The Influence Of Content Creators And Customer Reviews On Consumer Buying Interest In Tiktok Social Media

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ABSTRACT

The currently growing TikTok social media presents an opportunity for entrepreneurs to promote products and services to consumers through digital marketing. The thing that sellers do to increase sales is to consistently create interesting and viral content. Creativity in content creation is needed whose impact will be very influential in attracting buyer interest and changing consumer perceptions. This study aims to determine and explain the effect of content creators and customer reviews on consumer buying interest in TikTok social media. Quantitative research method. Questionnaire data collection with a Likert scale. Data analysis with SmartPLS. The results show that content creators have an effect on buying interest and customer reviews have no effect on buying interest.

INTRODUCTION

The rapid development of technology has become a strategic point in the industrial revolution stage, which is marked by the increasing competitiveness of companies in utilizing Internet technology. Currently, the number of Internet users worldwide has reached 5.16 billion. Ranked third after India and China, Indonesia is ranked third for the highest internet users with a percentage of 78.19%. As many as 275,773,901 people from the total population of Indonesia, 215,626,156 people are already connected to the internet.

Digitalization is progressing rapidly and everything that exists is inseparable from technology. Purchasing activities no longer require face-to-face contact with the seller. If you want to shop, just open the online shopping application. The number of active social media users is:

Figure 1 Active Social Media Users 2024
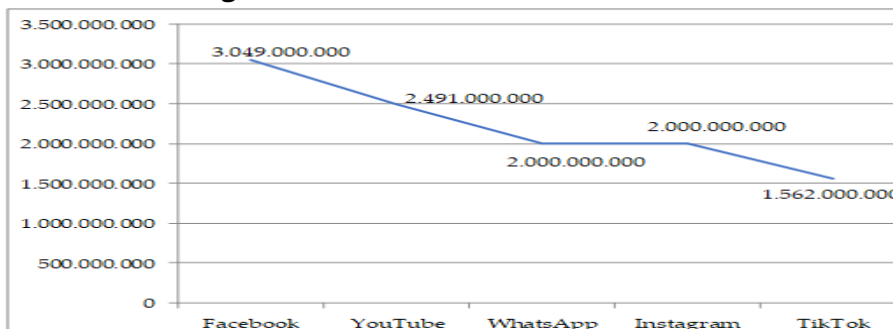
The tiktok social media platform continues to show very rapid development and has become popular among the wider community. It is estimated that the number of active tiktok users will reach 1 billion in 2024. This figure shows that tiktok has become an important part of people's lives in this digital era. Tiktok not only offers an online shopping experience, but also an attractive business opportunity. The e-commerce function in the form of a tiktok store on social media, no need to open another website to make a buying and selling transaction, everything can be done on tiktok. From product selection to the payment stage, it has a variety of very complete choices that can be used. In order to attract consumers' attention and influence their purchasing intentions, tiktok is presented as a new innovation in marketing strategies to achieve the company's desired goals. The development of the tiktok social media platform currently provides opportunities for economic actors to convey messages about the value of goods and services sold to consumers through digital marketing. Because the tiktok algorithm works through content targeted at the audience, tiktok partners have a very close relationship with content creator marketing. Content creator marketing on tiktok affiliate is more open and free for all groups. To increase sales, sellers must always create content frequently. Content created by creators has a big influence on creativity, and when the content is seen by many people (goes viral), it becomes a trend on tiktok. Content creators act as creators of communication platforms and introduce the products they sell.

Creative content can attract buyers' interest and cause changes in consumer reviews. Customer reviews are a source of information that can be used as a reference by consumers before buying online (ramadhana & ratumbuysang, 2022). Customer reviews are assessments given by consumers that provide information to assess a product from various aspects (mulyati & gesitera, 2020). Purchase interest is an evaluation of a person's desire to buy a particular brand. This arises based on the needs and considerations of the individual towards the brand. After evaluating a product, a person can find out whether the product is worth buying. Purchase interest can be interpreted as part of consumer cognitive behavior in terms of consumer intentions when buying a product (suprimansyah & yusuf, 2023). Based on previous research by larasati et al. (2021) showed that content creator variables can affect sales efficiency. A study by sutarman et al. (2022) revealed that content creators have a positive influence on purchase intention. A study by putri et al. (2024) found that content creators have a significant positive influence on purchase intention. A study by pratiwi et al. (2023) also found that content marketing and influencers influence consumer purchase intention. Studies by salsabilla & handayani (2023) and magdalena et al. (2023) show that online customer reviews have a real and positive influence on consumer purchase intention. However, researchers found differences in the results of maulida et al. (2023) conducted a study showing that content creators did not have a significant effect on consumer purchase intention. Research by utomo & hidayah (2023) also showed that the results of customer review surveys did not affect purchase intention. Based on the differences in the results of previous studies, the author is interested in exploring the influence of content creators on purchase intention and the influence of customer reviews on purchase intention.

LITERATURE REVIEW

Content creators are people who create and distribute information with various interesting content, such as videos, images, text, and audio. Then the content is shared through social media platforms such as instagram, youtube, facebook, and so on. Content creators are responsible for collecting data, developing ideas, concepts, and creating interesting content that is in accordance with brand identity for promotional, educational, or entertainment purposes. Metrics for content creators include popularity, credibility, and attractiveness (maulida et al., 2023). Customer reviews are assessments that consumers give to a product from various aspects (mulyati & gesitera, 2020). Customer reviews are part of electronic word-of-mouth (ewom), which is information about a product sent by other consumers and uploaded online (mulyati & gesitera, 2020). Customer review metrics include trust, expertise, and enjoyment (sarmis, 2020). Consumer purchase interest is the consumer's interest in buying a product or service after a post-purchase evaluation involving emotions and expectations (purbohastuti & hidayah, 2020). Purchase intention is related to the consumer's intention to purchase a particular product and how many units of the product are needed within a certain period of time. Indicators of consumer purchase interest include interest in information, curiosity about the product, and interest in trying the product and considering buying it (anisa et al., 2023).

METHODS

This study uses a quantitative approach that is intended to study a symptom in its entirety and according to the circumstances. Data were collected from a natural setting with the researcher as the main instrument. This study focuses on the measurement and causal relationships between variables, not on how the process occurs. The study is considered to be conducted in a non-judgmental framework (hardani et al., 2020). The main data collection in this study was carried out through a survey conducted by consumers who use tiktok social media. The measurement scale of this research questionnaire is the likert scale and is based on the opinions and assessments of respondents. The likert scale is a five-point measuring tool that ranges from 1 to 5. Population refers to a group of people/subjects selected by researchers with the same characteristics and numbers to be analyzed and conclusions drawn for the purposes of the study (komala & nellyaningsih, 2017).

In this study, the population is consumers who have made purchase transactions through tiktok social media. In this study, the sampling method used was the random sampling technique, namely the sampling technique was taken randomly. The sample in the study was based on the hair formula with a total of indicators multiplied by 5 to 10. So, the sample in this study was 10 x 9 indicators = 90 respondents. This study used smart partial least square (pls), a tool for processing and analyzing data. Smart partial least square consists of three steps, namely building an initial model (outer model), refining the model (inner model), and testing the hypothesis. This smart pls method has several advantages, namely it is easy to use for various data scales, does not require many assumptions and does not require many data samples (jonathan & anondho, 2018). The main purpose of smart pls is to find out the value of a variable that cannot be measured directly with the aim of making predictions (natalia et al., 2017). The advantages of smart pls include being able to process many variables, robustness in dealing with imperfect data, creating new independent variables, and producing stronger predictions (garson, 2017).

RESULTS

The results of the research test with PLS (Partial Least Square) show the results of the outer model test, inner model, and research hypothesis test. Outer model, in the form of outer

loading test results, cronbach alpha, composite reliability, discriminant validity, and Average Variance Extracted (AVE). Inner Model in the form of R-Square results. The research hypothesis test uses the T-Statistic Test and P-Value.

Outer Loading Test

Figure 2 Path Coefficient
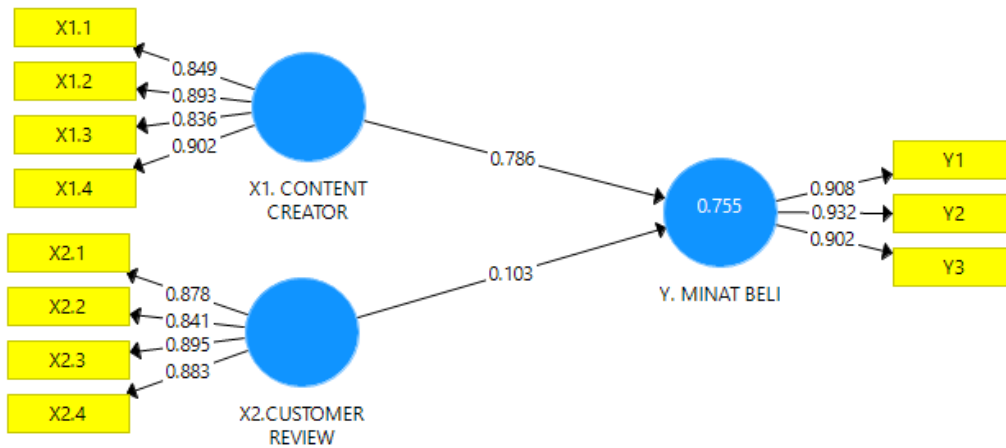
Table 1 Outer Loading

	X1. CONTENT ...	X2.CUSTOMER ...	Y. MINAT BELI
X1.1	0.849		
X1.2	0.893		
X1.3	0.836		
X1.4	0.902		
X2.1		0.878	
X2.2		0.841	
X2.3		0.895	
X2.4		0.883	
Y1			0.908
Y2			0.932
Y3			0.902

Results of Validity and Reliability Construct Tests
Table 2. Validity and Reliability Constructs

|	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
X1. CONTENT ...	0.893	0.894	0.926	0.757
X2.CUSTOMER ...	0.899	0.920	0.928	0.764
Y. MINAT BELI	0.902	0.902	0.938	0.836

The results of the validity and reliability test in the table above, the composite reliability and Cronbach's alpha values show > 0.7, so it can be said to be achieved, while the AVE value is > 0.5.

Determination Test Results
Table 3 Determination Test Table

	R Square	R Square Adjus...
Y. MINAT BELI	0.755	0.749

Hypothesis Test Results

Figure 3 Bootstraping
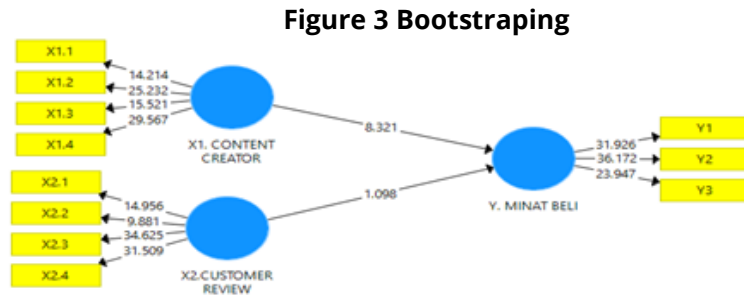
DISCUSSION

H1 = Content creators have an effect on purchase interest T Statistic content creator T count 8.479> 1.96 T table value, P Value 0.000 <0.05 significance level of 5%. These results indicate that (X1) content creators have a positive effect on Purchase Interest (Y). This is because the creator has good popularity, so consumers have an interest in buying on TikTok social media. The results of this hypothesis test are in accordance with research from Sutarman et al. (2022) which states that content creators have a positive effect on purchase interest and research by Putri et al. (2024) states that content creators have a significant positive effect on purchase interest. H2 = Customer reviews have an effect on purchase interest T count 1.104 <1.96 T table value, P Value 0.270> 0.05 significance value of 5%. These results indicate that (X2) customer reviews do not have a positive and significant effect on Purchase Interest (Y). This is because there are still many manipulations and bad reviews on TikTok from sellers which cause consumer trust in customer reviews to decrease which has an impact on purchasing interest. The results of this hypothesis are in accordance with research from Ariyani et al. (2023) which shows that online customer reviews do not have a significant effect on purchasing interest. Research conducted by Utomo & Hidayah (2023) also shows that customer review research results have no effect on purchasing interest.

CONCLUSION

1. Content creators have an effect on purchasing interest, if the creator has good popularity then consumers have an interest in buying on TikTok social media.
2. Customer reviews do not affect purchasing interest because the reviews given by consumers are not good then other consumers do not have an interest in buying on TikTok social media.

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