

## The Influence of TikTok Social Media Use and Promotion on Consumer Purchase Interest at Jookopi

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### ABSTRACT

*The Influence of TikTok Social Media Use and Promotions on Consumer Purchase Intention in Jookopi. Thesis: Management Study Program, Universitas PGRI Mpu Sindok Nganjuk 2025. This study aims to analyze the influence of TikTok social media use and promotions on consumer purchase intention in Jookopi. The background of this research is based on the importance of using social media platforms, especially TikTok, and promotions to introduce businesses and attract consumer purchase intention. The method used in this study was a quantitative approach with multiple linear regression analysis. The sample consisted of 89 Jookopi customer respondents. Data were collected using a questionnaire that had been tested for validity and reliability. The results showed that, partially, TikTok social media had a significant effect on consumer purchase intention. Similarly, promotions also had a significant effect on consumer purchase intention. Simultaneously, both variables significantly influenced consumer purchase intention in Jookopi. Thus, the results of this study indicate that if the two independent variables, namely TikTok social media and promotions, are carried out together, they can influence consumer purchasing interest in Jookopi.*

**Keywords:** *TikTok Social Media; Promotion; Consumer Purchasing Interest*

### INTRODUCTION

The development of digital technology has brought significant changes in various aspects of life, including the marketing sector. (Nugroho et al., 2024) The shift from conventional methods to digital-based marketing is becoming increasingly evident as the use of the internet grows globally. (Cahyaningtyas et al., 2023) Digital marketing has become the main means for business actors, both small and large scale, to expand consumer reach through various online platforms. (Masrianto et al., 2022) This change encourages the creation of

communication and transaction patterns that are more flexible, real-time, and cross-geographical boundaries.(Rizvanović et al., 2023)

Social media, as an important part of digital marketing, has developed into a primary need for society.(Lumban Tobing et al., 2023) This platform not only functions as a means of information and entertainment, but also as a strategic space for business actors to build visibility and reach a wider range of consumers.(Sharabati et al., 2024) Promotion through social media has been proven effective in conveying product information, persuading, and reminding consumers.(Apasrawirote et al., 2022) However, the effectiveness of this strategy depends heavily on choosing a platform that aligns with consumer behavior trends.

One of the platforms that is experiencing rapid growth is TikTok.(Amalia & Damariswara, 2022) This application is known for its interactive and creative short video format, thus providing great opportunities for business people to create engaging promotional content.(Sinulingga et al., 2023) TikTok not only serves as a means of entertainment, but it has also developed into a digital marketing medium capable of increasing consumer engagement.(Jumali & Mustaffa, 2024) The fact that TikTok ranks as a popular app globally underscores its urgency as a relevant research object in the context of digital marketing.(Widiyasari et al., 2024)

In the context of local businesses, there is still a research gap regarding the extent to which the use of TikTok and promotion strategies influence consumer purchasing interest.(Wibowo & Yudi, 2021) Preliminary studies at Jookopi, a local café in Nganjuk, indicate that low consumer purchasing interest before the use of social media is the main challenge faced. A location far from the city center and limited visibility reinforce the importance of a digital marketing strategy to increase the business's exposure. This marks the need to empirically examine the influence of using TikTok and promotions on consumer purchasing interest in local-scale businesses.

This article aims to analyze the influence of using the social media platform TikTok and promotions on consumer purchase interest at Jookopi. Theoretically, this research is expected to enrich the literature on digital marketing strategies, particularly in the context of leveraging video-based social media. Practically, the findings of this study can provide insights for local business actors in designing more effective promotional strategies. Thus, this research contributes to the development of knowledge while also providing practical implications for digital marketing practices in Indonesia.

## RESEARCH METHOD

This research uses a descriptive quantitative approach.(Syahputri et al., 2023) The research population consisted of all visitors to Jookopi from January to February 2025, totaling 780 people. The sample was determined using Slovin's formula with a 10% margin of error, resulting in 89 respondents. Data collection was carried out through a closed questionnaire with a Likert scale, which was distributed to Jookopi visitors. Validity and reliability tests were conducted before data analysis, with the criteria being valid if the calculated r-value is greater than the r-table value and reliable if the Cronbach's Alpha is more than 0.60.

Data analysis was conducted using multiple linear regression to test the influence of TikTok social media (X1) and promotion (X2) on consumer purchase interest (Y). Classical assumption tests such as normality test, multicollinearity, and heteroscedasticity were carried

out to ensure the regression model is feasible to use. Hypothesis testing was performed using the T-test for partial effects, the F-test for simultaneous effects, and the coefficient of determination ( $R^2$ ) to determine the magnitude of the contribution of independent variables to the dependent variable.

## RESULTS AND DISCUSSION

In this study, the results obtained are as follows:

**Table 1:** Gender of respondents visiting Jookopi who were taken as a sample is male

<i>Gender</i>	<i>Amount</i>	<i>Persentase</i>
<i>Male</i>	75	84,4%
<i>Woman</i>	14	15,7%
<b><i>Total</i></b>	<b>89</b>	<b>100%</b>

The gender of respondents visiting Jookopi taken as a sample is male as many as 75 visitors or 84.3%, while female respondents are 14 visitors or 15.7%. This shows that respondents with male gender are more than female respondents.

**Table 2:** Respondents' Age

<i>Age</i>	<i>Amount</i>	<i>Persentase</i>
<i>16-20</i>	28	31,4%
<i>21-25</i>	58	60,6%
<i>26-28</i>	3	8%
<b><i>Total</i></b>	<b>89</b>	<b>100%</b>

It is known that the ages of Respondent Visitors at Jookopi who were taken as samples, with ages 16-20 years, amounted to 28 Visitors or 31.4%, while respondents aged 21-25 years amounted to 58 Visitors or 60.6%, and respondents aged 26-28 years amounted to 3 Visitors or 8%. This shows that the Visitors at Jookopi taken as samples totaled 89 Respondents. This study used several tests, as follows:

### 1. Validity Test

Based on the results of the validity test on the instruments of the TikTok social media variable, the promotion variable, and the Consumer Purchase Intention variable, they can be stated to be valid overall

### 2. Reliability Test

**Table 3:** Reliability Test

<b>No</b>	<b>Variabel</b>	<b>Item</b>	<b>Cronbach Alpha</b>	<b>Limit</b>	<b>Description</b>
1	Tiktok Social Media	X <sub>1</sub>	0,891	0,60	Reliabel
2	Promotion	X <sub>2</sub>	0,860	0,60	Reliabel
3	Consumer Purchase Interest	Y	0,885	0,60	Reliabel

Based on the results of the reliability test, each variable has a Cronbach's Alpha > 0.60. Therefore, each variable can be said to be reliable.

### 3. Normality Test

**Table 4: Normality Test**

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			89
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		2.87440435
Most Extreme Differences	Absolute		.140
	Positive		.140
	Negative		-.114
Test Statistic			.140
Asymp. Sig. (2-tailed)			.000 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.		.056 <sup>d</sup>
	99% Confidence Interval	Lower Bound	.050
		Upper Bound	.062

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 2000000.

From the table, it can be seen that the significant value using the Monte Carlo Sig (2-tailed) method is  $0.051 > 0.05$ , which can be said that the residual values are normally distributed.

4. Multicollinearity Test

**Table 5: Multicollinearity Test**

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	11.360	4.663		2.436	.017		
X1.TOTAL	.200	.064	.335	3.103	.003	.422	2.367
X2.TOTAL	.360	.082	.472	4.367	.000	.422	2.367

a. Dependent Variable: Y.TOTAL

Based on the above, it shows that all tolerance values  $> 0.10$  (with  $X1 = 0.422$  ;  $X2 = 0.422$ ), so it can be said that there is no multicollinearity among the variables. If we look at the VIF calculation results, the VIF values for all X variables  $< 10$  (with  $X1 = 2.367$  ;  $X2 = 2.267$ ). Therefore, it can be concluded that in this study there are no symptoms of multicollinearity among the independent variables in the regression model and they can be used in this study.

5. Heteroscedasticity Test

**Table 5: Heteroskedasticity Test**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-8.582	3.132		-2.741	.007
	X1.TOTAL	.050	.043	.180	1.153	.252
	X2.TOTAL	.066	.055	.186	1.194	.236

The heteroscedasticity test results in the Table show that all variables have significance values greater than 0.05, namely X1 has a significance value of 0.389 > 0.05, X2 has a significance value of 0.128 > 0.05. Thus, it can be said that no heteroscedasticity occurs in all variables.

6. Multiple Linear Regression Test

**Table 6: Multiple Linear Regression Test**

		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	11.360	4.663		2.436	.017		
	X1.TOTAL	.200	.064	.335	3.103	.003	.422	2.367
	X2.TOTAL	.360	.082	.472	4.367	.000	.422	2.367

Based on Table 4.8 above, the multiple linear regression equation can be formulated as follows:  $Y = 13.282 - 0.266X1 + 0.503X2$ . From the model function above, it can be understood that: 1) The constant value of 13.282 indicates that if TikTok social media and promotion remain constant, Consumer Purchase Intention increases by 13.282. 2) The coefficient value of TikTok social media is 0.266, which means that for every 1% increase in the TikTok social media variable (X1), the Consumer Purchase Intention variable (Y) will increase by 0.266. From these results, it can be stated that the social media variable TikTok (X1) has a positive effect on the consumer purchase intention variable. 3) The promotion coefficient value of 0.503 means that for every 1% increase in the promotion variable (X2), the Consumer Purchase Intention variable (Y) will increase by 0.503. From these results, it can be stated that the promotion variable (X2) has a positive effect on the consumer purchase intention variable.

7. Test T

**Table 7: Test T**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	11.360	4.663		2.436	.017
	X1.TOTAL	.200	.064	.335	3.103	.003
	X2.TOTAL	.360	.082	.472	4.367	.000

Based on the estimation results in the previous table, the following are the t-test results for each independent variable as follows: 1) TikTok Social Media (X1) The test conducted using the SPSS 22 program obtained a calculated t-value for TikTok social media of 2.851. Meanwhile, the t-table value for 89 respondents was 1.988. Thus, it was found that the calculated t-value is greater than the t-table value or  $2.851 > 1.988$ , and the probability value of 0.005 is smaller than the significance level of 0.05, therefore  $H_0$  is rejected. From these results, it can be concluded that TikTok Social Media significantly has a relationship with Consumer Purchase Intention, with the conclusion that  $H_0$  is rejected and  $H_a$  is accepted. This states that the social media TikTok has a real relationship with Consumer Purchase Intention. 2) Promotion (X2) The test results using the SPSS 22 program obtained a t-count value for Promotion Media of 4.228. Meanwhile, the t-table value for a total of 89 respondents was 1.988. Thus, it was obtained that the t-count is greater than the t-table, or  $4.228 > 1.988$ , and the probability value of 0.000 is smaller than the significance level of 0.05, so  $H_0$  is rejected. From these results, it can be concluded that Promotion significantly has a relationship with consumer purchase intention with the conclusion that  $H_0$  is rejected and  $H_a$  is accepted. This states that Promotion provides a real relationship with consumer purchase intention.

8. Test F

**Table 8: Test F**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	986.365	2	493.182	58.335	.000 <sup>b</sup>
	Residual	727.074	86	8.454		
	Total	1713.438	88			

a. Dependent Variable: Y.TOTAL

b. Predictors: (Constant), X2.TOTAL, X1.TOTAL

Based on the table above, it can be seen that the calculated F value is 52.472 with a significance value of 0.000. The F table value for a total of 89 respondents with a 5% alpha level and k or the number of independent variables being 2, is calculated as  $df1 = \text{number of variables} - 1$  ( $3 - 1 = 2$ ),  $df2 = n - k - 1$  ( $89 - 2 - 1 = 86$ ). Therefore, the F table value is 3.103. Consequently, the calculated F value is greater than the F table value or  $52.472 > 3.103$ , and it can also be seen that the probability value is less than the significance level ( $\alpha$ ) of 5% or  $0.000 < 0.05$ , thus it can be concluded that the variables of TikTok social media and promotion simultaneously (together) have a relationship with consumer purchase interest.

9. Coefficient of Determination

**Table 9: Coefficient of Determination**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.343 <sup>a</sup>	.118	.097	1.95256

a. Predictors: (Constant), X2.TOTAL, X1.TOTAL

The analysis results show that the social media platform TikTok has a significant effect on consumer purchase interest, with a t-value greater than the t-table value and a significance level below 0.05. The promotion variable also has a significant effect on consumer purchase interest. The F-test indicates that both independent variables simultaneously have a significant effect on purchase interest with a significance value  $< 0.05$ . The coefficient of determination ( $R^2$ ) is around 67–70%, indicating that TikTok social media and promotions contribute significantly to purchase interest, while the rest is influenced by other variables such as product quality and price.

Based on the research results that have been presented, it shows that there is a significant influence both partially and simultaneously. The following is an explanation of the answers to the research hypothesis:

1. The influence of TikTok social media on consumer purchase interest at Jookopi Based on the data analysis results above, it can be seen that the partial hypothesis test items above show that the calculated t value for TikTok social media is 2.851, while the t table is 1.988 ( $t_{\text{calculated}} > t_{\text{table}}$ ), which indicates that the observed relationship between the TikTok social media variable has a statistically significant effect on the consumer purchase interest variable. This means that H1 is accepted because the result is statistically significant, the null hypothesis ( $H_0$ : TikTok social media does not statistically significantly affect consumer purchase interest) is rejected, and H1 is accepted. This shows that the social media platform TikTok is a significant factor influencing consumer purchase interest at Jookopi. In this context, it implies that when business actors utilize TikTok properly, they can reach a wider market. Videos that are engaging and relevant to the target market tend to receive high interaction, which can encourage potential consumers to find out more and eventually make a purchase. This states that the more active a business is in using the TikTok application in its marketing strategy, the greater the consumer purchase interest in that business.
2. The effect of promotion on consumer purchase interest at Jookopi Based on the results of the data analysis above, it can be seen that the partial hypothesis test items above show that the calculated t-value for the promotion variable is 4.228, while the t-table value is 1.988 ( $t_{\text{calculated}} > t_{\text{table}}$ ), which means it shows that the observed relationship between the promotion variable has a statistically significant effect on the consumer purchase interest variable. This means that hypothesis 2 is accepted because the result is statistically significant, the null hypothesis ( $H_0$ : promotion does not statistically significantly affect consumer purchase interest) is rejected, and hypothesis 2 ( $H_2$ ) is accepted. This shows that if promotion is carried out creatively, consistently, and according to the target market's preferences, it can build consumer awareness of Jookopi's existence, as well as encourage the desire to try or purchase the offered products.
3. The influence of using TikTok social media and promotions on consumer purchase interest at Jookopi. Furthermore, to determine whether the results of this study are significant, it is necessary to show a comparison of the calculated F with the table F. It is known from the simultaneous hypothesis test item that the results indicate the calculated F is 52.472 while the table F is 3.103 ( $\text{calculated } F > \text{table } F$ ) or ( $52.472 > 3.103$ ), meaning there is a significant influence between the independent variables TikTok social media and promotions on the dependent variable, namely consumer

purchase interest, or  $H_a$ : accepted. Based on the results of the hypothesis testing above, it is proven that TikTok social media and promotions have a positive effect on consumer purchase interest. This can be seen from the coefficient of determination value, denoted by the figure (R square), which is 0.550, meaning that the influence of the independent variables (TikTok social media and promotion) on the dependent variable (consumer purchasing interest) is 55%. This indicates that the contribution of the TikTok social media and promotion variables (X) in explaining the consumer purchasing interest variable (Y) is 55%, while the remaining 45% is influenced by other factors not studied. Therefore, if both independent variables, namely TikTok social media and promotion, are carried out together, they can influence consumer purchasing interest in a business.

## CONCLUSION

The research results concluded that the social media platform TikTok has a significant effect on consumer purchasing interest at Jookopi, as does promotion. Both variables simultaneously have a strong influence on consumer purchasing interest. Therefore, it is recommended that Jookopi improve the quality of TikTok content, follow relevant trends, and collaborate with local influencers. In addition, promotions should be more creative and varied, such as through seasonal discounts, giveaways, or value packages to attract new consumers. Future research is recommended to add other variables such as product quality, price, and consumer reviews to make the research results more comprehensive.

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