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The Effect of TikTok Content on Consumer Purchase Intention: A Study of Dapur Mamacan and Local Culinary MSMEs in Blora, Indonesia

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ABSTRACT: TikTok has become an important digital marketing platform for culinary micro, small, and medium enterprises (MSMEs). However, empirical evidence regarding its influence on consumer purchase intention in smaller regional markets remains limited. This study aimed to examine the relationship between TikTok content published by the "Makan di Blora" account and purchase intention toward Dapur Mamacan, a local culinary business in Blora, Indonesia, among students of IAI Khozinatul Ulum Blora. A quantitative cross-sectional survey was conducted involving 150 students selected through purposive sampling based on their exposure to the TikTok content. Data were collected using a five-point Likert-scale questionnaire comprising 12 items measuring TikTok content and eight items assessing purchase intention. Simple linear regression was employed to examine the overall relationship, while exploratory multiple regression was used to assess four content dimensions: attractiveness, credibility, informativeness, and clarity and exposure. Both measurement scales demonstrated good internal consistency (Cronbach's $\alpha = 0.86$). Simple linear regression revealed a significant positive relationship between TikTok content and purchase intention ($Y = 9.334 + 0.460X$; $\beta = 0.585$; $F(1, 148) = 76.83$; $p < 0.001$). TikTok content explained 34.2% of the variance in purchase intention ($R^2 = 0.342$). The exploratory multiple regression indicated that informativeness and clarity and exposure were significantly associated with purchase intention, whereas attractiveness and credibility showed no significant independent associations. TikTok content is positively associated with purchase intention toward local culinary MSMEs, although its explanatory contribution is partial. Informative, clearly presented, and frequently encountered content may be particularly relevant to consumer decision-making. These findings highlight the importance of developing informative and accessible TikTok marketing strategies while considering other potential influences, including price, taste, service quality, and consumer trust.

KEYWORDS: TikTok content; purchase intention; culinary MSMEs; digital marketing; Blora

1. Introduction

The rapid expansion of short-video platforms has transformed digital marketing practices, particularly among micro, small, and medium enterprises (MSMEs) operating in the culinary sector. TikTok has emerged as an influential promotional platform, enabling businesses to communicate product information, attract consumer attention, and stimulate purchase intention through engaging audiovisual content. Previous research has demonstrated that audiovisual presentation, food reviews, and the viral popularity of culinary products can influence consumers' willingness to purchase food products, whether through online transactions or visits to physical outlets [1]. Similarly, studies conducted in Indonesia have shown that electronic word of mouth (e-WOM) on TikTok is positively associated with purchase intention, both directly and indirectly through brand image [2]. The quality, credibility, and expertise of e-WOM sources on Instagram and TikTok have also been identified as important factors associated with consumer purchase intention [3]. These findings demonstrate the growing relevance of social media content in shaping consumer perceptions and purchasing decisions.

Despite these developments, the effectiveness of TikTok content in influencing purchase intention among consumers of local culinary MSMEs remains insufficiently understood, particularly in smaller regional markets. Although TikTok provides opportunities for relatively low-cost digital promotion, culinary MSMEs may face difficulties in identifying which content characteristics are most relevant to potential customers. This challenge is particularly important for businesses operating in smaller regencies, where consumers can directly visit promoted establishments and where purchasing decisions may be influenced by local preferences, interpersonal recommendations, and familiarity with available products. Consequently, understanding the relationship between TikTok content characteristics and purchase intention is essential for developing effective and contextually appropriate digital marketing strategies.

Several research gaps can be identified in the existing literature. First, previous investigations have primarily examined general social media users, followers of specific commercial accounts, or participants in qualitative interviews [1–3]. Although these studies provide valuable insights into digital consumer behaviour, evidence concerning locally embedded culinary MSMEs in smaller regional markets remains limited. Second, much of the existing research has focused on TikTok commerce and live-streaming activities, particularly interactions between streamers and viewers, consumer trust, and impulsive purchasing behaviour [4–6]. Comparatively less attention has been given to ordinary promotional content distributed through community-based accounts, which may influence consumers' initial awareness and evaluation of local culinary businesses without involving direct online transactions. Third, previous studies have identified different mechanisms through which social media content may influence purchase intention, including hedonic value and immersion [6], credibility and parasocial relationships [7], perceived diagnosticity and product information [8], and social presence and interpersonal interaction [5, 9]. However, the relative contributions of specific content characteristics within the context of local culinary promotion have not been sufficiently established. These gaps highlight the need for research examining TikTok content beyond its general promotional function and investigating the relationships between individual content dimensions and purchase intention.

Blora Regency, Indonesia, provides a relevant context for investigating these relationships. Unlike large metropolitan markets, smaller regional markets may be characterised by geographically concentrated consumers, established culinary preferences, and

interpersonal networks that interact with digital promotional activities. Community-oriented TikTok accounts, such as “Makan di Blora”, provide a platform for introducing local culinary establishments to potential customers. In this context, promotional content may encourage consumers to visit physical outlets rather than complete transactions through digital commerce platforms. Furthermore, young consumers, particularly university students, represent a relevant population for investigating TikTok-related purchasing decisions because of their familiarity with short-video platforms. Previous research has documented TikTok use among young people in Jakarta [10], although the extent to which these findings apply to students in smaller regencies requires further investigation.

The relevance of digital marketing in Indonesia is supported by the continued expansion of internet access and social media usage. According to the Indonesian Internet Service Providers Association (APJII), the country had approximately 229.43 million internet users in 2025, representing an internet penetration rate of 80.66% [11]. Meanwhile, TikTok's estimated advertising reach among adults in Indonesia was approximately 180 million at the end of 2025 [12]. These figures demonstrate the substantial potential audience for digital marketing, although they do not directly represent internet or TikTok usage in Blora Regency. At the regional level, the Blora Regency Government has documented household industries and small culinary enterprises as components of the local creative economy, but comprehensive information on the current number of active culinary MSMEs remains limited [13]. Previous studies have also identified digital literacy as an important factor influencing the marketing performance of culinary MSMEs in Indonesia [14]. Furthermore, research involving a small cake business in Sokaraja, Banyumas, has demonstrated the application of TikTok as a digital marketing tool for local enterprises [15]. Nevertheless, additional empirical evidence is required to understand how consumers perceive different characteristics of TikTok content and how these perceptions relate to purchase intention in smaller regional culinary markets.

The novelty of this study lies in its contextual and analytical approach to examining TikTok marketing among local culinary MSMEs. First, the study focuses on a culinary business operating in a smaller Indonesian regency, thereby extending the geographical and business contexts represented in existing TikTok marketing research. Second, rather than examining TikTok primarily as an online sales or live-streaming platform, the study investigates community-based promotional content as a means of communicating information about a local physical establishment. Third, TikTok content is operationalised through four dimensions—attractiveness, credibility, informativeness, and clarity and exposure—allowing an exploratory examination of their individual associations with purchase intention. This multidimensional approach provides an opportunity to identify which content characteristics may be particularly relevant to consumers evaluating local culinary products. The study therefore contributes context-specific empirical evidence to the literature on social media marketing and consumer behaviour among culinary MSMEs.

The main aim of this study is to examine the relationship between TikTok promotional content published by the “Makan di Blora” account and consumer purchase intention toward Dapur Mamacan, a culinary MSME located in Blora Regency, Indonesia. Specifically, the study seeks to: (1) evaluate the overall relationship between perceived TikTok content and purchase intention among students of Institut Agama Islam Khozinatul Ulum Blora who have been exposed to the promotional content; (2) examine the individual associations of content attractiveness, credibility, informativeness, and clarity and exposure with purchase intention;

and (3) identify practical implications for improving TikTok-based promotional strategies among local culinary MSMEs.

Based on the research objectives and theoretical considerations, the following hypotheses are proposed: H1: Perceived TikTok content is positively associated with consumer purchase intention toward Dapur Mamacan; H2: Content attractiveness is positively associated with consumer purchase intention; H3: Content credibility is positively associated with consumer purchase intention; H4: Content informativeness is positively associated with consumer purchase intention; H5: Content clarity and exposure are positively associated with consumer purchase intention. Hypothesis H1 is examined using simple linear regression, whereas H2–H5 are evaluated through exploratory multiple regression to assess the unique associations of the four content dimensions with purchase intention. The conceptual framework illustrating these relationships is presented in Figure 1.

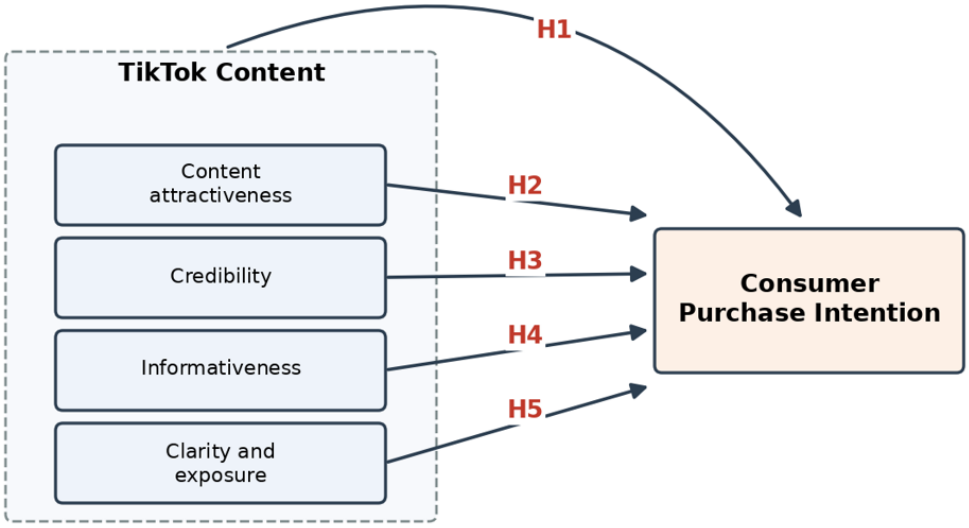


Figure 1. Conceptual Framework of The Study.

Attractive and engaging content can capture viewers' attention and create enjoyable and immersive experiences, potentially influencing their purchasing decisions. Previous research involving TikTok consumers demonstrated that both hedonic and utilitarian values were positively associated with purchase intention, with emotional enjoyment acting as a mediator. Furthermore, flow experience strengthened the relationships between hedonic value and emotional enjoyment and between emotional enjoyment and purchase intention [6]. In the culinary context, qualitative evidence suggests that audiovisual features, food presentations, and the viral popularity of particular dishes can stimulate consumer curiosity and encourage purchase intention through both online and offline channels [1]. These findings suggest that visually appealing and entertaining TikTok content may enhance consumer interest by generating positive emotions, enjoyment, and immersion. Accordingly, this study proposes that content attractiveness is positively associated with consumer purchase intention (H2).

Content credibility refers to the extent to which consumers perceive promotional information as trustworthy, reliable, and authentic. Credible information can reduce perceived uncertainty and increase consumers' confidence when evaluating unfamiliar products or services. Previous research on social media influencer marketing demonstrated that parasocial relationships exhibited the strongest association with purchase intention among the examined factors, exceeding the contributions of trust and perceived expertise [7]. Similarly, research involving young consumers highlighted the importance of trust and authenticity in shaping

purchasing decisions influenced by social media content [16]. In live-streaming commerce, uncertainty reduction has also been identified as an important mechanism underlying consumer purchase intention [17]. Within the context of local culinary MSMEs, credible food reviews, authentic product presentations, and trustworthy recommendations may strengthen consumer confidence and encourage purchasing decisions. Based on these theoretical considerations, this study hypothesises that content credibility is positively associated with consumer purchase intention (H3).

Content informativeness refers to the extent to which promotional materials provide relevant, useful, and sufficient information to support consumer evaluation and decision-making. Informative TikTok content may improve consumers' understanding of product characteristics, menu options, and the distinctive features of culinary establishments. Experimental research demonstrated that product-use videos generated higher purchase intention than product-display videos, with perceived diagnosticity and mental imagery mediating this relationship [8]. These findings suggest that informative audiovisual content can facilitate product evaluation by helping consumers understand product attributes and anticipate consumption experiences. For local culinary MSMEs, providing relevant information about menu selections, product characteristics, and distinctive offerings may reduce information uncertainty and strengthen consumers' confidence in their purchasing decisions. Therefore, this study hypothesises that content informativeness is positively associated with consumer purchase intention (H4).

Content clarity refers to the extent to which promotional information is presented in an understandable, accessible, and well-organised manner, whereas content exposure reflects how frequently consumers encounter promotional materials. Clear communication of product prices, menu options, outlet locations, and other relevant details may reduce cognitive effort and facilitate consumer evaluation. This relationship is consistent with the concept of perceived diagnosticity, which emphasises the usefulness of product information in supporting purchasing decisions [8]. Meanwhile, repeated exposure to promotional content may increase consumers' familiarity with a culinary establishment and maintain its presence among the alternatives they consider. Previous research has demonstrated that interactive features of digital platforms can strengthen customer engagement through interpersonal tie strength [9] and social presence [5]. Furthermore, attachment to online platform communities may contribute to continued platform engagement [18]. Although these studies provide a broader theoretical context for digital engagement, the present study does not directly examine interaction or community attachment. Instead, it focuses on the clarity of promotional information and the frequency with which consumers encounter TikTok content. Based on these considerations, this study hypothesises that content clarity and exposure are positively associated with consumer purchase intention (H5).

2. Materials and Methods

2.1. Design, Population, and Sampling.

This study employed a quantitative, cross-sectional research design to investigate the relationship between TikTok promotional content and consumer purchase intention toward Dapur Mamacan, a local culinary micro, small, and medium enterprise (MSME) in Blora Regency, Indonesia. Data were collected using a structured, self-administered online

questionnaire. The study population was drawn from Institut Agama Islam Khozinatul Ulum (IAI Khozinatul Ulum) Blora, which had approximately 5,200 active students. The target population comprised students who had previously encountered promotional content published by the "Makan di Blora" TikTok account. Respondents were selected through purposive sampling based on predetermined inclusion criteria. Eligible participants were required to be actively enrolled at IAI Khozinatul Ulum Blora, aged 18 years or older, active TikTok users, and previously exposed to promotional content from the "Makan di Blora" account. A total of 150 valid responses were obtained, with respondents ranging in age from 18 to 24 years (mean = 20.34, standard deviation = 1.56). All respondents confirmed previous exposure to the promotional content. Previous experience of purchasing products from or visiting Dapur Mamacan was recorded as an additional respondent characteristic but was not required for participation. Among the respondents, 78 students (52.0%) reported having previously purchased from or visited the establishment. Data collection was conducted from 13 to 20 September 2026 using Google Forms. The questionnaire was distributed to eligible students, and submissions were restricted to one response per Google account to reduce the likelihood of duplicate participation. Respondents were required to provide identifying information to verify their active enrolment at the institution. Incomplete responses, duplicate submissions, and responses from individuals who did not meet the eligibility criteria were excluded. Institutional permission to distribute the questionnaire for final-project research was obtained before data collection commenced.

2.2. Instruments.

Data were collected using a structured questionnaire consisting of 20 items measured on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The instrument comprised two principal constructs: TikTok Content (independent variable) and Purchase Intention (dependent variable). TikTok Content was assessed using 12 items distributed across four dimensions: attractiveness (X1–X3), credibility (X4–X6), informativeness (X7–X9), and clarity and exposure (X10–X12). Each dimension contained three measurement items. Purchase Intention was measured using eight items representing four dimensions: transactional intention (Y1–Y2), referential intention (Y3–Y4), preferential intention (Y5–Y6), and exploratory intention (Y7–Y8). Table 1 presents the operational definitions, measurement indicators, conceptual foundations, and questionnaire statements for each construct. The TikTok Content dimensions were informed by previous research examining hedonic and utilitarian values in social media marketing [6], influencer credibility and consumer trust [7], and the role of informative product videos in consumer decision-making [8]. The Purchase Intention construct was operationalised through statements assessing respondents' willingness to purchase, recommend, prefer, and seek additional information about Dapur Mamacan. Although the questionnaire was administered in Indonesian, all measurement statements are translated into English in Table 1 to facilitate international readership. Content validity was evaluated by an academic expert, the supervising lecturer in Sharia Business Management, who assessed the relevance of the questionnaire items to their intended indicators and recommended wording improvements. A formal content validity index was not calculated. Before the main survey, the questionnaire was pilot-tested with 20 students who were not included in the final sample. The pilot test indicated that the questionnaire statements were generally understandable, although two items (X9 and Y5) were revised to improve clarity.

Table 1. Measurement Constructs, Operational Indicators, Conceptual Foundations, and Questionnaire Items.

Construct and dimension	Item	Measurement statement (English translation)	Conceptual basis
TikTok Content — Attractiveness	X1	I like the visual appearance and presentation style of the culinary content published by the "Makan di Blora" TikTok account.	[6]
	X2	The content published by "Makan di Blora" attracts my attention when it appears on my TikTok feed.	
	X3	I feel entertained when watching content published by "Makan di Blora".	
TikTok Content — Credibility	X4	The content makes me more confident about trying the menu items offered by Dapur Mamacan.	[7]
	X5	The content convinces me that Dapur Mamacan offers good-quality food.	
	X6	I trust the reviews presented in the "Makan di Blora" content.	
TikTok Content — Informativeness	X7	My knowledge of Dapur Mamacan's menu has increased after watching the content.	[8]
	X8	The content helps me better understand the unique characteristics of Dapur Mamacan compared with other culinary establishments.	
	X9	The "Makan di Blora" content has distinctive characteristics that differentiate it from other culinary content.	
TikTok Content — Clarity and Exposure	X10	Information about prices, menu items, and location is clearly presented in the content.	[8]
	X11	The language and presentation style used in the content are easy to understand.	
	X12	I frequently watch or encounter content published by "Makan di Blora" on TikTok.	
Purchase Intention — Transactional	Y1	I intend to purchase products from Dapur Mamacan after watching the content.	
	Y2	I plan to visit Dapur Mamacan in the near future.	
Purchase Intention — Referential	Y3	I would recommend Dapur Mamacan to my friends or family members.	
	Y4	I would encourage others to purchase products from or visit Dapur Mamacan.	
Purchase Intention — Preferential	Y5	Dapur Mamacan is my first choice compared with similar culinary establishments in Blora.	
	Y6	After watching the content, I prefer Dapur Mamacan over other culinary establishments.	
Purchase Intention — Exploratory	Y7	After watching the content, I seek additional information about Dapur Mamacan's menu and prices.	
	Y8	I actively search for information about Dapur Mamacan, including its location, opening hours, and promotional offers, on social media.	

Note: The TikTok Content construct comprises 12 items (X1–X12), while Purchase Intention comprises eight items (Y1–Y8). All items were measured using a five-point Likert scale (1 = strongly disagree; 5 = strongly agree). The questionnaire was administered in Indonesian, and the statements presented here are English translations. References [6–8] provide conceptual foundations rather than evidence of direct instrument adoption. The exposure item (X12) has no separately cited conceptual source.

2.3. Data Screening and Analysis.

All 150 responses were complete, with no missing values or duplicate response profiles. Composite scores ranged from 12 to 60 for TikTok Content and from 8 to 40 for Purchase Intention. No composite score exceeded $|z| = 3$. One observation had a studentised residual of 3.03 but a low Cook's distance (maximum = 0.058); therefore, all observations were retained. Regression diagnostics indicated acceptable residual normality (Shapiro–Wilk $W = 0.991$, $p = 0.412$), linearity, and limited multicollinearity (VIF = 1.82–2.15). The Durbin–Watson statistic was 2.16. Mild heteroscedasticity was detected (Breusch–Pagan $\chi^2(1) = 3.99$, $p = 0.046$), and HC3 robust standard errors were therefore calculated. Harman's single-factor test explained

34.7% of the variance, suggesting no dominant single factor, although common method bias could not be ruled out. Item validity was assessed using corrected item–total correlations (critical r = 0.160), while convergent validity was evaluated through standardised loadings, average variance extracted (AVE), and composite reliability (CR) [19, 20]. Discriminant validity was assessed using the heterotrait–monotrait ratio (HTMT; threshold = 0.85), and internal consistency was evaluated using Cronbach's alpha. Simple linear regression was used to test H1, while exploratory multiple regression examined H2–H5 at a significance level of 0.05. Analyses were conducted using IBM SPSS Statistics 25, with additional verification and diagnostic testing performed in Python using NumPy and SciPy.

3. Results and Discussion

3.1. Respondent Characteristics.

Table 2 presents the demographic characteristics of the 150 respondents. Most were aged 20–21 years (47.3%) and female (59.3%). Fourth-semester students accounted for the largest proportion (36.7%), while Sharia Economics was the most represented study programme (31.3%). All respondents had previously viewed the “Makan di Blora” TikTok content, and 52.0% had purchased products from or visited Dapur Mamacan.

Table 2. Demographic Characteristics of Respondents (N = 150).

Characteristic	Category	Frequency (n)	Percentage (%)
Age	18–19 years	47	31.3
	20–21 years	71	47.3
	22–24 years	32	21.3
Gender	Female	89	59.3
	Male	61	40.7
Semester	Semester 2	29	19.3
	Semester 4	55	36.7
	Semester 6	47	31.3
	Semester 8	19	12.7
Study programme	Sharia Economics	47	31.3
	Islamic Business Management	42	28.0
	Islamic Religious Education	41	27.3
	Sharia Banking	20	13.3
Previous purchase or visit	Yes	78	52.0
	No	72	48.0

Note: All 150 respondents had previously viewed “Makan di Blora” content. Percentages may not total 100% because of rounding.

3.2. Validity and Reliability.

Table 3 presents the measurement validity and reliability results. The four TikTok Content dimensions demonstrated acceptable standardised factor loadings (0.651–0.854), average variance extracted (AVE = 0.543–0.592), and composite reliability (CR = 0.781–0.813). However, Cronbach's alpha values (0.579–0.654) were below the conventional 0.70 threshold, indicating limited internal consistency at the dimension level. The overall TikTok Content construct showed satisfactory reliability (α = 0.860; CR = 0.887), although its AVE (0.396)

was below the recommended 0.50 threshold. Purchase Intention demonstrated satisfactory reliability (α = 0.856; CR = 0.888), with an AVE of 0.499, marginally below the threshold.

Table 3. Factor Loadings, Convergent Validity, and Reliability of Measurement Constructs.

Construct / dimension	Item	Loading	AVE	CR	Cronbach's α
Attractiveness	X1	0.702	0.546	0.783	0.580
	X2	0.776			
	X3	0.738			
Credibility	X4	0.777	0.592	0.813	0.654
	X5	0.772			
	X6	0.760			
Informativeness	X7	0.746	0.543	0.781	0.579
	X8	0.761			
	X9	0.703			
Clarity and exposure	X10	0.764	0.579	0.803	0.628
	X11	0.854			
	X12	0.651			
TikTok Content (overall)	X1–X12	0.567–0.700	0.396	0.887	0.860
Purchase Intention	Y1	0.761	0.499	0.888	0.856
	Y2	0.775			
	Y3	0.718			
	Y4	0.645			
	Y5	0.666			
	Y6	0.722			
	Y7	0.655			
	Y8	0.700			

Note: AVE = average variance extracted; CR = composite reliability; α = Cronbach's alpha. Common reference thresholds are AVE ≥ 0.50, CR ≥ 0.70, and α ≥ 0.70.

All corrected item–total correlations exceeded the critical value (r = 0.160), ranging from 0.48 to 0.61 for TikTok Content and from 0.54 to 0.67 for Purchase Intention. Discriminant validity analysis showed that HTMT values between content dimensions and Purchase Intention ranged from 0.60 to 0.74, below the 0.85 threshold. However, HTMT values among the four content dimensions ranged from 0.92 to 1.08, indicating inadequate discriminant validity. Therefore, the overall TikTok Content score was retained for the primary analysis, while dimension-level relationships were interpreted as exploratory.

3.3. Descriptive Statistics.

Table 4 summarises the descriptive statistics of the study variables. TikTok Content and Purchase Intention had identical mean scores (3.76), indicating generally favourable responses. Among the content dimensions, clarity and exposure recorded the highest mean (3.79), followed by attractiveness (3.77), informativeness (3.76), and credibility (3.72). The small differences suggest relatively consistent perceptions across dimensions. At the item level, mean scores ranged from 3.65 to 3.85 for TikTok Content and from 3.67 to 3.87 for Purchase Intention. The highest purchase intention score was recorded for willingness to purchase (Y1; mean = 3.87), whereas preferential intention (Y5) had the lowest score (mean = 3.67). The relatively small standard deviations and skewness values indicate moderate response variability without substantial distributional asymmetry. These favourable perceptions are consistent with previous findings on TikTok marketing and electronic word of mouth in Indonesia [2, 3].

However, because respondents were selected based on previous exposure to the content, the findings should not be generalised to the wider population of Blora Regency.

Table 4. Descriptive Statistics of Tiktok Content and Purchase Intention.

Statistic	TikTok Content	Attractiveness	Credibility	Informativeness	Clarity and exposure	Purchase Intention
Number of items	12	3	3	3	3	8
Mean	3.76	3.77	3.72	3.76	3.79	3.76
SD	0.48	0.55	0.58	0.57	0.58	0.56
Minimum–maximum	2.50–4.75	2.33–4.67	2.33–5.00	2.33–5.00	2.33–5.00	2.25–4.88
Skewness	0.10	−0.25	0.19	0.03	−0.12	−0.41
Kurtosis	−0.46	−0.61	−0.42	−0.56	−0.46	−0.23
Cronbach's α	0.860	0.580	0.654	0.579	0.628	0.856

Note: Statistics are based on mean item scores using a five-point Likert scale. SD = standard deviation.

3.4. Assumption and Linearity Tests.

Regression assumptions were evaluated to ensure the reliability of the statistical results. As presented in Table 5, the lack-of-fit test confirmed a linear relationship between TikTok Content and Purchase Intention ($p = 0.732$), while the Shapiro–Wilk test indicated normally distributed residuals ($p = 0.412$). The Durbin–Watson statistic (2.16) suggested no substantial autocorrelation, and variance inflation factors (1.82–2.15) indicated acceptable multicollinearity levels in the exploratory model. Although the Breusch–Pagan test identified mild heteroscedasticity ($p = 0.046$), HC3 robust standard errors were applied. No influential observations were identified. Harman's single-factor test explained 34.7% of the variance, although this result does not conclusively exclude common method bias.

Table 5. Diagnostic Tests of Regression Assumptions.

Assumption	Diagnostic test	Result	Interpretation
Linearity	Lack-of-fit test	$F(24, 124) = 0.80$, $p = 0.732$	Linear relationship supported
Residual normality	Shapiro–Wilk	$W = 0.991$, $p = 0.412$	No significant departure from normality
Residual independence	Durbin–Watson	$d = 2.16$	No substantial autocorrelation
Homoscedasticity	Breusch–Pagan	$\chi^2(1) = 3.99$, $p = 0.046$	Mild heteroscedasticity; HC3 applied
Outliers and influence	Standardised scores, studentised residuals, Cook's distance	$\lvert z\rvert < 3$; max $\lvert t_i\rvert = 3.03$; max $D = 0.058$	No influential observations
Multicollinearity	Variance inflation factor	1.82–2.15	Acceptable
Common method bias	Harman's single-factor test	34.7% variance explained	No dominant single factor

Figure 2 illustrates the relationship between TikTok Content and Purchase Intention, showing a positive and approximately linear association between the two variables. The upward slope of the fitted regression line indicates that respondents with more favourable perceptions of TikTok promotional content generally reported higher purchase intention toward Dapur Mamacan. The shaded 95% confidence interval represents the uncertainty surrounding the estimated mean regression relationship. This visual pattern is consistent with the regression results presented in Table 6, where TikTok Content was significantly associated with Purchase Intention ($\beta = 0.585$, $p < 0.001$), explaining 34.2% of the variance ($R^2 = 0.342$).

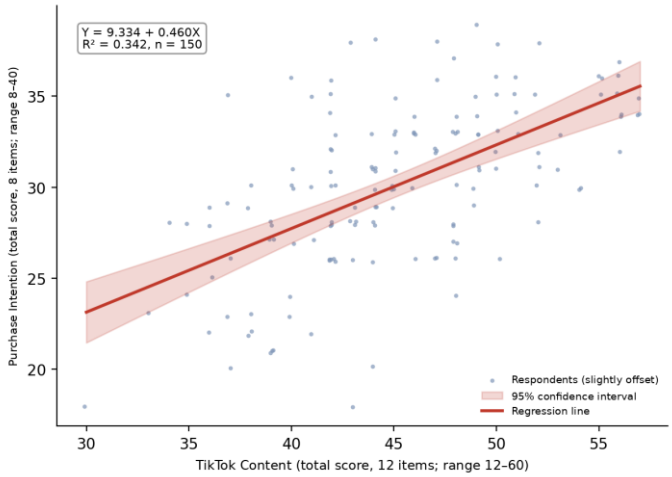


Figure 2. Scatterplot of TikTok Content and Purchase Intention with the Fitted Regression Line and 95% Confidence Interval.

3.5. Regression Results.

Simple linear regression was conducted to examine the relationship between TikTok Content and Purchase Intention. As shown in Table 6, the regression model was statistically significant ($F(1, 148) = 76.83$, $p < 0.001$), explaining 34.2% of the variance in Purchase Intention ($R^2 = 0.342$). TikTok Content was positively associated with Purchase Intention ($B = 0.460$, $\beta = 0.585$, $p < 0.001$), indicating that a one-point increase in the TikTok Content composite score corresponded to an estimated 0.460-point increase in the Purchase Intention score. The relationship remained significant when HC3 robust standard errors were applied. Therefore, H1 was supported.

Table 6. Simple Linear Regression of Purchase Intention on TikTok Content.

Parameter	Statistic	Value
Model fit	R	0.585
	R^2	0.342
	Adjusted R^2	0.337
	Standard error of estimate	3.68
Model significance	F(1, 148)	76.83
	p-value	< 0.001
Constant	B	9.334
	SE	2.387
	t	3.91
	p-value	< 0.001
TikTok Content	B	0.460
	SE	0.052
	Standardised β	0.585
	t	8.77
	p-value	< 0.001
	95% CI for B	0.356–0.564
Robust estimation (HC3)	SE	0.047
	t	9.69
	p-value	< 0.001
Effect size	Cohen's f^2	0.52

Note: Dependent variable = Purchase Intention. B = unstandardised coefficient; SE = standard error; β = standardised coefficient; CI = confidence interval; HC3 = heteroscedasticity-consistent estimator.

The estimated regression equation was Y = 9.334 + 0.460X, where X represents the TikTok Content composite score and Y represents Purchase Intention. The effect size (f^2 = 0.52) indicates a substantial association between the variables. Nevertheless, the cross-sectional design does not establish causality.

Exploratory multiple regression was subsequently performed to assess the individual contributions of the four content dimensions. Table 7 shows that the model explained 35.3% of the variance in Purchase Intention (adjusted R^2 = 0.336). Informativeness (β = 0.260, p = 0.009) and clarity and exposure (β = 0.261, p = 0.005) were significant positive predictors. In contrast, attractiveness (p = 0.129) and credibility (p = 0.680) were not statistically significant after controlling for the other dimensions. Accordingly, H4 and H5 were supported, whereas H2 and H3 were not supported in the exploratory model.

Table 7. Exploratory Multiple Regression of Purchase Intention on TikTok Content dimensions.

Predictor	B	SE	β	t	p	VIF
Attractiveness	0.141	0.092	0.138	1.53	0.129	1.82
Credibility	0.039	0.095	0.040	0.41	0.680	2.15
Informativeness	0.258	0.097	0.260	2.66	0.009	2.14
Clarity and exposure	0.253	0.089	0.261	2.84	0.005	1.90
Constant	1.155	0.300	—	3.84	< 0.001	—

Note: Dependent variable = Purchase Intention; R^2 = 0.353; adjusted R^2 = 0.336. B = unstandardised coefficient; β = standardised coefficient; VIF = variance inflation factor.

3.6. Relative Contributions of TikTok Content Dimensions.

The exploratory results in Table 7 indicate that informativeness and clarity and exposure had the strongest unique associations with Purchase Intention, with nearly identical standardised coefficients (β = 0.260 and 0.261, respectively). These findings suggest that consumers may place greater emphasis on useful product information and clear promotional messages when evaluating unfamiliar local culinary establishments. This interpretation is consistent with the perceived diagnosticity mechanism discussed by Cheng et al. [8], although it differs from studies emphasising entertainment and influencer credibility [6, 7]. The non-significant coefficients for attractiveness and credibility do not necessarily indicate an absence of relationships with Purchase Intention, as both dimensions showed positive bivariate correlations (r = 0.45–0.46). Their contributions may overlap with those of informativeness and clarity and exposure, particularly because credibility and informativeness were strongly correlated (r = 0.67). Furthermore, the high HTMT values among the content dimensions (0.92–1.08; Table 3 reports their reliability, while the HTMT results are discussed in Subheading 3.2) indicate insufficient discriminant validity. Therefore, the dimension-level findings should be interpreted cautiously, and the overall TikTok Content construct remains the primary basis for evaluating the relationship with Purchase Intention.

3.7. Why Tiktok Content Explains One Third of Purchase Intention.

TikTok Content explained 34.2% of the variance in Purchase Intention (R^2 = 0.342; Cohen's f^2 = 0.52), indicating a substantial association between the variables. However, approximately 65.8% of the variance remained unexplained, suggesting that additional factors may influence consumer purchasing decisions. These factors may include consumer trust, electronic word of

mouth (e-WOM), brand image, price, product quality, taste, and service quality, which were not directly examined in the present study.

Consumer trust may play an important role in translating promotional content into purchase intention, particularly when consumers cannot evaluate products before purchasing. Lu and Chen [17] demonstrated that uncertainty reduction contributes to purchase intention in live-streaming commerce, while Chen et al. [4] reported a strong relationship between affective trust and impulsive purchase intention (β = 0.51). Similarly, e-WOM may reinforce the influence of TikTok content through online reviews, shared experiences, and interpersonal recommendations. Pratama and Astarini [3] found that the quality, quantity, credibility, and expertise of e-WOM sources were positively associated with purchase intention. In smaller communities such as Blora, recommendations from friends and family may complement digital promotional activities and influence consumers' purchasing decisions.

Brand image and product-related characteristics may also explain additional variation in purchase intention. Fellysia and Simamora [2] identified brand image as a mediator between TikTok e-WOM and purchase intention. Furthermore, Salem and Kiss [21] demonstrated the importance of perceived service quality and price perception in repurchase intention. Studies involving Indonesian culinary businesses have similarly highlighted the relevance of taste, price affordability, product quality, customer satisfaction, menu variety, and servicescape in shaping repurchase decisions [22–24]. These findings suggest that TikTok content may generate initial consumer interest, while actual purchasing decisions may also depend on product affordability, taste preferences, and previous consumption experiences.

Additional analysis showed no statistically significant difference in Purchase Intention between respondents who had previously purchased from or visited Dapur Mamacan (n = 78; M = 3.82, SD = 0.60) and those without previous experience (n = 72; M = 3.70, SD = 0.52), Welch's t(147.2) = 1.29, p = 0.200. Both groups also reported identical mean perceptions of TikTok Content (M = 3.76). These findings suggest that previous purchasing experience was not significantly associated with purchase intention in this sample. Nevertheless, the results do not establish whether TikTok exposure leads to actual purchases. Future studies should incorporate consumer trust, brand image, product quality, price perception, and actual purchasing behaviour to provide a more comprehensive explanation of consumer responses to TikTok marketing.

3.8. Comparison with Previous Research.

The positive relationship between TikTok Content and Purchase Intention is consistent with previous studies demonstrating the importance of social media content and e-WOM in consumer purchasing decisions [1–3, 6]. However, differences in respondent characteristics, marketing contexts, content exposure, research design, and analytical approaches may explain variations in the findings. The present study involved students aged 18–24 years from a single higher education institution, representing a relatively homogeneous population of young TikTok users. Furthermore, all respondents had previously encountered the promotional content, potentially restricting variation in exposure and limiting the generalisability of the findings.

The local culinary context also distinguishes this study from research focusing on live-streaming commerce and online transactions. Unlike digital shopping environments, where consumers may rely heavily on trust and uncertainty reduction [4, 17], TikTok content

promoting local culinary establishments provides information about products that consumers can evaluate through direct visits. This distinction may explain why informativeness and clarity and exposure demonstrated stronger unique associations with Purchase Intention than attractiveness and credibility. The findings are consistent with Cheng et al. [8], who highlighted the importance of perceived diagnosticity in product evaluation, but differ from studies emphasising hedonic value and parasocial relationships [6, 7].

Methodological differences may also contribute to these variations. The present study employed a cross-sectional survey and regression analysis using observed composite scores, whereas previous investigations have applied experimental approaches or structural equation modelling to examine mediating mechanisms [2, 4, 8]. Furthermore, the present study measured purchase intention rather than actual purchasing behaviour, limiting causal interpretation. The exploratory findings indicated that informativeness ($\beta = 0.260$) and clarity and exposure ($\beta = 0.261$) were significant predictors, whereas attractiveness and credibility were not significant after controlling for the other dimensions. However, the high correlations and HTMT values among the content dimensions indicate insufficient discriminant validity. Consequently, these findings should be interpreted cautiously and validated through future studies using more clearly differentiated measurement constructs, including indicators of consumer interaction and actual purchasing behaviour.

3.9. Comparison with Previous Research.

Table 8 compares the findings of the present study with previous research on TikTok marketing, electronic word of mouth (e-WOM), influencer credibility, and consumer purchase intention. Overall, the findings are consistent with studies reporting positive relationships between social media content and purchase intention [1–3, 6]. However, the present study differs in identifying informativeness and clarity and exposure as the strongest unique predictors, whereas previous research has emphasised hedonic value, influencer credibility, trust, and social interaction [4, 5, 7, 8]. These differences may reflect the local culinary context, respondent characteristics, and methodological approaches. Unlike broader e-commerce settings, local culinary marketing often involves products that consumers can evaluate through direct visits, making practical information about menus, prices, locations, and product characteristics particularly relevant. Consequently, informative and clearly presented promotional content may help potential customers assess available options and reduce uncertainty before making purchasing decisions. The findings suggest that the relative importance of TikTok content characteristics may depend on the purchasing context. While entertainment and influencer credibility can attract attention and generate engagement, their contributions may overlap with the informational value of promotional content. The non-significant relationships observed for attractiveness and credibility should therefore not be interpreted as evidence that these characteristics are unimportant. Importantly, the comparisons presented in Table 8 are conceptual rather than direct statistical comparisons because the studies employed different samples, constructs, and analytical methods. The main contribution of this study is its focus on the informational characteristics of TikTok content in promoting a local culinary MSME. Nevertheless, the insufficient discriminant validity among the content dimensions limits the interpretation of their individual contributions. Future research should employ more clearly differentiated measurement scales and investigate whether these

relationships remain consistent across different consumer groups, culinary businesses, and geographical settings.

Table 8. Comparison of the Present Findings with Previous Studies on Social Media Marketing and Purchase Intention.

Research context	Main variables	Key findings	Relationship to present study	Reference
TikTok food-related UGC; qualitative interviews	UGC characteristics and purchase intention	Audio, video, and food reviews influence consumer interest and purchasing decisions.	Consistent with the importance of food-related content.	[1]
257 TikTok consumers, China	Hedonic value, utilitarian value, enjoyment, and flow	Hedonic and utilitarian values positively influence purchase intention.	Partially consistent; attractiveness was not a significant unique predictor.	[6]
Experimental study of product videos	Video presentation, diagnosticity, imagery, and purchase intention	Product usage videos enhance purchase intention through diagnosticity and mental imagery.	Consistent with the importance of informativeness and clarity.	[8]
Influencer marketing survey	Influencer attributes, trust, expertise, and parasocial relationships	Parasocial relationships play an important role in purchase intention.	Partially different; credibility was not significant in the exploratory model.	[7]
Instagram and TikTok users, Indonesia	e-WOM quality, quantity, credibility, expertise, and purchase intention	All four e-WOM dimensions positively relate to purchase intention.	Consistent with the overall association; e-WOM was not directly examined.	[3]
183 followers of a TikTok brand account	e-WOM, brand image, and purchase intention	e-WOM influences purchase intention directly and through brand image.	Consistent with the overall relationship; brand image was not measured.	[2]
330 live-streaming users, China	Interaction ability, affective distance, trust, and impulsive purchase intention	Affective trust strongly predicts impulsive purchase intention.	Provides a complementary explanation involving trust.	[4]
Live-streaming commerce consumers	Interaction, social presence, trust, and purchase hesitation	Interaction influences hesitation through social presence; trust does not significantly reduce hesitation.	Not directly comparable; interaction and hesitation were not measured.	[5]
150 university students, Blora (present study)	TikTok Content dimensions and Purchase Intention	$R^2 = 0.342$; informativeness and clarity and exposure were significant exploratory predictors.	Highlights informative and clearly presented content in local culinary marketing.	—

3.10. Practical Implications.

The findings offer practical guidance for Dapur Mamacan and similar culinary MSMEs seeking to improve their TikTok marketing strategies. As shown in Table 6, TikTok Content was positively associated with Purchase Intention ($\beta = 0.585$), while Table 7 identified informativeness and clarity and exposure as the strongest unique predictors ($\beta = 0.260$ and 0.261, respectively). These results suggest that promotional content should prioritise useful product information, clear presentation, and accessible communication rather than relying exclusively on visual attractiveness. Table 9 presents five recommended strategies based on the study findings and supporting literature. Transparent product information and credible demonstrations are particularly relevant because they may help consumers evaluate food quality, prices, and product characteristics before purchasing [8, 17]. User-generated content and interactive communication may further strengthen social proof and consumer engagement [1, 3, 5, 9]. Meanwhile, local storytelling may enhance cultural relevance and audience identification [6, 25]. However, these strategies represent practical recommendations rather than interventions directly tested in the present study.

Table 9. Recommended TikTok Marketing Strategies for Local Culinary Msmes.

Strategy	Recommended actions	Expected mechanism	Reference
Product demonstrations	Show food preparation, ingredients, portion sizes, and authentic customer experiences.	Product diagnosticity, visual understanding, and consumer trust.	[7, 8]
User-generated content	Encourage customers to share food reviews, use branded hashtags, and repost authentic experiences with permission.	e-WOM, social proof, and credibility.	[1, 3]
Transparent product information	Clearly display prices, menus, portions, ingredients, location, and promotional offers.	Reduced uncertainty and improved purchase decision-making.	[8, 17]
Interactive communication	Respond to comments, create video replies, conduct Q&A sessions, and organise occasional live streams.	Social presence, engagement, and community relationships.	[5, 9]
Local storytelling	Incorporate Blora cultural references, local expressions, culinary traditions, and business-owner stories.	Emotional engagement, cultural identification, and local relevance.	[1, 6, 25]

Note: Numerical references are placed in the rightmost column of both tables. UGC = user-generated content; e-WOM = electronic word of mouth.

The recommendations in Table 9 indicate that effective TikTok marketing should combine informative content with credible communication and local audience engagement. For Dapur Mamacan, displaying product details, prices, and location information may be a practical priority, while customer reviews and interactive content can complement these efforts. Nevertheless, TikTok promotion should be integrated with competitive pricing, consistent food quality, and satisfactory service because promotional content alone does not explain all variations in consumer purchase intention.

4. Conclusions

This study demonstrated a significant positive relationship between TikTok promotional content published by the "Makan di Blora" account and purchase intention toward Dapur Mamacan among students at Institut Agama Islam Khozinatul Ulum (IAI Khozinatul Ulum) Blora ($Y = 9.334 + 0.460X$, $R^2 = 0.342$, $F(1, 148) = 76.83$, $p < 0.001$; $n = 150$). TikTok Content explained 34.2% of the variance in Purchase Intention, while the remaining 65.8% may be associated with other factors, including consumer trust, electronic word of mouth (e-WOM), brand image, price, taste, and service quality. Exploratory analysis identified informativeness and clarity and exposure as significant predictors, whereas attractiveness and credibility showed no significant unique associations after controlling for the other dimensions. These findings extend TikTok marketing research to local culinary micro, small, and medium enterprises (MSMEs), highlighting the importance of informative and clearly presented promotional content in shaping consumer purchase intention. Several limitations should be acknowledged. First, the study focused on a single culinary establishment and a specific student population, limiting the generalisability of the findings. Second, its cross-sectional design and reliance on self-reported purchase intention prevent causal interpretation and do not establish actual purchasing behaviour. Third, insufficient discriminant validity among the content dimensions (HTMT > 0.90), the combination of clarity and exposure indicators, and conceptual overlap between item X4 and purchase intention may affect the interpretation of dimension-level results. Furthermore, consumer interaction and potential mediating variables were not measured. Content validity was assessed by a single expert without calculating a content

validity index, while the pilot test (n = 20) primarily evaluated questionnaire clarity. Future research should include more diverse respondents and multiple culinary establishments, examine actual purchasing behaviour, and incorporate trust, e-WOM, brand image, price perception, and service quality. Confirmatory factor analysis (CFA) or structural equation modelling (SEM) could also be employed to validate the measurement constructs and investigate potential mediating relationships.

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Author Contributions

R.S.N.: Conceptualization, methodology, investigation, formal analysis, and writing – original draft. M.N.: Supervision, guidance, and manuscript review. All authors reviewed and approved the final manuscript.

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Competing Interests

The authors declare no financial, personal, or professional conflicts of interest. The research was self-funded, and the authors have no commercial relationships with Dapur Mamacan or the administrators of the “Makan di Blora” TikTok account. The first author was a student at the institution from which the respondents were recruited, representing a potential source of researcher–participant familiarity. To reduce potential response and researcher bias, data were collected using a structured, closed-ended questionnaire with a five-point Likert scale and analysed using standard statistical procedures. Nevertheless, these measures do not eliminate potential bias, and the relevant methodological limitations are acknowledged in the Conclusions.

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