_2) has a positive and significant influence on products Purchase Intentions in the Tiktok Shop because interesting content marketing can create interest in consumer buying products. Here, it will be evident how necessary it is for business actors to be able to create marketing content that can attract consumers' purchase intentions.

The limitation of this study lies in the lack of exploration of the factors that influence purchase intentions in the Tiktok Shop, for example when viewed from several other additional factors, such as psychological factors, demographic factors, compulsive shopping attitudes or behavior, gender factors, age, income, and a personal education. In addition, an explanation of the factors studied can also be elaborated through the questions in the open questionnaire, so that they can receive complete answers and draw further conclusions about how strong the level of influence is between the independent and dependent variables from the statements explained by the customers. Therefore, it can be concluded that this research is still not perfectly described regarding the factors that influence the product purchase intentions in the Tiktok Shop.

Suggestions for future research is expected that this research can be further explored through several additional factors that influence the products purchase intentions in the Tiktok Shop, such as psychological factors, demographic factors, compulsive shopping attitudes or behavior, gender factors, age, income, and personal education. Thus, it can be perfectly illustrated about what factors influence the products purchase intentions the Tiktok Shop.

This research implies that this research can increase sales promotions and content marketing regarding product purchase intentions at the Tiktok shop. The contribution of this research is that this research can increase knowledge references about the influence of sales promotions and content marketing on product purchase intentions at the Tiktok shop. The limitations of this research are that this research is limited by the number of samples it has. Future research can expand the population and increase the number of samples to represent the research population.

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