

The Impact of TikTok and Instagram Social Media Content on Consumer Purchasing Interest in the Shopee Application

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Abstract:

The purpose of this study is to analyze the influence of Tiktok and Instagram content on consumer buying interest in the Shopee application. This research will take research subjects on students of the 2020 Veterans National Development University Management Study Program, especially those who are currently using the Shopee application. The research method used is a simple regression analysis method that is processed with SPSS. The data used in this study is primary data. Primary data collection is by distributing questionnaires using a google form, then it will be distributed through social media Line and WhatsApp. The research subjects were 30 respondents and the sampling technique used was a non-probability technique in which the sample was selected using purposive sampling. The results of this study are Tiktok and Instagram social media content has no influence on consumer buying interest on the Shopee Application among students of the 2020 Bachelor of Management Study Program, Veterans National Development University, Jakarta.

Keywords: Social Media Content, Buying Interest, Shopee.

INTRODUCTION

In the modern era, technological advancements are progressing rapidly, resulting in many activities becoming easier and more effective when carried out [1]. One field of technology that is frequently used and continuously developed is information technology [2]. Information technology enables many people to access and disseminate information. This information is often obtained through the internet, which can be accessed at all times [2]. Supported by the presence of smartphone hardware that almost every individual owns, information quickly spreads and is easily obtained without time or geographical limitations [2].

Information technology greatly influences the world of marketing. In this era of Industry 4.0, marketing products through the internet is considered a trend and a necessity for businesses. There are various marketing strategies that companies can implement by utilizing internet marketing. These marketing strategies are related to marketing communication. Marketing communication is a company's strategy in communicating, persuading, and providing reminders to consumers directly or indirectly about the products offered [3]. This marketing communication can be done through the company's own media, for example, through social media.

Social media is no longer something unfamiliar in the modern era as it is today. Every internet user has at least one social media account [4]. Its users come from all walks of life, ranging from children to the elderly, both male and female. With this condition, many businesses take advantage of it. This is very useful in expanding marketing networks to reach more consumers. Therefore, both large companies and micro, small, and medium enterprises (MSMEs) utilize marketing through social media [5].

Shopee is an e-commerce platform that can be easily accessed by customers, both as sellers and buyers on the site. Based on the innovations provided by Shopee, many new businesses can be conducted on the Shopee site or application [5]. However, Shopee is not the only provider of online trading (e-commerce) services available in Indonesia. Therefore, Shopee has a strategy to attract customers through social media. By providing interesting content, Shopee strives to attract the purchasing interest of consumers through their services [5].



Figure 1. Instagram account



Figure 2. Tiktok account

Shopee is an active company in its marketing efforts through social media. This is evident from the image above, where Shopee has successfully garnered a large number of followers on both Instagram and Tiktok [6]. Shopee's official Tiktok account has a total of 9.5 million followers, while its official Instagram account has 8.6 million followers. By simply looking at the number of followers Shopee has on Tiktok and Instagram, it is clear that Shopee is actively implementing its strategies to attract consumers who are interested in making purchases through their platform.

The purpose of this research was to determine if the social media content posted on Shopee's official account has an impact on consumer purchasing behavior within the Shopee application.

RESEARCH METHOD

The research method used in this study is a quantitative method. Quantitative method is a research method based on positivism philosophy, used to study specific populations or samples, research instruments are used in data collection, and statistics are used in analysis, aiming to prove predetermined hypotheses [7]. Quantitative research is research that uses statistics as its methodology, starting with data collection, translation of obtained data, and description of research findings [8].

Based on the definitions according to the experts above, quantitative method is a research method that works with numbers analyzed using statistical methods to obtain results. In this study, quantitative method is used because the data to be worked on is ratio data, and the focus of this research is to determine

the extent of the influence between the variables being studied. The population in this study is Shopee application users, specifically students of UPN Veteran Jakarta.

Non-probability technique is chosen in the sampling process of this research, where the sample selection uses purposive sampling method. The predetermined sample size is 30 respondents. In this research, there are certain criteria, namely:

1. The person is a current student at UPNVJ, enrolled in the Management undergraduate program, class of 2020.
2. Holds a Shopee account
3. Has previously made a purchase of a product through the Shopee app (at least once).

The primary data used in this study consists of questionnaires distributed to respondents through Google Forms, utilizing a Likert scale. The data is then analyzed using simple linear regression and coefficient of determination with the SPSS 26 application. Hypothesis testing is carried out through F-test and T-test.

RESULTS AND DISCUSSIONS

1. Simple Linear Regression Analysis

Variables Entered/Removed^a

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | Konten Media Sosial Shopee (X) ^b | | Enter |

a. Dependent Variable: Minat Beli (Y)

b. All requested variables entered.

Figure 3. Variables Entered/Removed^a

The table provides an explanation of the input variables and the method used. Based on the aforementioned table, the input variables are the Shopee social media content variables as the independent variables, while the purchase interest is the dependent variable. The method employed is the enter method.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .276 ^a | .076 | .043 | 3.23334 |

a. Predictors: (Constant), Konten Media Sosial Shopee (X)

Figure 4. Model Summary

The table provides an explanation regarding the magnitude of the

correlation (R), which is equal to 0.276. Based on the given output, the coefficient of determination (R Square) is obtained, which is equal to 0.076. This implies that the influence of the independent variable (Shopee social media content) on the dependent variable (purchase intention) is 7.6%.

ANOVA^a

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1 | Regression | 24.075 | 1 | 24.075 | 2.393 | .140 ^b |
| | Residual | 292.725 | 28 | 10.454 | | |
| | Total | 316.800 | 29 | | | |

a. Dependent Variable: Minat Beli (Y)

b. Predictors: (Constant), Konten Media Sosial Shopee (X)

Figure 5. Anova^a

The analysis of the table reveals that the computed F value is 2.303 with a significance level of $0.140 > 0.05$. Consequently, it can be inferred that the Shopee social media content variable (X) does not exert a significant impact on the purchase interest variable (Y).

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 15.394 | 4.263 | | 3.611 | .001 |
| | Konten Media Sosial Shopee (X) | .342 | .225 | .276 | 1.517 | .140 |

a. Dependent Variable: Minat Beli (Y)

Figure 6. Coefficients^a

It is known that the constant value (a) is 15.394, while the coefficient of regression (b) for Shopee social media content is 0.342. The regression equation is as follows:

$$Y = a + bX$$

$$Y = 15.394 + 0.342X$$

The above equation can be translated as follows:

- a. The constant value of 15.394 signifies the consistent value of the purchase interest variable, which is 15.394.
 - b. The regression coefficient of X, which is 0.342, indicates that with every 1% increase in the value of Shopee's social media content, the purchase interest value also increases by 0.342. Since the regression coefficient is positive, it can be inferred that the direction of the influence of variable X on variable Y is positive.
2. Decision Making in Simple Regression Testing
- a. Based on the significance value obtained from the Coefficients table, which is $0.140 > 0.05$, it can be concluded that the Shopee social media content variable (X) does not have an influence on the purchase interest variable (Y).
 - b. Based on the t-value, it can be seen that the calculated t-value is $1.517 < 2.048$. Therefore, it can be concluded that the Shopee social media content variable (X) does not have an influence on the purchase interest variable (Y).

CONCLUSIONS

The conclusion drawn from this study is that the social media content of Shopee does not have any influence on the purchasing interest of consumers in the Shopee application among the 2020 batch of undergraduate students majoring in Management at Universitas Pembangunan Nasional Veteran Jakarta.

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