

The Effect of Social Media Promotion Content Quality and Consumer Confidence Levels on Purchasing Interest: A Case Study on Tiktok Shop

Maria Ratnoya Nunu¹, Siti Masrurroh^{2*}

^{1,2} Sekolah Tinggi Ilmu Ekonomi YAPAN Surabaya, Indonesia

* E-mail: masrurroh@stieyapan.ac.id

Information Article

History Article

Submission: 01-05-2026

Revision: 31-05-2026

Published: 07-06-2026

DOI Article:

10.62421/jibema.v3i4.311

ABSTRACT

This research aims to analyze the influence of the quality of social media promotional content and the level of consumer trust in buying interest in TikTok Shop. The research used a quantitative approach using a survey method of 100 respondents. The data analysis techniques used include validity, reliability tests, classical assumption tests, multiple linear regression analysis, t tests, F tests, and coefficient of determination (R^2) with the help of the SPSS program. The results showed that the quality of social media promotional content had a positive and significant effect on buying interest with a regression coefficient of 0.717 and a significance. The level of consumer confidence also positively and significantly influences purchasing interest with a regression coefficient of 0.455 and a significance. Simultaneously, both variables had a significant influence on purchasing interest with a determination coefficient (R^2) value of 0.846, which means they were able to explain the influence of 84.6%, while 15.4% was influenced by other factors outside the study. Based on the research results, it can be concluded that the better the quality of social media promotional content and the higher the level of consumer trust, the increased buying interest in TikTok Shop will increase.

Key word: *Quality of Social Media, Promotional Content, Consumer Confidence Level, Purchasing Interest, TikTok Shop*

Acknowledgment

©2026 Published by JIBEMA. Selection and/or peer-review under responsibility of JIBEMA

INTRODUCTION

The increasingly rapid development of information and communication technology has brought major changes in various aspects of life, including in the world of business and marketing. In the current digital era, the development of marketing via social media has become an inseparable part of modern business strategy, especially for business actors operating in the TikTok Shop sector. The increasingly rapid growth in the number of internet users and the increasing popularity of various social media platforms such as TikTok Shop have encouraged business people to utilize social media as a promotional tool that is considered more effective, efficient and able to reach consumers widely without space and time restrictions. Social media not only functions as a communication medium, but has also developed into the main means of building brand image, introducing products, and influencing consumer perception of an online shop (TikTok Shop) (Hikma, 2021).

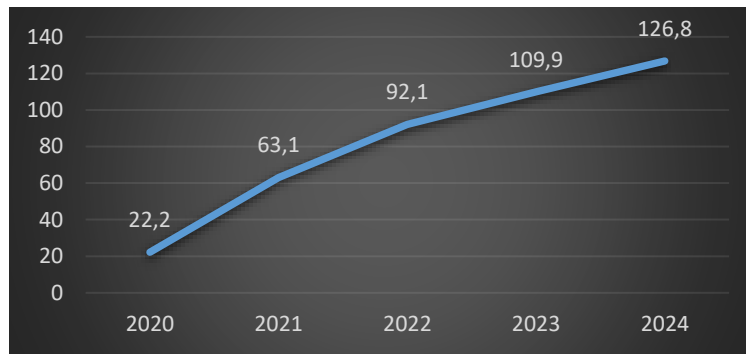


Figure 1. Number of TikTok Users in 2020-2024

source: processed data (2026)

The development of digital marketing strategies is also closely related to the transformation of consumer behavior. Today's consumers no longer rely on traditional media for information on products or services. They tend to look for reviews, compare prices, view recommendations from fellow users, and read visual content via social media before making a purchasing decision. Social media has become an important channel in digital marketing because of its ability to create two-way communication between brands and consumers (Haryana, 2025). This interaction not only increases consumer engagement (*engagement*) but can also influence their perception of a product on TikTok Shop directly.

The development of digital marketing (TikTok Shop) is an interrelated and inseparable phenomenon in today's modern business dynamics. Digital marketing is growing in response to changing consumer behavior that increasingly relies on the internet to search for information, interact with brands, and make purchasing transactions. This transformation not only shifts marketing patterns from traditional to digital methods, but also expands market reach without geographic and time constraints, thereby opening up new opportunities for business actors to maximize their presence in the online realm. Digital marketing includes various strategies such as social media optimization, content marketing, and the use of analytical data to understand consumer preferences in more depth and *real-time*, which contributes to the increase *brand awareness* and consumer engagement. (Firdaus & Phase, 2024) .

The use of social media as a marketing medium allows companies to convey product information more quickly, interactively and personally, thereby creating closeness between brands and consumers. In this context, social media marketing strategies not only play a role in increasing product exposure, but also in shaping perceptions, brand image and consumer trust in a particular shop or brand. Various research results show that marketing activities via social media have a significant impact on consumer purchasing behavior, especially in building brand awareness and trust before consumers finally make a purchasing decision. Thus, social media can be seen as a very important strategic instrument in influencing consumer decision-making processes in the current digital era. (Diana Kristia Silvi1, 2024).

The quality of promotional content is one of the strategic factors that determines marketing success on social media. Content quality is an important factor in achieving high engagement on social media. Because the more interaction that occurs in posts that have been uploaded, the higher the response and interest from the audience in a brand or product. (Princess & Asnusa, 2025).

The quality of promotional content is a strategic element in digital marketing that has a direct influence on consumer behavior, especially in the context of online stores. Promotional content not only functions as a means of conveying information, but also as a communication medium that is able to shape perceptions, move emotions, and influence consumer attitudes before making purchasing decisions. Quality content is defined as content that is able to convey messages clearly, relevantly, visually or narratively interesting, and in accordance with the needs and preferences of the target audience. These qualities include elements of creativity, valuable information, visual appeal, and the ability of messages to influence consumers' thoughts and emotions. (Karimah & Rinonce, 2025). Purchasing interest is an important indicator in consumer behavior that shows a person's tendency or desire to make a purchase of a product. In context, TikTok Shop's interest in buying is influenced by various factors, both informational, emotional and psychological. The quality of promotional content plays a role in attracting attention and shaping consumer interest, while consumer trust plays a role in convincing and encouraging consumers to actually make purchasing decisions. (Haris & Azhar, 2025).

RESEARCH METHODS

The type of research used in this research is quantitative research with a causal associative approach. The quantitative approach was chosen because this research aims to measure and analyze relationships between variables objectively using data in the form of numbers processed through statistical methods. This research was carried out on the TikTok Shop e-commerce platform which is used by people in the city of Surabaya as a means of shopping online.

The data used in this study are primary data obtained directly from respondents through the dissemination of questionnaires. The questionnaire was prepared based on indicators from each study variable and measured using a specific measurement scale, so that the data obtained could be processed quantitatively. Next, the collected data will be analyzed using statistical methods with the help of data processing software (SPSS), in order to test the hypotheses that have been formulated and to determine the magnitude of the influence of each independent variable on the dependent variable.

RESULTS AND DISCUSSION

Validity Test Results

Based on the results of validity tests on all research variables, it was found that all statement items in the variables quality of social media promotional content (X1), level of consumer trust (X2), and buying interest (Y) had a Corrected Item-Total Correlation value above the critical value of 0.30. The lowest correlation value was obtained in item X1p1 at 0.602, while the highest value was found in item Yp3 at 0.843. These results show that all statement items in the research instrument have a good degree of correlation with their respective total scores of variables. Thus, all the items of the statement are declared valid and capable of measuring the construct under study precisely. Can be seen in the table below:

Table 1. Variable Validity Test Results (X1)

	Scale Mean if Item Deleted	Scale Variance if Deleted Items	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1p1	28.6600	27,924	0.602	0.379	0.897
X1p2	28,6100	25,796	0.729	0.605	0.886
X1p3	28.5900	26,164	0.709	0.572	0.888
X1p4	28.8300	27,173	0.643	0.443	0.894
X1p5	28,5200	25,404	0.725	0.574	0.886
X1p6	28.4600	27,443	0.659	0.501	0.892
X1p7	28.6700	25,476	0.794	0.701	0.880
X1p8	28.5600	26,229	0.663	0.517	0.892
X2p1	23.8700	23,892	0.757	0.624	0.924
X2p2	23.6600	24,004	0.757	0.636	0.924
X2p3	23.7500	23,341	0.791	0.646	0.921
X2p4	23.8100	23,630	0.771	0.639	0.923
X2p5	23.7200	23,537	0.814	0.684	0.919
X2p6	23.9200	23,691	0.797	0.662	0.920
X2p7	23.5300	24,474	0.791	0.674	0.921
Yp1	32,1900	40,802	0.789	0.642	0.931
Yp2	32.2600	41,083	0.756	0.712	0.933
Yp3	32.4400	39,744	0.843	0.743	0.928
Yp4	32.5700	40,066	0.764	0.696	0.932
Yp5	32.3700	41,347	0.708	0.676	0.935
Yp6	32.2400	40,204	0.809	0.684	0.930
Yp7	32.4700	39,666	0.768	0.690	0.932
Yp8	32.2500	39,301	0.813	0.760	0.929
Yp9	32.2500	41,523	0.663	0.545	0.938

Source: Data processed, 2026

Reability Test Result

The results of the reliability test using Cronbach's Alpha method showed that all research variables had an excellent level of reliability. The Social Media Promotion Content Quality variable (X1) obtained a Cronbach's Alpha value of 0.902, a Consumer Confidence Level variable (X2) of 0.932,

and a Purchasing Interest variable (Y) of 0.939. All of these values are above the minimum reliability limit, which is 0.70.

Thus, all statement items in each variable are declared reliable and suitable for use as research instruments. This shows that the research instrument has a high internal consistency and is therefore able to produce stable and reliable data in measuring the variables studied. Can be seen in the table below:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items
Social Media Promotional Content Quality (X1)	0.902	8
Consumer Confidence Level (X2)	0.932	7
Interest Buy (Y)	0.939	9

Source: Data processed, 2026

Normality Test

Based on the One-Sample Kolmogorov-Smirnov normality test against unstandardized residual values in the table above with a sample size of 100, Asymp values were obtained. Sig. (2-tailed) of 0.062. The results of the Monte Carlo test also showed a significance value of 0.060 with a 99% confidence interval between 0.054 to 0.067. Since both significance values are greater than 0.05, it can be concluded that the residual data is normally distributed. Thus, the normality assumption in the regression model has been fulfilled. Can be seen in the table below:

Table 3. Normality Test with Kolmogorov-Smirnov One-Sample Method

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N		100	
Normal Parameters^{a,b}	Mean	0.0000000	
	Std. Deviation	2.26575278	
Most Extreme Differences	Absolute	0.089	
	Positive	0.089	
	Negative	-0.083	
Statistical Test		0.089	
Asymp. Sig. (2-tailed)^c		0.062	
Monte Carlo Sig. (2-tailed)^d	Sig.	0.060	
	99% Confidence Interval	Lower Bound	0.054
		Upper Bound	0.067

Source: Data processed, 2026

Multicollinearity Test

The results of the multicollinearity test showed that the variables Social Media Promotion Content Quality (X1) and Consumer Confidence Level (X2) each had values *Tolerance* of 0.237 and

VIF of 4.217. The value meets the criteria for multicollinearity testing, namely *Tolerance* > 0.10 and *VIF* < 10.00. Thus, it can be concluded that the regression model in this study was free of multicollinearity symptoms. This suggests that there is no high linear correlation between independent variables, so both variables are worth using to analyze their effect on Purchasing Interest (Y). Can be seen in the table below:

Table 4. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 Social Media Promotional Content Quality (X1)	0.237	4,217
Consumer Confidence Level (X2)	0.237	4,217

a. Dependent Variable: Interest in Buying (Y)

Source: Data processed, 2026

Heteroscedasticity Test

If the Sig value is > 0.05, then it passes the heteroscedasticity tes. In this study, the results of the heteroscedasticity test showed that all variables had Sig values > 0.05, it can be concluded that there were no symptoms of heteroscedasticity or passed the heteroscedasticity test. Can be seen in the table below:

Table 5. Heteroscedasticity Test

Dimensions	Sig	Conclusion
Social Media Promotional Content Quality (X1)	0.839	Heteroscedasticity did not occur
Consumer Confidence Level (X2)	0.372	Heteroscedasticity did not occur

Source: Data processed, 2026

Multiple Linear Regression Analysis

In this research, the multiple regression equation can be described, namely where the quality of social media promotional content and the level of consumer trust have a constant value, then buying interest has a positive value of 0.342. The quality of social media promotional content has an effect of 71.7%, the level of consumer trust has an effect of 45.5%. Based on the results of data processing, it can also be seen that the most dominant variable in influencing buying interest is the quality variable for social media promotional content, namely 0.717 or 71.7%. Can be seen in the table below:

Table 6. Multiple Linear Regression Analysis

Model		Coefficients ^a	
		Unstandardized Coefficients B	Std. Error
1	(Constant)	0.342	1,617
	Social Media Pronosi Content Quality (X1)	0.717	0.100
	Consumer Confidence Level (X2)	0.455	0.103

a. Dependent Variable: Interest in Buying (Y)

Source: Data processed, 2026

Test t

The results of the t test in the regression model showed that the Social Media Promotion Content Quality (X1) variable had a calculated t value of 7.169 with a significance value of 0.000. The significance value is smaller than 0.05, so it can be concluded that partially the variable X1 has a positive and significant effect on Purchasing Interest (Y). This is also supported by a regression coefficient value of 0.717 which shows that any improvement in the quality of social media promotional content will increase consumer buying interest.

The Consumer Confidence Level (X2) variable has a calculated t value of 4,411 with a significance value of 0.000. Since the significance value is smaller than 0.05, it can be concluded that in part the variable X2 also has a positive and significant effect on Purchasing Interest (Y). The value of the regression coefficient of 0.455 indicates that the higher the level of consumer confidence, the higher the purchasing interest. Meanwhile, the constant has a significance value of 0.833 (> 0.05), so it can be concluded that the constant has no significant effect on the dependent variable. Thus, it can be concluded that the two independent variables, namely the quality of social media promotional content and the level of consumer confidence, partially have a positive and significant effect on purchasing interest can be seen in the table below:

Table 7. The Result of t-Test

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		
1	(Constant)	0.342	1,617		0.212	0.833
	Social Media Promotional Content Quality (X1)	0.717	0.100	0.587	7,169	0.000
	Consumer Confidence Level (X2)	0.455	0.103	0.361	4,411	0.000

a. Dependent Variable: Interest in Buying (Y)

Source: Data processed, 2026

Test F

Based on the results of tests on the regression model, values were obtained F count of 265,882 with a level of significance of < 0.001. The significance value was smaller than 0.05, so it can be con-

cluded that the regression model in this study significant statistically. The results of data testing showed that the independent variables (X1 and X2) obtained an F count value = 265,882 with a significance value of 0.001 because the sig value $< \alpha$ or $0.001 < 0.05$, Ho was rejected and Ha was accepted, namely simultaneously the quality of social media promotional content and the level of consumer trust significantly influence purchasing interest. Can be seen in the table below:

Table 8. The Result of F-Test

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4250,263	2	2125,131	265,882	,001 ^b
	Residual	775,297	97	7,993		
	Total	5025,560	99			

a. Dependent Variable: Interest in Buying (Y)

b. Predictors: (Constant), Consumer Confidence Level (X2), Social Media Promotional Content Quality (X1)

Source: Data processed, 2026

Determination Coefficient Test (R^2)

In this research, determination coefficient testing (R^2) using SPSS 31.0 *for Windows*. With calculation results in the summary model shows that the determination coefficient or R Square = 0.846. The model shows that simultaneously variables X1 and X2 (independent) can explain variable Y (dependent) by 84.6% with the formula = $R^2 \cdot 100$, while the remaining 15.4% is explained by other variables that were not studied in this study.

The Adjusted R Square value of 0.843 shows that after adjusting for the number of independent variables in the model, the explanatory capability of the model remains high, at 84.3%. This indicates that the regression model used is very strong in explaining the relationship between variables. Meanwhile, an R value of 0.920 shows that the relationship between independent variables (X1 and X2) and dependent variables (Y) is in the very strong category. Table 13 Determination Coefficient Test Results (R^2).

Discussion

The measurement of research variables was carried out using a questionnaire consisting of 24 statements from three variables, the content of the statements on the questionnaire was the development of variable indicators. Research regarding the Effect of the Quality of Social Media Promotional Content and Consumer Confidence Level on Purchasing Interest in TikTok Shop, can be discussed as follows:

The Effect of Social Media Promotional Content Quality on Purchasing Interest

Based on the results of the analysis, it shows that the influence of the quality of social media promotional content on buying interest has a positive effect of: 0.717 in the linear regression equation model with $Y = 0.342 + 0.717 X_1 + 0.455_2$ and significant based on the results of t count with $\text{Sig.} < \alpha$ ($0.000 < 0.05$). The results obtained in this research are in accordance with the hypothesis which states that the quality of social media promotional content has a significant influence on buying interest in Tiktok shops. This is in line with previous research conducted by (Aliyah Jannatun & et.al, 2024), with the title “The Influence of Promotional Content, Digital Marketing, and Ease of Use of Shopee on Beli” Interest explains that promotional content has a positive and significant influence on the purchasing interest of students at the Faculty of Economics and Business (FEB), Sumbawa University of Technology (UTS) using the Shopee e-commerce application.

Based on the results of the analysis, it shows that the level of consumer confidence in purchasing interest has a positive effect of: 0.455 in the linear regression equation model with $Y = 0.342 + 0.717 X_1 + 0.455_2$ and significant based on the results of t count with $\text{Sig.} < \alpha$ ($0.000 < 0.05$). The results obtained in this research are in accordance with the hypothesis which states that the level of consumer confidence has a significant influence on buying interest in Tiktok shops. This is in line with previous research conducted by (Anora et al., 2025) dan (Diana Kristia Silvi1, 2024), with the title “The Influence of Social Media Marketing on Consumer Trust and Beli” Interest explains that *social media marketing* has a significant positive effect on consumer confidence. H3 accepted. This means that the higher consumer confidence in UD Subur Jaya, the greater consumer interest in buying UD Subur Jaya beef cattle.

The Effect of Social Media Promotion Content Quality and Consumer Confidence

Based on the results of the analysis, it shows that the quality of social media promotional content and the level of consumer trust simultaneously influence purchasing interest because it has an F value calculated with $\text{Sig.} < \alpha$ ($0.000 < 0.05$). In addition, the quality of social media promotional content and the level of consumer trust have a significant effect on obtaining 0.846. This shows that simultaneously the quality of social media promotional content and the level of consumer trust influence purchasing interest by 84.6%, while the remaining 15.4% is influenced by other variables that were not studied in this research. The results obtained in this research are in accordance with the hypothesis which states that the quality of social media promotional content and the level of consumer trust simultaneously have a significant influence on buying interest in Tiktok shops.

This is in line with research conducted by (Sathsarani & Senarathne, 2023) dan (Prakoso & Setiatin, 2025) with the title “The Influence of Online Promotion and Consumer Trust on Consumer

Purchasing Interest in *E-Commerce* Shopee” concluded that there was simultaneously a significant influence between online promotion variables and consumer confidence variables in consumer buying interest in shopee online stores.

CONCLUSION

This research was conducted to find out how much influence the quality of social media promotional content and the level of consumer trust in buying interest in Tiktok shops have. Based on the analysis stated in the chapter above, several things can be concluded regarding purchasing interest as follows The quality of individual social media promotional content has a positive and significant effect on purchasing interest. This is indicated by the value of the regression coefficient of 0.717, with a calculated t-value of 7.169 and a significance level of $0.000 < 0.05$. Thus, it can be concluded that the higher the quality of promotional content presented, the greater the consumer's purchasing interest.

The level of individual consumer confidence has a positive and significant effect on purchasing interest. This is evidenced by a significance value smaller than 0.05 ($\text{sig} < 0.05$), so that the consumer confidence variable has an important role in encouraging increased buying interest. This means that the higher the level of consumer confidence, the greater the consumer's propensity to make purchases.

The quality of social media promotional content and the level of consumer trust simultaneously have a significant influence on purchasing interest. This can be seen from the F count value of 265,882 with a significant value of 0.000. Determination coefficient (R^2) by 84.6%. This value means that 84.6% of the variation in buying interest can be explained by variables of the quality of social media promotional content and the level of consumer confidence. Meanwhile, the remaining 15.4% was influenced by other variables that were not included in this research model.

DAFTAR PUSTAKA

- Aliyah Jannatun, & et.al. (2024). Pengaruh Konten Promosi, Pemasaran Digital, dan Kemudahan Penggunaan Shopee terhadap Minat Beli. *Jurnal Ilmiah Raflesia Akuntansi*, 2(2020), 942–953. <https://doi.org/https://doi.org/10.53494/jira.v10i2.674>
- Anora, A., Muchayatin, & Ginting, Y. M. (2025). The Influence of E-Commerce Trust, Site Loyalty, and Satisfaction on Digital Consumer Purchase Behavior. *Indonesian Journal Economic Review (IJER)*, 5(1), 43–54. <https://doi.org/https://doi.org/10.59431/ijer.v5i1.512>
- Diana Kristia Silvi1, S. P. P. (2024). *PENGARUH SOCIAL MEDIA MARKETING TERHADAP KEPERCAYAAN KONSUMEN DAN MINAT BELI*. 03(1), 188–195. <https://doi.org/https://doi.org/10.21776/jmpk.2024.03.1.19>
- Firdaus, R. F., & Fasa, M. I. (2024). Analisis Strategi Pemasaran Digital pada Perusahaan E-commerce di Indonesia : Studi Kasus pada Tiktok Shop. *ADIJAYA Jurnal Multidisiplin*, 03(01), 125–134.

<https://doi.org/https://e-journal.naurendigiton.com/index.php/jam/article/view/1760>

- Haris, M., & Azhar, A. (2025). *MENINGKATKAN MINAT BELI KONSUMEN DI TIKTOK SHOP : PERAN E-TRUST DAN E-SERVICE QUALITY PADA PRODUK*. 3(2), 170–183. <https://doi.org/https://doi.org/10.65255/jibma.v3i2.146>
- Haryana, R. D. T. (2025). Peningkatan Excess Spending Pada Platform E-Commerce Dengan Pendekatan Persepsi Bookkeeping Account. *Equilibrium: Jurnal Ekonomi-Manajemen-Akuntansi*, 21(1), 72–83.
- Hikma, N. (2021). PERAN MEDIA SOSIAL DALAM MEMPENGARUHI PERILAKU KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN PRODUK FASHION SECARA ONLINE. *Forum Ekonomi*, 23(4), 708–713. <https://doi.org/10.30872/jfor.v23i4.10163>
- Karimah, A., & Rinonce, P. (2025). *Strategi pemasaran konten dalam meningkatkan interaksi konsumen di media sosial Content marketing strategy in increasing consumer engagement on social Media*. 1(2), 124–129. <https://doi.org/10.37373/ejm.v1i2.1827>
- Prakoso, S., & Setiatin, T. (2025). Pengaruh Promosi Online Dan Kepercayaan Konsumen Terhadap Minat Beli Konsumen Pada E-Commerce Shopee. *REUGREUG: Jurnal Bisnis ...*, 37–46. <https://doi.org/https://journal.abigrizkypublisher.com/index.php/reugreug/article/view/9>
- Putri, O. B., & Asnusa, S. (2025). *Peran Kualitas Konten dalam Strategi Content Marketing untuk Meraih Engagement Tinggi di Instagram dan TikTok Honda Pramuka*. 5(1), 5430–5441. <https://doi.org/https://doi.org/10.31004/innovative.v5i1.17929>
- Sathsarani, L. C., & Senarathne, S. (2023). Factors Affecting Online Purchasing Behaviour of Management Undergraduates of State Universities in Colombo District. In *Journal of Contemporary Perspectives in Accounting and Digitalization* (Vol. 6, Issue 1, pp. 79–102). Sri Lanka Journals Online. <https://doi.org/10.4038/jcpad.v6i1.10>