

THE INFLUENCE OF CONTENT MARKETING AND LIVE SHOPPING OF FASHION PRODUCTS ON BUYING INTEREST IN THE TIKTOK APPLICATION IN PONTIANAK CITY WITH INFLUENCER MARKETING AS A MODERATION VARIABLE

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Abstract

The rapid growth of online shopping has increased competition, making marketing strategies an important factor in shaping consumer buying interest. This study analyzed the influence of Content Marketing and Live Shopping of Fashion products on buying interest in the TikTok application in Pontianak city, with Influencer Marketing as a moderation variable. The quantitative approach was applied by collecting survey data from 150 active TikTok users and analyzing it using PLS-SEM with SmartPLS 4. The findings revealed that Content Marketing and Live Shopping have a positive and significant effect on buying interest. Influencer marketing significantly moderates the relationship between Content Marketing and Live Shopping, which suggests that influencer marketing amplifies consumer buying interest. These results contribute to the literature on digital consumer behavior and provide practical implications for improving application performance and optimizing marketing strategies in online shopping services.

Keywords: Content Marketing, Live Shopping, Influencer Marketing, Buying Interest

INTRODUCTION

Since the restrictions due to the covid-19 pandemic that lasted from 2020 to 2022 around the world, offline marketing has decreased sales, while online marketing has actually increased significantly. The goal of online marketing is to promote as well as increase sales of a product or service in an innovative and creative way. According to databoks, one of the applications that is very popular today is TikTok. TikTok users worldwide recorded an increase of 12.6% when compared to 2022. At the beginning of 2023, Indonesia became one of the countries with the most TikTok users, taking second place after the United States with 109.9 million users. TikTok users are interested in downloading this application because of the offer of entertaining short content or videos, the presence of live streaming features, as well as a very user-friendly interface. In the TikTok application there is a feature that serves as a means of promotion and increasing sales known as TikTok Shop. TikTok Shop was launched in September 2021 at an event called TikTok World organized by the Chinese company ByteDance. TikTok Shop is also able to compete with marketplaces such as Shopee and Tokopedia. This platform offers a variety of products ranging from household appliances, food, electronics, fashion, to other products. Digital survey from tsurvey. id shows that fashion products are one of the most purchased by TikTok Shop users, reaching 75%. The combination of social media and marketplace makes shopping more enjoyable and makes it easier for users to make decisions to shop online through TikTok Shop. The seller's strategy to encourage customers to buy fashion products on TikTok Shop includes creating marketing content that is interesting and relevant to the theme of the product being sold. Furthermore, the thing to note in selling fashion products on TikTok Shop is to take advantage of the latest features, namely live streaming or live shopping. Based on an e-logistics survey by ninjavan, TikTok Shop ranks third with a percentage of 22.5% for live shopping in the Southeast Asia region in 2022. With live shopping, buyers can watch products sold directly, interact with presenters, ask questions in the comments, and buy products directly during live streaming sessions. It is hoped that the marketing and live shopping content in the TikTok Shop can have a positive influence on the purchase decision of fashion products by customers.

Content marketing or content marketing is part of online marketing that uses various types of content to reach and interact with its target market (Rachmad et al., 2023). Content marketing presented in the form of videos, images, posts, stories, audio and other forms that are interesting, relevant and valuable is the key to the success of content marketing (Aripin, 2021). The factors that must be considered to realize creative and interesting content marketing are design, events, reading experience, time and sound (Yusuf et al., 2020). According to Karr (2016) in his book, there are dimensions of content marketing variables or marketing content, namely reading perception, sharing motivation, persuasion, decision making, and factors (Bening & Kurniawati, 2019). Live streaming shopping is a combination between live stream and TikTok Shop by promoting products virtually, it means that content creators and customers communicate with each other with the aim of marketing and increasing income in product sales (Rahmaniar et al., 2023). Live shopping is a form of promotion for various types of product categories that are of interest and used by TikTok application users (Pandrianto et al., 2023). The characteristics of live shopping on TikTok Shop are open within 24 hours, products are always available for sale, offers and promotions, and features on live chat (Pandrianto et al., 2023). According to the journal Wongkitrungrueng & Assarut (2020) and Sun et al. (2018), in the variable live shopping there are

several dimensions, namely features, mobile shopping applications, commercialization models, and collecting the number of live shopping users (Wijaya, 2022). According to Tjiptono (2019, P. 386) states that repeat purchase intention is an important indicator in measuring the effectiveness of marketing strategies that not only direct consumers to the first purchase decision, but also to subsequent purchase decisions. Repurchase interest is fundamentally different from consumer loyalty. Loyalty emphasizes psychological and emotional attachment to a particular brand or product, while repurchase interest is more of an actual behavior in the form of the act of buying the same product repeatedly because of the satisfaction felt. This means that even if a consumer does not have high loyalty to a particular brand, he can still make a re-purchase if the product meets his needs and expectations. Furthermore, according to Lengkawati (2021, P. 35) Influencer marketing is a marketing strategy that displays a person (individual) has a following When promoting a product so as to influence others/the environment to take a stand in an absolute decision, in the end use the product".

Influencer marketing plays an important variable that strengthens the influence of content marketing and live streaming on buying interest. Influencers are considered to have credibility and emotional closeness with their followers, so the recommendations they convey are often more trusted than direct promotional messages from brands (Kurniawan & Sastika, 2024). The study of Pratiwi et al. (2024) showed that content promoted by influencers has a much higher conversion rate. Influencers with a specific expertise or niche have also been shown to be more effective in influencing purchasing decisions because they are considered to have relevant knowledge and experience (Safitri & Purnomo, 2025). The integration of personal storytelling with product demonstrations by influencers creates a deep emotional bond and encourages repeat purchases.

TikTok Shop provides a space for users to express their satisfaction through the product review, rating, and share buttons. When users are satisfied with the service or the quality of the goods, they tend to share the positive experience with others, both through social media and in person, which reflects the high referential interest. The tendency of consumers to choose one particular brand or platform compared to competitors. In this case, TikTok Shop is able to become the main choice for users because it offers a variety of excellent features such as free shipping, complete payment methods, and reliable store and product reputation. User those who consistently use TikTok Shop to shop show strong loyalty and preference towards the platform. TikTok Shop has a desire for consumers to dig up more information before deciding to buy. TikTok Shop supports this process through various features such as product search, price filters, store comparison, complete product descriptions, and user reviews. Users who actively browse information, compare prices and specifications before purchasing a product, such as when searching for gadgets or electronics, are clear examples of behavior with a high explorative interest.

Research conducted by Arta & Ahmadi (2024) "the effect of Content Marketing and Live Shopping on interest in buying Aerostreet products on Tiktok Shop users", shows that Content Marketing and Live Shopping have a positive and significant effect on buying interest. The study conducted by Suparwo, et al (2025) "the Influence of Live Streaming and Content Marketing on Purchase Interest in the TikTok Shop Application in Bandung City.", indicating that Live Streaming and Content Marketing have a positive and significant effect on Purchase Interest in the TikTok Shop Application in Bandung City.

REVIEW OF LITERATURE

Content Marketing

According to Sania et al (2021, P. 87): “Content marketing is the creation of a marketing and business that makes content interesting and participate on a profitable target audience defined and clearly understood on the actions of customers”. According to Bening & Kurniawati in Douglas (2016), there are 5 dimensions of Content Marketing that need to be considered by companies, namely: 1. Content creators can make the reader from the content they create understand and can digest a content content that is made in various ways that can reach all readers/target audiences. Such as by way of visual, sound, and kinesthetic interaction (using limbs and brain simultaneously). 2. Sharing Motivation is where content creators will share information that is very important in the social world. By sharing motivation, a company can expand their market reach to a wider target audience. Content creators hope that anyone who reads / sees it can improve and educate the reader's self-value to others, create and describe their identity through online/online, make readers want and can actively involve themselves in a community, expand their networks and friendships, make readers aware of events in the surrounding environment. 3. Persuasion is where content creators can persuade and encourage its target audience to become customers of a company through the content they create. So it can be interpreted that the target audience wants to move from a competitor's brand to our company's brand through the content that the company creates, and that can generate mutual influence that benefits both the audience and the company. 4. Decision Making is a situation where everyone has various ways and factors in making a decision that they think is in accordance with their “supporting criteria”. Companies that can present such content are best practices generated by the company. Because sometimes the decisions of consumers can be influenced by their trust in the company, evidence based on facts and relevant, as well as the emotional impulses that arise in consumers. 5. Factor is an important thing where when a company creates content, they sometimes do not consider other factors that affect third parties beyond the content discussed by the target audience.

Live Shopping

According to Julius & Aprillia (2013, p. 121): "Live Shopping is often described as a live broadcast that can be accessed by multiple viewers simultaneously with its original airtime. As an interesting and interactive form of media, Live Shopping provides a unique experience for users by presenting direct communication between sellers and buyers”. According to Song & Liu (2021) Live Shopping indicators are : 1. Power Streamer To attract an audience the streamer must be attractive so that the audience is at home and ready to listen. 2. Streamer Membership A Live stream must also be an expert in doing streamers such as understanding what products will be sold, and others. 3. Streamer Trust It is very important to be a Streamer to be honest when selling items that will be sold. This will give confidence to consumers so that the presence of positive testimonials to consumers will provoke other potential buyers. 4. Streamer Communication Streamers must have good public speaking, this is one of the factors that make potential buyers feel at home to watch Live.

Buying Interest

According to Tjiptono (2019, P. 386): Stating that repeat purchase intention is an important indicator in measuring the effectiveness of marketing strategies that not only direct consumers to

the first purchase decision, but also to subsequent purchase decisions. Repurchase interest is fundamentally different from consumer loyalty. Loyalty emphasizes psychological and emotional attachment to a particular brand or product, while repurchase interest is more of an actual behavior in the form of the act of buying the same product repeatedly because of the satisfaction felt. This means that even if a consumer does not have high loyalty to a particular brand, he can still make a re-purchase if the product meets his needs and expectations. According to Hasan (2018, P. 131) repeat intention to buy can be identified through the following dimensions: 1. Transactional interest, is the tendency or desire of a person to make purchases of certain products or services actively and noticeably. This interest arises when consumers already have an interest in a product and consider making a purchase based on experience or rational judgment. 2. Referential interest, is a form of interest that is manifested through the consumer's desire to recommend a product to other people in their environment, whether family, friends or colleagues. This interest is a reflection of the level of satisfaction and trust in the product, so consumers are willing to become informal promotional agents for the company. 3. Preferential interest, reflects consumer behavior that indicates the presence of a primary choice or strong preference for a brand or product. Consumers with this interest tend to maintain their choice and are reluctant to move to competing products, unless there are compelling constraints such as the product not being available or the quality decreasing dramatically. 4. Explorative interest, indicates the tendency of consumers to constantly seek and explore new information related to the product they are interested in, whether through social media, testimonials, online reviews, or other sources of information. This shows that consumers have a high interest and want to ensure that the product remains relevant, quality, and meets their expectations over time.

Influencer Marketing

According to Lengkawati (2021, P. 35): “Influencer marketing is a marketing strategy that displays a person (individual) has a following When promoting a product so as to influence others/the environment to take a stand in an absolute decision, in the end use the product”. According to Shimp (2020, P. 259) there are five indicators in marketing products using influencers or the so-called TEARS model, which are as follows: 1. Trust (Trustworthiness), an asset because it is perceived as trustworthy, reliable, as someone who can be trusted. 2. Expertise-the characteristic of having specific skills, knowledge, or abilities with respect to a endorsed brand. 3. Physical Attractiveness (Physical Attractiveness), a trait that is perceived as pleasant to look at in terms of the concept of attractiveness of a particular group. 4. Respect (Respect), a quality that is admired or even appreciated for one's personal qualities and achievements. 5. Similarity: the degree to which an influencer matches an audience in terms of characteristics related to support relationships (age, gender, ethnicity, etc.).

RESEARCH METHOD

Quantitative approaches are used to explain the relationship between variables through numerical measurement and statistical analysis. The research focused on consumers who shop for Fashion products on Tiktok in the City Of Pontianak who use the application during 2024-2026. Primary Data were collected through Likert scale questionnaires that measured content marketing, live shopping, influencer marketing and buying interest. The questionnaire was developed likert

scale. Data collection is carried out both through offline distribution in community activity centers and online through electronic forms. Respondents were selected using non-probability purposive sampling, because only active Tik Tok users met the research criteria. The final sample consisted of 150 respondents, exceeding the minimum requirements based on the Slovin formula and ensuring sufficient analytic power. Data analysis using SmartPLS 4, because the research model involves moderation effects and complex structural relationships. PLS-SEM analysis consists of measurement model evaluation and structural model evaluation. Assessment of measurement models include tests of convergent validity, discriminant validity, and reliability using external load, AVE, HTMT, Composite reliability, and cronbach's alpha. Structural model evaluation involves path coefficients, R2 values, effect size (f2), and significance testing through bootstrap. Moderate regression analysis (MRA) was applied to assess the role of influencer marketing moderation. This methodological framework provides a comprehensive understanding of the factors that influence consumer interest in buying fashion products on the Tik Tok application and the role of influencer marketing moderation.

RESULTS AND DISCUSSION

Respondent Profile

Respondent Profile A total of 150 respondents participated in the study. Most respondents were aged 34-41, representing the most active users of app-based online shopping services. Frequency of use Data shows that most respondents use Tik Tok at least two to five times per week, reflecting a high reliance on digital services for day-to-day mobility.

Measurement Model Evaluation

Convergent Validity and Reliability

All retained indicators exhibited outer loading values greater than 0.70. A summary of AVE and reliability values is presented in Table 1

Table 1.
Average Variance Extracted (AVE) and Composite Reliability

Variable	AVE	Composite Reliability
Content Marketing	0.521	0.735
Live Shopping	0.532	0.757
Influencer Marketing	0.585	0.814
Buying Interest	0.613	0.724

Source: SmartPLS Output (2026)

AVE values above 0.50 indicate adequate convergent validity, while reliability values above 0.60 confirm excellent internal consistency.

Structural Model Evaluation

Coefficient of Determination (R^2)

R-Square is a value that shows how influential the independent variable is to the dependent variable or moderation. The higher the value of R-square, the better the variables used in the study.

Table 2
R-square and Q-square values

Variabel	R Square	R-Square Adjusted
Influencer Marketing	0,916	0,914
Minat Beli	0,923	0,983

Source: SmartPLS Output (2026)

Based on the Output of R-Square (R^2) in the table above, it can be concluded that the structural model in this study is classified as “moderate”. Interpretation of the Output R-Square (R^2) dependent variable repurchase interest obtained by 0.916. So it can be said that the variable X1 (content marketing), X2 (live shopping) is able to explain the variable Y (buying interest) by 91.6% and the remaining 8.4% is explained by other variables that are not included in this study, while the interpretation of the Output R-Square (R^2) influencer Marketing moderation variable obtained by 0.923. So it can be said that the variable Z (Influencer Marketing) is able to explain the variable Y (buying interest) by 92.3% and the remaining 7.7% is explained by other variables that are not included in this study.

Path Analysis Model

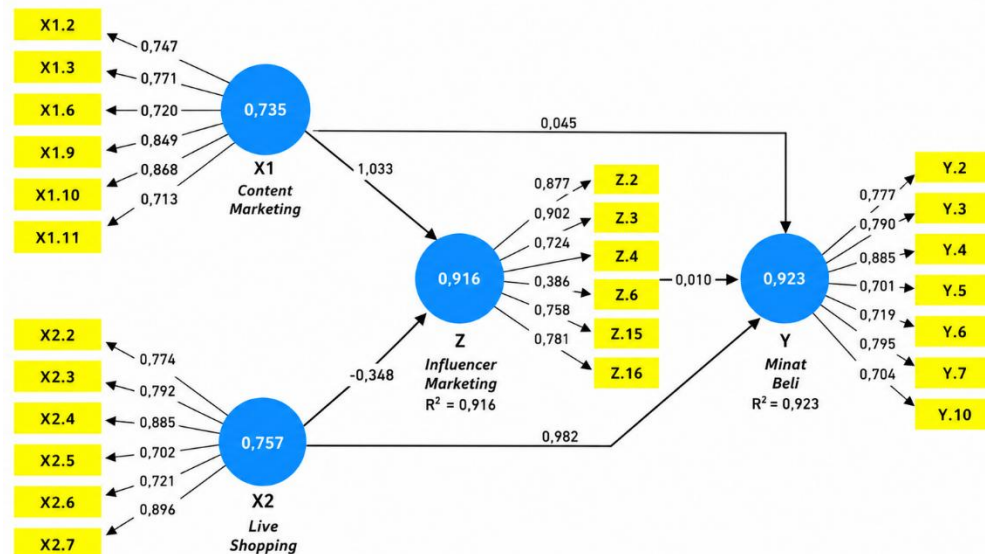


Figure 1.
Path Analysis Model (SmartPLS Output)
Source: Output SmartPLS 4 (2026)

The figure illustrates the direction of relationships among variables along with the path coefficient values and their levels of significance, including the two moderating paths.

Hypothesis Testing

Table 3.
Hypothesis Testing Results Direct Effect

Variabel	Original sample (O)	Sample mean(M)	Standard deviation (STDEV)	T statistics (O/STDEV)	(P values)	Information
Content Marketing -> Influencer Marketing	1.033	1.085	0.166	6.220	0.000	Accepted
Content Marketing -> Minat Beli	0.045	0.040	0.083	0.547	0.584	Rejected
Live Shopping -> Influencer Marketing	-0.348	-0.174	0.424	0.821	0.412	Rejected
Live Shopping -> Minat Beli	0.982	0.958	0.040	24.647	0.000	Accepted
Influencer Marketing -> Minat Beli	0.010	0.013	0.033	4.309	0.025	Accepted

Source: SmartPLS Output (2026)

Based on Table 3 above can be explained as follows:

- 1) The relationship of variable X1 (Content Marketing) to Z (Influencer Marketing) has an original sample value of 1.033 which means that the relationship between the two variables is positive or unidirectional. The result of T Statistics is $6.220 > 1.96$ or P-Values $0.000 < 0.05$ which means the relationship between the two variables is significant and it can be concluded that X1 has a significant effect on Z. The H1 hypothesis is accepted.
- 2) The relationship of variable X1 (Content Marketing) to Y (buying interest) has an original sample value of 0.045 which means that the relationship between the two variables is positive or unidirectional. The result of T Statistics is $0.547 < 1.96$ or P-Values $0.584 > 0.05$ which means that the relationship between the two variables is not significant and it can be concluded that X1 does not significantly affect Y. The H2 hypothesis was rejected.
- 3) The relationship of variable X2 (Live Shopping) to Z (Influencer Marketing) has an original sample value of -0.348 which means that the relationship between the two variables is negative or unidirectional. The result of T Statistics is $0.821 < 1.96$ or P-Values $0.412 > 0.05$ which means that the relationship between the two variables is not significant and it can be concluded that X2 does not significantly affect Z. The H3 hypothesis was rejected.
- 4) The relationship of variable X2 (Live Shopping) to Y (buying interest) has an original sample value of 0.982 which means that the relationship between the two variables is positive or unidirectional. The result of T Statistics is $24,647 > 1.96$ or P-Values $0.757 >$

- 5) 0.05 which means the relationship between the two variables is significant and it can be concluded that X2 has a significant effect on Y. Thus the hypothesis H4 is accepted
- 6) The relationship variable Y1 (Influencer Marketing) to Y (buying interest) has an original sample value of 0.010 which means that the relationship between the two variables is positive or unidirectional. The results of T Statistics are $4,309 > 1.96$ or P-Values $0.025 < 0.05$ which means that the relationship between the two variables is significant and it can be concluded that Z has a significant effect on Y. The H5 hypothesis is accepted.

Table 4.
Hypothesis Testing Results Indirect Effect

Variabel	Original sample (O)	Sample mean(M)	Standard deviation (STDEV)	T statistics (O/STDEV)	(P values)	Information
X1 -> Z -> Y	0.010	0.015	0.038	2.275	0.045	Accepted
X2 -> Z -> Y	0.094	0.012	0.014	2.212	0.027	Accepted

Source: SmartPLS Output (2026)

Based on Table 4. above can be explained as follows:

- 1) Exogenous variable X1 which is content marketing towards buying interest through and influencer marketing has an original sample value of 0.015 which means the relationship between exogenous variables to endogenous variables mediated by moderation variables is positive or unidirectional. The results of T-Statistics of $2.275 > 1.96$ or P-Values of $0.045 < 0.05$ which means the relationship between content marketing through influencer marketing as a moderation variable has a significant effect on buying interest.
- 2) Exogenous variable X2 which is live shopping to buying interest through influencer marketing has an original sample value of 0.094 which means the relationship between exogenous variables to endogenous variables mediated by moderation variables is positive or unidirectional. The results of T-Statistics of $2.212 > 1.96$ or P-Values of $0.027 < 0.05$ which means the relationship between live shopping through influencer marketing as a moderation variable has a significant effect on buying interest.

The Effect of Content Marketing on Influencer Marketing

The results indicate that content marketing has a positive and significant effect on influencer marketing. The original sample value of 1.033 shows a positive direction, while the T-statistic value of 6.220 (>1.96) and P-value of 0.000 (<0.05) confirm statistical significance. This finding suggests that high-quality and engaging content strengthens the effectiveness of influencers in delivering promotional messages. When content is informative, entertaining, and persuasive, influencers are more able to influence consumer perceptions. This result is consistent with the study of Lou & Yuan (2019), which found that content value significantly enhances influencer credibility and consumer engagement. Similarly, research by De Veirman et al. (2017) demonstrated that well-structured content improves influencer impact on audiences. This finding is consistent with the study conducted by Fachri (2026), who found that digital marketing strategies, including structured content and social media campaigns, significantly strengthen influencer effectiveness in shaping

consumer perceptions. His research confirms that content quality plays a crucial role in maximizing influencer impact on purchase intention.

The Effect of Content Marketing on Buying Interest

The findings show that content marketing has a positive but not significant effect on buying interest (T-statistic = $0.547 < 1.96$; P-value = $0.584 > 0.05$). This means that content marketing alone does not directly increase consumers' purchase intention. Although content may attract attention and create awareness, it may not immediately drive purchasing decisions without additional persuasive elements. This result contradicts the findings of Baltes (2015), who argued that effective content marketing significantly influences purchase intention. However, it supports research conducted by Jashari & Rustemi (2017), which found that content marketing does not always directly translate into buying behavior without mediating factors.

The Effect of Live Shopping on Influencer Marketing

The study reveals that live shopping has a negative and not significant effect on influencer marketing (T-statistic = $0.821 < 1.96$; P-value = $0.412 > 0.05$). This indicates that live shopping activities do not directly strengthen influencer marketing performance. Live shopping may function more as an independent promotional channel rather than influencing influencer performance directly. This finding differs from the study of Wongkitrungrueng & Assarut (2020), who found that live streaming significantly enhances influencer engagement. However, the present study suggests contextual differences in consumer behavior patterns.

The Effect of Live Shopping on Buying Interest

The results show that live shopping has a positive and significant effect on buying interest (T-statistic = $24.647 > 1.96$; P-value = $0.000 < 0.05$). This indicates that interactive live shopping sessions significantly increase consumers' purchase intention. Real-time demonstrations, direct communication, and limited-time offers create urgency and trust among consumers. This finding supports research conducted by Sun et al. (2019), which found that live streaming shopping positively influences consumer purchase intention. Likewise, Cai & Wohn (2019) stated that real-time interaction in live commerce significantly enhances buying interest.

The Effect of Influencer Marketing on Buying Interest

The results indicate that influencer marketing has a positive and significant effect on buying interest (T-statistic = $4.309 > 1.96$; P-value = $0.025 < 0.05$). This suggests that influencer credibility, attractiveness, and trustworthiness play a crucial role in shaping consumer purchase decisions. This finding aligns with research by Djafarova & Rushworth (2017), which found that influencer credibility significantly affects purchase intention. It is also supported by Lim et al. (2017), who concluded that influencer marketing positively influences consumer buying behavior.

CONCLUSION

Based on the data analysis and discussion that has been done, it can be concluded that this study managed to show a significant influence between the variables studied. The variables of content marketing and social media influencers appear to synergize positively towards buying interest. This indicates that the higher the quality of the content being marketed and the more trusted and attractive an influencer is, the more interest in buying from consumers will increase. In addition, the results of this study also indicate that the

mediation variables applied are effective in strengthening the relationship between the independent variable and the dependent variable. In other words, the implementation of digital marketing strategies that incorporate influencer marketing techniques can increase the effectiveness of marketing communications in building trust and encouraging buying decisions. In general, the results of this study underscore that the use of social media as a promotional tool is a relevant and effective strategy in strengthening consumer buying interest in the digital age. Therefore, business actors are advised to improve the quality of content and choose influencers who have credibility and match the target market so that the marketing strategy applied achieves optimal results.

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