

THE INFLUENCE OF SOCIAL MEDIA AND MARKETING CONTENT ON PURCHASE INTENTION FOR NUFACE PRODUCTS ON TIKTOK SHOP: A CASE STUDY OF STUDENTS AT AS-SYAFI'YAH ISLAMIC UNIVERSITY

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Abstrak

Penelitian ini bertujuan untuk mengkaji "Pengaruh Media Sosial dan Konten Pemasaran terhadap Minat Beli Produk Nuface di TiktokShop Universitas Islam As-Syafi'iyah." Sampel dalam penelitian ini terdiri dari 140 responden. Penelitian menggunakan Uji Validitas, Uji Keandalan, Uji Normalitas, Uji Multikolinearitas, dan Uji Heteroscedastisitas. Analisis yang digunakan dalam penelitian ini meliputi Multiple Regression Analysis, Multiple Correlation Analysis, Coefficient of Determination, dan Hypothesis Testing. Hasil uji-t menunjukkan bahwa variabel Media Sosial (X1) memiliki pengaruh positif dan signifikan terhadap minat beli (Y), dengan nilai-t > tabel-t (2,131 > 1,977) dan nilai signifikansi < α (0,035 < 0,05). Variabel Konten Pemasaran (X2) juga memiliki pengaruh positif dan sangat signifikan pada Niat Pembelian (Y), dengan nilai-t > tabel-t (4,058 > 1,977) dan nilai signifikansi < α (0,000 < 0,05). Nilai korelasi adalah 0,718, menunjukkan hubungan yang kuat. Koefisien penentuan menunjukkan bahwa Media sosial (X1) dan Konten Pemasaran (X2) berkontribusi 51,7% terhadap Minat Beli (Y), sedangkan 48,3% sisanya dipengaruhi oleh faktor lain yang tidak dianalisis dalam penelitian ini.

Kata kunci: Media Sosial, Pemasaran Konten, Minat Beli

Abstract

This study aims to test "The Influence of Social Media and Marketing Content on purchase intention in Nuface Products on TiktokShop at As-syafi'iyah Islamic University" The sample in this study amounted to 140 respondents. The research uses Validity Test, Reliability Test, Normality Test, Multicollinearity Test, and Heteroscedasticity Test. Analysis In the study using Multiple Regression Analysis, Multiple Correlation Analysis, Coefficient of Determination and Hypothesis Test. The results of the T-Test study showed that the Social Media Variable (X1) had a Positive and Significant Effect on purchase intention (Y) with a T- Table Calculation value of > (2.131 > 1.977) and a sig value > α value (0.035 < 0.05). Marketing Content (X2) has a positive and very significant effect on purchase intention (Y) with a Calculated Value of > Ttable (4.058 > 1.977) and a Sig Value > α Value (0.000 < 0.05). The correlation value is 0.718 which means that it shows a strong relationship. The value of the determination coefficient given by Social Media (X1) and Marketing Content (X2) to purchase intention (Y) was 51.7% and the remaining 48.3%, influenced by other factors that were not analyzed.

Keywords: Social Media, Content Marketing, purchase intention

INTRODUCTION

The development of digital technology has brought about a major change in the way consumers interact with brands and products. One of the phenomena that is very felt in the modern marketing world is the use of social media as the main platform for promotion and communication between business actors and consumers. The TikTok application, as one of the fastest-growing social media in the world, offers a great opportunity for brands to reach consumers, especially from young people who are digitally active.

In this context, content marketing strategies are becoming increasingly crucial. Interesting, informative, and relevant content can shape a positive consumer perception of a product, while encouraging buying interest. TikTokShop as an e-commerce feature on TikTok allows direct interaction between brands and consumers, while speeding up the conversion process from interest to purchase decision. One of the brands that makes good use of this platform is NuFace, a skincare brand from Korea that is now popular in Indonesia thanks to its affordable prices and effective digital marketing strategy.

NuFace's success in utilizing social media, especially TikTok, cannot be separated from its ability to present creative content, collaborations with influencers, as well as attractive promotions such as discounts and live streaming directly from warehouses or factories. This attracts the attention of consumers, especially students, who are one of the potential market segments in the skincare industry.

However, the success of marketing through social media and content marketing is not necessarily linear with increasing consumer buying interest. Several previous studies have shown mixed results regarding the influence of social media and content marketing on buying interest. Therefore, it is important to conduct further research to identify the extent to which these two variables really affect buying interest, especially in the context of TikTokShop users.

This study focuses on students of As-Syafi'iyah Islamic University as the object of study, considering that this group is an active user of social media and is also a potential consumer in the skincare market. It is hoped that the results of this research can make a theoretical contribution to the development of digital marketing science and provide practical input for companies in designing promotional strategies that are more effective and relevant to current consumer behavior.

Based on this background, the title raised in this study is: **“The Influence of Social Media and Marketing Content on Purchase Intention for Nuface Products on TikTok Shop: A Case Study of Students at As-Syafi'iyah Islamic University”**

LITERATURE REVIEW

Social media is a digital platform that allows users to interact with each other, share information, and form communities online. According to Kaplan and Haenlein (2010), social media is a group of internet-based applications built on the ideological foundation and Web 2.0 technology that allows the creation and exchange of user-generated content. In the context of marketing, social media has become an effective tool to reach target consumers directly and interactively.

TikTok is a form of short video-based social media that is very popular among the younger generation. Features like TikTokShop make users not only enjoy entertainment content, but also be able to make purchases directly from within the app. This marks a major shift in the behavior of digital consumers who increasingly rely on social media as a means of information and transactions.

Content marketing is a communication strategy that conveys the value of a product or service through content that is interesting and relevant to the target audience. According to Pulizzi (2014), content marketing is a marketing technique to create and distribute valuable, relevant, and consistent content in order to attract and retain a clear audience, and ultimately drive profitable customer actions.

Quality content, such as informative videos, product reviews, user tutorials, and consumer testimonials, can build trust and create a positive perception of the product. On TikTok, creative, authentic, and fast-paced content is one of the main keys in attracting the attention of potential buyers.

Purchase intention is the desire or intention of consumers to buy a product based on the evaluation of various information received. Schiffman and Kanuk (2008) define buying interest as the stage where consumers form a preference for a brand and have a tendency to make a purchase. Buying interest is greatly influenced by internal factors such as needs and preferences, as well as external factors such as advertisements, reviews, promotions, and social media content.

In the context of e-commerce through social media such as TikTokShop, purchase intention can be formed through consumer interaction with the content they consume directly, including live shopping, discounts, and testimonials displayed in videos.

Several previous studies have shown that social media has a significant influence on purchase intention. Research by Setiawan (2020) concludes that the optimal use of social media can increase brand awareness and consumer purchase intention. Meanwhile, a study by Amanda (2021) states that creative and relevant marketing content is able to build consumer emotional engagement so that it has an impact on purchase intention.

However, the results of other studies, such as those conducted by Pratiwi (2022), show that not all content on social media has a significant impact on purchase intention, as it depends on consumer perceptions of the credibility and authenticity of the content presented.

Therefore, the following are the conceptual frameworks and hypotheses proposed in this study

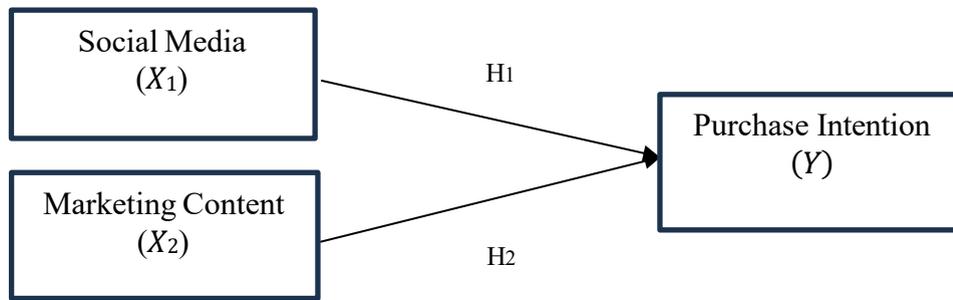


Figure 1. Framework Research

H1: Social media has a positive effect on purchase intention in NuFace products on TikTokShop.

H2: Marketing content has a positive effect on purchase intention in NuFace products on TikTokShop.

RESEARCH METHODS

This study uses a quantitative approach with a descriptive method. This approach is considered appropriate to analyze the influence of Social media and Marketing Content on the Purchase Intention of NuFace Products on TikTokShop (Case Study on Students of As-Syafi'iyah Islamic University). The descriptive method is used to describe systematically, factually, and accurately the facts and relationships between the variables studied.

The population in this study is all students of As-Syafi'iyah Islamic University who have purchased NuFace products through TikTokShop. Because the population size is not known exactly, the sample size was determined using a formula from Hair et al. (2019), which is at least 10 times the number of indicators used in the study. Based on the number of indicators as many as 12 items, the minimum sample used is 120 respondents. The sampling technique used is *non-probability sampling with the purposive sampling method*. The data collection technique in this study uses questionnaires as primary data that is disseminated online through Google Form. In addition, secondary data is obtained from literature studies which include books, scientific journals, previous research results, and relevant official sources.

The reliability test was conducted using Cronbach's Alpha, with an instrument considered reliable if the α (alpha) value > 0.6

RESULTS AND DISCUSSION

Table 1. Results of the Validity Test of Online Customer Review Variables (X1)

Statement	r-value	r-table	Interpretation
1	0,664	0,361	VALID
2	0,781	0,361	VALID
3	0,693	0,361	VALID

Statement	r-value	r-table	Interpretation
4	0,838	0,361	VALID
5	0,763	0,361	VALID
6	0,866	0,361	VALID
7	0,463	0,361	VALID
8	0,765	0,361	VALID
9	0,808	0,361	VALID
10	0,755	0,361	VALID

Source: SPSS data processing results, 2025

Based on table 1, it shows that the results of the **Social Media (X1)** validity test there are 10 statements that can be said to be valid because each statement has a number of calculations < rtable 0.361.

Table 2. Results of the Validity Test of Perceived Price Variables (X2)

Statement	r-value	r-table	Interpretation
1	0,805	0,361	VALID
2	0,856	0,361	VALID
3	0,834	0,361	VALID
4	0,767	0,361	VALID
5	0,753	0,361	VALID
6	0,796	0,361	VALID
7	0,712	0,361	VALID
8	0,870	0,361	VALID
9	0,655	0,361	VALID
10	0,723	0,361	VALID

Source: SPSS data processing results, 2025

Based on table 2, it shows that the results of the **Content Marketing (X2)** validity test there are 10 statements that can be said to be valid because each statement has a number of calculations < rtable 0.361.

Table 3. Results of the Validity Test of Purchase Intention Variables (Y)

Statement	r-value	r-table	Interpretation
1	0,779	0,361	VALID
2	0,799	0,361	VALID
3	0,768	0,361	VALID
4	0,864	0,361	VALID
5	0,856	0,361	VALID
6	0,643	0,361	VALID

Statement	r-value	r-table	Interpretation
7	0,773	0,361	VALID
8	0,643	0,361	VALID
9	0,864	0,361	VALID
10	0,917	0,361	VALID

Source: SPSS data processing results, 2025

Based on table 3, it shows that the results of the **Purchase Intention (Y)** validity test there are 10 statements that can be said to be valid because each statement has a number of calculations $>$ rtable 0.361.

Reliability Test Results

Table 4 . Results of the Rehabilitation Test

Variable	Cronbach's alpha	Interpretation
Purchase Intention (Y)	0,908	Reliable
Social Media (X1)	0,926	Reliable
Content Marketing (X2)	0,934	Reliable

Source: SPSS data processing results, 2025

Based on table 4 the reliability results obtained the Cronbach's Alpha value from each variable $>$ 0.60. Thus, it can be said that every variable is reliable.

Normality Test Result

Table. 5 Normality Test Results One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		140
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	6.53388105
Most Extreme Differences	Absolute	.058
	Positive	.058
	Negative	-.047
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

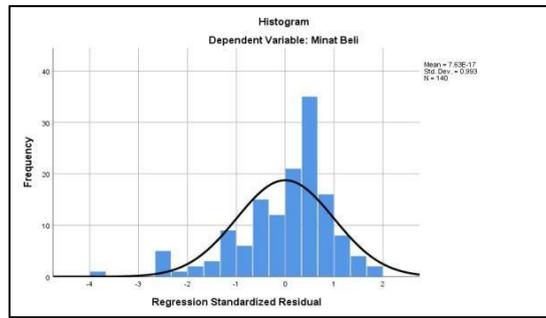
c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: SPSS data processing results, 2025

Based on Picture it can be seen that the data is distributed normally. This can be seen with a Sig value of 0.061 $>$ 0.05. Then it can be concluded that the variable is normally distributed. Thus, the analysis requirements test and the data normality test are

Histogram Graph

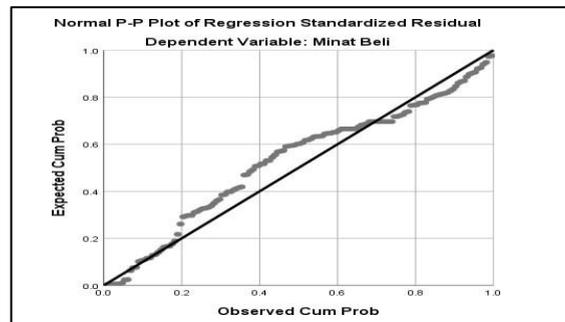


Source: SPSS data processing results, 2025

Figure. 2 Histogram Graph

In the Figure 2 above, it is known that the bar chart is inside the curve and forms a mountain or bell. Thus, it can be concluded that the histogram graph is normal.

Plot Graph



Source: SPSS data processing results, 2025

Figure. 3 Plot Graph

In The Figure 3, it can be seen that the dots are around the diagonal line and the spread follows the direction of the diagonal line. Thus, the results of the *P-Plot normality test* are normal.

Multicollinearity Test Results

Table. 6 Multicollinearity Test Results

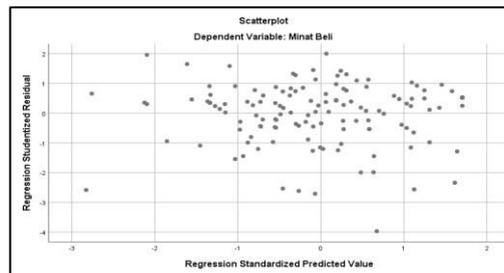
		Coefficients ^a						
		Standardize				Collinearity		
		Unstandardized	d		Statistics			
		Coefficients	Coefficients					
Model		B	Std. Error	Beta	t	Sig.	Toleranc	VIF
1	(Constant)	7.050	2.543		2.772	.006		
	Social Media	.273	.128	.255	2.131	.035	.246	4.070
	Content Marketing	.504	.124	.486	4.056	.000	.246	4.070

a. Dependent Variable: Minat Beli
 Source: SPSS data processing results, 2025

It can be seen that the tolerance value for Social Media and Marketing Content

Variables is 0.246 each, and the VIF value is 4.070 each. Because the tolerance value > 0.10 and the VIF value < 10 , it can be interpreted that there is no multicollinearity between independent variables in this regression model.

Heteroscedasticity Test Results



Source: SPSS data processing results, 2025

Figure 4. Heteroscedasticity Test Results

In the Scatterplot, it can be seen that the data points are scattered randomly, not forming a definite clear pattern, either spreading narrowly or widening along the axis. This shows that there are no symptoms of heteroscedasticity in the regression model, so the model is declared to meet the assumption of homogeneity.

T Test Results

**Table 8. T Test Results
Coefficients^a**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	7.050	2.543		2.772	.006
	Social Media	.273	.128	.255	2.131	.035
	Content Marketing	.504	.124	.486	4.056	.000

a. Dependent Variable: Minat Beli

Source: SPSS data processing results, 2025

Based on the data presented in Table 8, the *calculated t-value* for the Social Media variable (X_1) is 2.045, while the *t-value* of the table at the significance level of 5% with the degree of freedom ($df = n - k = 120 - 2 = 118$) is 1.98045. Since *the t-value* of the table $t > \text{calculation}$ ($2.045 > 1.98045$) and the significance value ($\text{Sig.} = 0.043 < 0.05$), it can be concluded that H_0 is rejected and H_a is accepted. This means that Social Media (X_1) has a significant effect on purchase intention.

Meanwhile, the *calculated t-value* for the Marketing Content variable (X_2) is 6.782, which is also greater than the *table t-value* ($6.782 > 1.98045$) and has a significance value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_a is accepted, which means that Marketing Content (X_2) also has a significant effect on purchase intention.

Thus, the two independent variables, namely Social Media (X_1) and Content Marketing (X_2), were statistically proven to have a significant influence on the purchase intention of NuFace products through TikTokShop in students of the Islamic University of As-Syafi'iyah.

F Test Results

Table 9 F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3884.969	2	1942.484	73.286	.000 ^b
	Residual	3631.281	137	26.506		
	Total	7516.250	139			

- a. Dependent Variable: Minat Beli
- b. Predictors: (Constant), Konten Pemasaran , Media Sosial

Source: SPSS data processing results, 2025

In table 4.50, it can be seen that the *F* value is $73.286 > 3.06$ or the sig value of $0.000 < \alpha = 0.05$. So H_1 is accepted and H_0 is rejected. This means that social media variables and marketing content simultaneously or together have a positive and significant effect on Purchase intention.

DISCUSSION

Based on the results of the data analysis that has been carried out, it is known that the Social Media variable has a positive and significant influence on the purchase intention of NuFace products on TikTokShop. This is evidenced by a significance value of $0.043 < 0.05$ and a *calculated t-value* of $2.045 > 1.98045$. These findings show that the presence of the NuFace brand on the TikTok platform is able to have a strong influence in attracting the attention of consumers, especially students of As-Syafi'iyah Islamic University. Interactive features such as short videos, live streaming, and easy access to TikTokShop make social media an effective means of promotion.

Consumers tend to be more interested in and trusting products that often appear on their social media timelines, especially if the content presented is packaged in an attractive and informative manner. This high exposure to promotions through social media encourages consumers to make purchases, because they feel closer and understand the benefits of the products offered.

Meanwhile, the Marketing Content variable also showed a very significant influence on purchase intention, with a significance value of $0.000 < 0.05$ and a *calculated t-value* of $6.782 > 1.98045$. This means that the better the quality of the marketing content displayed—whether in the form of video tutorials, reviews from other users, or product benefit information—the higher the interest of consumers in buying NuFace products. This is in line with the characteristics of young consumers who tend to be visual and more responsive to emotionally and informative content.

Consistent and authentic content can increase trust and positive perception of the product. Consumers feel more confident when they see how products are used directly in their daily lives through the content creators or influencers they follow.

Simultaneously, through the *F* test, it is known that the two independent variables, namely Social Media and Marketing Content, together have a significant effect on purchase intention. This proves that a digital marketing strategy that combines an active presence on social media and the presentation of high-quality content is an effective combination to encourage consumer purchase intentions, especially in the context of purchasing skincare

products such as NuFace on TikTokShop.

Thus, business actors are advised to continue to develop creative content marketing strategies and increase interaction with consumers through social media in order to maintain and increase buying interest in their products.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the analysis that has been carried out by researchers on The Influence of Social Media and Marketing Content on Purchase Intention of Nuface Products on TikTokShop at As-Syafi'iyah Islamic University), the following conclusions are obtained:

1. Social Media (X1) has a positive and significant effect on purchase intention(Y) in NuFace Products at As-syafi'iyah Islamic University
2. Marketing Content (X2) has a positive and very significant effect on purchase intention (Y) on NuFace products at As-syafi'iyah Islamic University

Recommendation

Based on the results of the analysis carried out, suggestions can be submitted as follows:

1. In the results of the response to the social media variable statement on the statement "I can easily communicate with the Nuface admin at tiktokshop", it is suggested that nuface can improve the quality of communication by providing more responsive, informative, and friendly service in answering consumer questions.
2. In the response results to the variable content marketing on the statement "I want to share nuface marketing content with others", it is recommended that companies create content that is more interesting, creative, and relevant to the needs of the target audience.
3. In the results of the Purchase intention statement "I will make a purchase of Nuface in the near future" it is recommended to strengthen the promotional aspect that highlights the real benefits of the product, user testimonials, or provide special discounts to encourage higher purchase intent.
4. It is hoped that the next researcher will be able to provide an up-to-date overview of the research object in the same or different places, and is expected to further explore other variables that can affect Purchase intention.

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