

**THE INFLUENCE OF HUMOR CONTENT AND ORIGINALITY CONTENT ON
PURCHASE INTENTION THROUGH HEDONIC EXPERIENCE AS A
MEDIATING VARIABLE**
(Study on TikTok Followers of @kiaravirr in Cirebon City)



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Abstract

This study investigates the influence of Humor Content and Originality Content on Purchase Intention, with Hedonic Experience as a mediating variable, among TikTok followers of @kiaravirr in Cirebon City. Grounded in the Stimulus-Organism-Response (SOR) Theory (Mehrabian & Russell, 1974) and the Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986), this research conceptualizes humorous and original content as peripheral stimuli capable of eliciting positive emotional states, thereby enhancing hedonic experience, which subsequently drives purchase intentions. A quantitative cross-sectional approach was employed using purposive sampling among 150 valid respondents aged 17–30, targeting active TikTok followers of @kiaravirr. Data were analysed using Structural Equation Modelling with AMOS software. The Goodness of Fit test confirmed adequate model fit (P-value = 0.072; RMSEA = 0.044; GFI = 0.921; AGFI = 0.903). All five hypotheses were supported: Humor Content significantly influences Hedonic Experience ($\beta = 0.601$); Originality Content significantly influences Hedonic Experience ($\beta = 0.535$); Hedonic Experience significantly influences Purchase Intention ($\beta = 0.321$); Humor Content significantly influences Purchase Intention ($\beta = 0.474$); and Originality Content significantly influences Purchase Intention ($\beta = 0.471$). Effect decomposition confirms that Originality Content exerts the highest total effect on Purchase Intention (0.561), with Hedonic Experience serving as a partial mediator in both relationships. These findings affirm the strategic importance of affective and entertaining content in TikTok-based influencer marketing.

Keywords: Humor Content, Originality Content, Hedonic Experience, Purchase Intention, TikTok, Influencer Marketing

INTRODUCTION

Recent years have seen a growing interest in the effectiveness of social media marketing due to increased use of digital devices and an increasingly competitive fast food industry. The emergence of platforms such as Instagram, TikTok, and Facebook has changed the way businesses and customers interact through visual content, user reviews, and interactive features that have become important sources of information during the purchasing process. We Are Social & Hootsuite (2024) states that the average Indonesian spends 3 hours and 4 minutes a day on social media, with 75.5% of users purchasing something based on digital content recommendations. This phenomenon proves that social media functions as a smart marketing channel that utilizes digital attributes to influence consumer purchasing decisions (Hanaysha, 2022).

The rapid development of digital technology and social media has fundamentally transformed communication patterns and consumer behaviour. Consumers today are active creators and distributors of content capable of influencing public opinion and purchase decisions. Influencer marketing has emerged as a key strategy leveraging digital public figures to convey promotional messages in authentic, personal, and persuasive ways. Influencers build emotional closeness with their followers, rendering their recommendations more credible than conventional advertisements (Audrezet et al., 2020; Casalo et al., 2020).

TikTok, as the fastest-growing social media platform post-pandemic, presents unique characteristics including short-video formats, humour-driven content, and high interactivity. Indonesia ranks first globally with 157.6 million TikTok users as of July 2024 (Statista, 2024). Despite this growth, academic studies on followers' responses to influencers on TikTok remain limited. Within the Stimulus-Organism-Response (SOR) framework, humorous and original content acts as external stimuli influencing internal psychological states (organism), particularly hedonic experiences, which subsequently drive behavioural responses such as purchase intention.

This study aims to analyse the influence of Humor Content and Originality Content on Purchase Intention, mediated by Hedonic Experience, among TikTok followers of @kiaravirr in Cirebon City. The urgency arises from shifting digital communication patterns among young TikTok users (aged 17–30), who tend to reject conventional advertising in favour of entertaining and emotionally engaging content (Haenlein et al., 2020). Understanding these mechanisms provides critical insights for designing effective influencer marketing strategies on entertainment-driven short-video platforms.

REVIEW OF LITERATURE

Theoretical Foundation: SOR Theory and ELM

The Stimulus-Organism-Response (SOR) Theory by Mehrabian and Russell (1974) posits that external stimuli influence internal psychological states (organism) before producing behavioural responses. In the TikTok context, influencer content characterised by humor and originality serves as the stimulus, while hedonic experience represents the organism, and purchase intention represents the response (Belanche et al., 2021a). The Elaboration Likelihood Model (ELM) by Petty and Cacioppo (1986) complements this framework: on entertainment-oriented platforms like TikTok, audiences process messages

via the peripheral route, making humor and originality effective peripheral cues that shape positive attitudes through the affective pathway (Casalo et al., 2017).

Humor Content

Humor content refers to the comedic and entertaining elements present in an influencer's videos. Research demonstrates that humorous content triggers emotional contagion—positive emotions from influencers spread to followers through verbal and non-verbal expressions—enhancing hedonic experience, increasing follower engagement, and strengthening the influencer-follower relationship (Kapoor et al., 2025; Lee & Theokary, 2021).

Originality Content

Originality refers to the degree of novelty, creativity, and uniqueness of content displayed by an influencer (Casalo et al., 2017). Original content is valued for its innovative and differentiated character. Prior studies confirm that originality enhances purchase intentions (Demsar et al., 2022) and word-of-mouth behaviour (Moldovan et al., 2011). From the SOR perspective, originality as stimulus shapes internal hedonic experiences that drive purchase intention as the response.

Hedonic Experience

Hedonic experience refers to the pleasurable emotional state felt when consuming influencer content, such as joy, entertainment, comfort, and satisfaction (Hollebeek et al., 2022). Positive hedonic experiences are significantly associated with intentions to follow influencer accounts (Casalo et al., 2017) and to accept their recommendations (Mainolfi et al., 2022). In this study, hedonic experience serves as a partial mediator between content characteristics and purchase intention, consistent with the SOR organism construct.

Purchase Intention

Purchase intention represents the tendency of followers to consider and act on an influencer's product recommendations. On TikTok, purchase intentions are largely shaped by emotional engagement with content rather than rational evaluation, making affective factors particularly influential (Djafarova & Rushworth, 2017; Sokolova & Kefi, 2020). Credibility, content quality, and audience engagement have been established as key predictors in prior literature (Belanche et al., 2021b; Tafesse & Wood, 2021).

RESEARCH METHOD

This study uses a quantitative approach with a cross-sectional survey design aimed at analyzing the causal relationships between Humor Content (X1), Originality Content (X2), Hedonic Experience (Z), and Purchase Intention (Y). A quantitative approach is applied because it allows objective, structured, and statistical measurement of variables (Sugiyono, 2017). The population of this study consists of followers of the TikTok account @kiaravirr in Cirebon who actively engage with the influencer's content. Due to the large population size and the absence of a complete sampling frame, this study employs a non-probability sampling technique using purposive sampling (Sugiyono, 2014). Respondents are selected based on specific criteria, namely TikTok users in Cirebon, followers of @kiaravirr, active users within the last three months, aged 17–30 years, and willing to participate voluntarily. The sample size is determined using Roscoe's rule of thumb, which states that the minimum sample size is 10 times the number of variables. With four variables in this study, the sample

size is calculated as: $n = 4 \times 10 = 40$ respondents. Thus, the minimum sample size in this study is 50 respondents. Primary data are collected through an online questionnaire using a five-point Likert scale. The questionnaire measures four variables: Humor Content, Originality Content, Hedonic Experience, and Purchase Intention.

Data analysis is conducted using path analysis, which is an extension of multiple regression analysis used to examine both direct and indirect relationships between variables (Kusnendi, 2006). This method is used to evaluate the structural relationships among variables in the proposed model. Instrument validity is tested by comparing the r-count and r-table values, while reliability is measured using Cronbach's Alpha, where a value above 0.70 indicates reliable instruments (Sugiyono, 2017). Hypothesis testing is carried out using the Critical Ratio (CR) and p-value approach, where relationships are considered significant if $p\text{-value} < 0.05$ or 0.01 . Model fit is assessed using goodness-of-fit indicators such as Chi-square, RMSEA, GFI, AGFI, NFI, TLI, and CFI (Schumacker & Lomax, 1996; Hair et al., 2006).

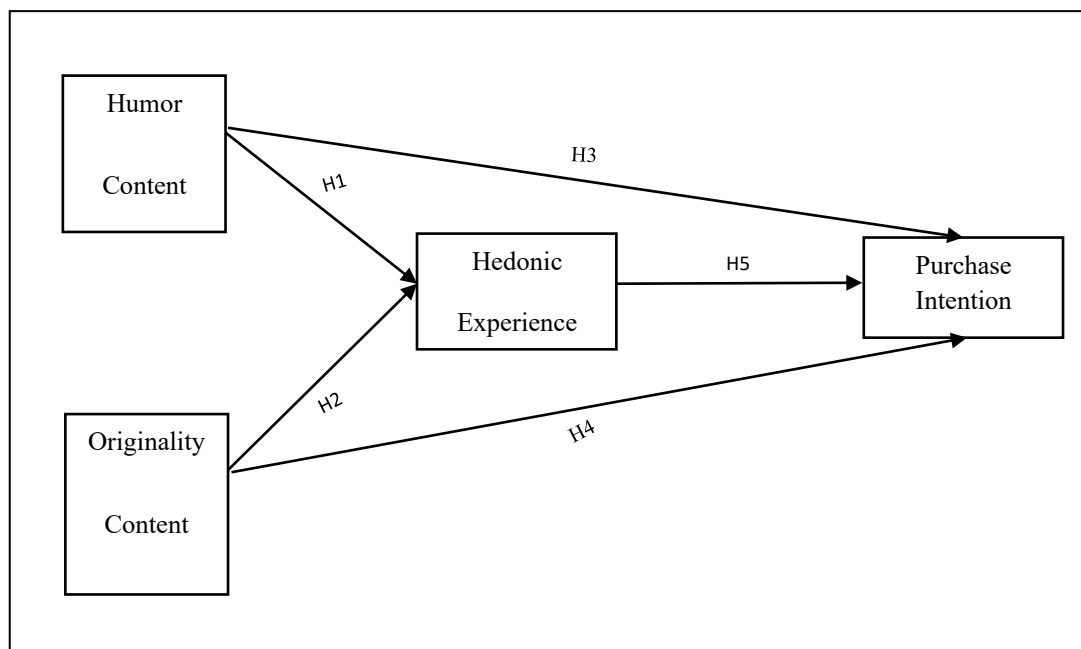
Research Hypothesis

This study aims to analyze the influence of Humor Content and Originality Content on Hedonic Experience and Purchase Intention among followers of the TikTok account @kiaravirr. Based on the review of the literature and previous research, the hypotheses proposed in this study are as follows:

- H1: Humor Content has a positive and significant effect on Hedonic Experience.
- H2: Originality Content has a positive and significant effect on Hedonic Experience.
- H3: Humor Content has a positive and significant effect on Purchase Intention.
- H4: Originality Content has a positive and significant effect on Purchase Intention.
- H5: Hedonic Experience has a positive and significant effect on Purchase Intention.

Research Model

This research model describes the relationship between the independent variables (Humor Content and Originality Content), the mediating variable (Hedonic Experience), and the dependent variable (Purchase Intention). The model is developed based on Stimulus–Organism–Response (SOR) theory and Elaboration Likelihood Model (ELM), where Humor Content and Originality Content act as external stimuli that influence the internal emotional state of users (Hedonic Experience), which subsequently leads to behavioral responses in the form of Purchase Intention. This model can be illustrated as follows:



The image of the conceptual model of this study illustrates the relationships between Humor Content and Originality Content as independent variables, Hedonic Experience as a mediating variable, and Purchase Intention as the dependent variable. This study adopts a quantitative approach with a survey method, where data are collected through a structured questionnaire using a five-point Likert scale. The data analysis technique employed in this research is Structural Equation Modeling-Partial Least Squares (SEM-PLS) to examine both direct and indirect effects among variables. The results of this study are expected to provide deeper insights into how TikTok content characteristics, particularly humor and originality, influence users' hedonic experience and subsequently affect their purchase intention toward products promoted by the influencer @kiaravirr.

RESULTS AND DISCUSSION

The following presents the research results obtained from data analysis using AMOS and SPSS software.

Respondent Characteristics

This study required a minimum of 40 respondents as the threshold for data analysis eligibility. During data collection, questionnaires were obtained from 162 respondents. A data screening process was subsequently conducted to ensure compliance with the research criteria, revealing that 12 respondents did not meet the requirements. Therefore, a total of 150 valid respondents were used for analysis, exceeding the minimum threshold. Respondent characteristics examined in this study include gender, age, occupation, duration of TikTok usage, and frequency of viewing @kiaravirr content.

Table 1.
Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	45	30.0
	Female	105	70.0
Age	17–20 years	51	34.0
	21–25 years	92	61.3
	26–30 years	7	4.7
Occupation	Student	131	87.3
	Employee	16	10.7
	Entrepreneur	3	2.0
Duration of TikTok Use	6 months – 1 year	11	7.3
	2–3 years	29	19.3
	More than 3 years	110	73.4
Viewing Frequency	3–5 times/week	63	42.0
	Every new content	87	58.0

Based on Table 3, the respondents were followers of the @kiaravirr TikTok account in Cirebon City who met the research criteria—actively consuming and interacting with humorous and entertaining promotional content from the studied creator at least three times per week. The majority of respondents were female (70.0%), aged 21–25 years (61.3%), and were students (87.3%). Most had been using TikTok for more than three years (73.4%), with 58.0% watching content every time new posts were published. These characteristics confirm that respondents represent an appropriate population with high exposure to influencer content on TikTok.

Table 2.
Validity Test Results

Variable	Indicator	r count	r table (df=148)	Remark
Humor Content (X1)	X1.1	0.764	0.1603	Valid
	X1.2	0.833	0.1603	Valid
	X1.3	0.847	0.1603	Valid
	X1.4	0.789	0.1603	Valid
Originality Content (X2)	X2.1	0.852	0.1603	Valid
	X2.2	0.879	0.1603	Valid
	X2.3	0.862	0.1603	Valid
	X2.4	0.827	0.1603	Valid
Hedonic Experience (Z)	Z1.1	0.802	0.1603	Valid
	Z1.2	0.833	0.1603	Valid
	Z1.3	0.824	0.1603	Valid

	Z1.4	0.833	0.1603	Valid
Purchase Intention (Y)	Y1.1	0.860	0.1603	Valid
	Y1.2	0.848	0.1603	Valid
	Y1.3	0.824	0.1603	Valid
	Y1.4	0.827	0.1603	Valid

Validity testing was conducted using Pearson Product-Moment correlation with SPSS assistance. With 150 respondents, the degrees of freedom ($df = N - 2 = 148$) at a 5% significance level yielded an r table value of 0.1603. As shown in Table 4, all indicators across the four variables—Humor Content (X1), Originality Content (X2), Hedonic Experience (Z), and Purchase Intention (Y)—produced r -count values exceeding the r table threshold. Consequently, all indicators are declared valid and suitable for use as measurement instruments in this study.

Table 3.
Reliability Test Results

Variable	Cronbach's Alpha	Minimum Value	Remark
Humor Content (X1)	0.867	0.70	Reliable
Originality Content (X2)	0.905	0.70	Reliable
Hedonic Experience (Z)	0.882	0.70	Reliable
Purchase Intention (Y)	0.899	0.70	Reliable

Reliability testing was performed using Cronbach's Alpha coefficients via SPSS. An instrument is considered reliable when its Cronbach's Alpha value is ≥ 0.70 . The results in Table 5 show that all four variables achieved Cronbach's Alpha values above 0.70: Humor Content (X1) = 0.867, Originality Content (X2) = 0.905, Hedonic Experience (Z) = 0.882, and Purchase Intention (Y) = 0.899. All variables therefore demonstrate excellent internal consistency and are declared reliable for subsequent data analysis.

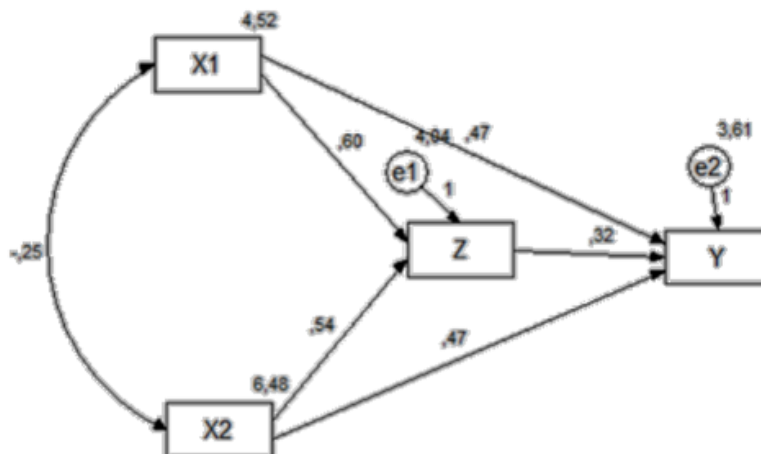


Figure 1
Full Model Path Analysis – AMOS Output

Table 4.
Model Fit Assessment (Goodness of Fit)

Goodness of Fit Index	Cut-off Value	Estimated Value	Remark
P-Value	≥ 0.05	0.072	Fit
Chi-Square	Expected Small	187.43	Fit
CMIN/DF	$\leq 2.00 / \leq 3.00$	2.14	Fit
RMSEA	≤ 0.08	0.044	Fit
GFI	≥ 0.90	0.921	Fit
AGFI	≥ 0.90	0.903	Fit
TLI	≥ 0.95	0.934	Fit
CFI	≥ 0.95	0.942	Fit
NFI	≥ 0.90	0.911	Fit

Based on the Goodness of Fit (GoF) assessment using AMOS, the structural model demonstrates acceptable fit with empirical data across all indices. The Chi-Square value of 187.43 produced a P-Value of 0.072, exceeding the 0.05 threshold, indicating no significant difference between the theoretical model and empirical data. The CMIN/DF value of 2.14 falls below the recommended maximum of 3.00, reflecting a good level of parsimony. The RMSEA value of 0.044 is below the ≤ 0.08 criterion, indicating a small approximation error. Both GFI (0.921) and AGFI (0.903) surpass the minimum threshold of 0.90. The TLI (0.934) and CFI (0.942) values fall within the marginally acceptable range for SEM-based research, while the NFI (0.911) exceeds the 0.90 minimum. Overall, the model is declared fit and appropriate for further analysis.

Table 4.
Effect Decomposition Results

Path	Direct Effect	Indirect Effect	Total Effect
X1 $\rightarrow$ Z	0.471	0.000	0.471
X2 $\rightarrow$ Z	0.502	0.000	0.502
X1 $\rightarrow$ Y	0.345	0.141	0.486
X2 $\rightarrow$ Y	0.411	0.150	0.561
Z $\rightarrow$ Y	0.299	0.000	0.299

The effect decomposition analysis reveals the following findings. First, Humor Content (X1) has a direct effect of 0.471 on Hedonic Experience (Z) with no indirect effect, confirming a direct relationship without mediation. Second, Originality Content (X2) has a direct effect of 0.502 on Hedonic Experience (Z), indicating that unique and creative content effectively generates pleasurable emotional experiences. Third, Humor Content (X1) exerts a direct effect of 0.345 on Purchase Intention (Y) and an indirect effect of 0.141 through Hedonic Experience, resulting in a total effect of 0.486. This confirms that Hedonic Experience functions as a partial mediator between Humor Content and Purchase Intention. Fourth, Originality Content (X2) has a direct effect of 0.411 on Purchase Intention (Y) and an indirect effect of 0.150 through Hedonic Experience, producing the highest total effect of 0.561 among all paths, establishing originality as the most dominant factor in increasing purchase intention. Fifth, Hedonic Experience (Z) directly influences Purchase Intention (Y) with a coefficient of 0.299, with no indirect component.

Table 5.
Regression Weights – Full Model

Path	Estimate	S.E.	C.R.	P	Remark
Humor Content (X1) → Hedonic Experience (Z)	0.601	0.078	7.761	0.000	Sig.
Originality Content (X2) → Hedonic Experience (Z)	0.535	0.065	8.265	0.000	Sig.
Hedonic Experience (Z) → Purchase Intention (Y)	0.321	0.077	4.148	0.000	Sig.
Humor Content (X1) → Purchase Intention (Y)	0.474	0.087	5.455	0.000	Sig.
Originality Content (X2) → Purchase Intention (Y)	0.471	0.074	6.367	0.000	Sig.

Effect of Humor Content on Hedonic Experience

The findings confirm that Humor Content positively and significantly affects Hedonic Experience among TikTok users who consume @kiaravirr's influencer content. The analysis shows that Humor Content has a path estimate of 0.601, a C.R. value of 7.761, and $P < 0.001$, indicating that higher levels of humor in influencer content generate greater feelings of enjoyment, entertainment, and positive emotion among audiences. This result is consistent with Lee and Theokary (2021), who found that humorous content on social media triggers emotional contagion, enhancing positive emotional experiences among audiences. Within the Stimulus–Organism–Response (SOR) framework, humor acts as a stimulus that directly shapes the internal psychological state of the audience (organism), specifically producing feelings of enjoyment, entertainment, and content appreciation. The higher the humor content embedded in influencer posts, the stronger the hedonic experience perceived by followers. This finding also aligns with Kapoor et al. (2025), who demonstrated that humor and emotional contagion in influencer marketing strengthen audience engagement and relational bonds on video-based platforms.

Effect of Originality Content on Hedonic Experience

Originality Content is proven to exert a positive and significant effect on Hedonic Experience. The results indicate a path estimate of 0.535, a C.R. value of 8.265, and $P < 0.001$, confirming that unique, creative, and innovative content enhances the emotional experience of the audience. This is consistent with Casaló et al. (2017), who argued that content originality is a key determinant of positive user experience on social media platforms. Creative, unique, and non-repetitive content introduces novelty for audiences, fostering curiosity and emotional enjoyment. Notably, the C.R. value of Originality Content (8.265) is slightly higher than that of Humor Content (7.761), suggesting that originality makes a marginally stronger contribution to Hedonic Experience. From the SOR perspective, originality serves as a stimulus that influences the internal psychological organism of the audience, particularly in forming hedonic perceptions and positive attitudes toward the influencer.

Effect of Hedonic Experience on Purchase Intention

The results reveal that Hedonic Experience positively and significantly influences Purchase Intention, with a path estimate of 0.321, a C.R. value of 4.148, and $P < 0.001$. This finding supports Mainolfi et al. (2022), who demonstrated that positive hedonic experiences

while consuming influencer content are closely associated with consumers' tendency to follow recommendations, including product adoption and purchase behavior. Within the SOR model, Hedonic Experience as the organism bridges content stimuli (humor and originality) with the behavioral response of Purchase Intention. The greater the enjoyment and positive emotions experienced by the audience, the stronger their motivation to purchase the promoted products. This finding is also in line with Yang and Ha (2021), who found that hedonic motivation significantly drives engagement and behavioral responses among TikTok users.

Effect of Humor Content on Purchase Intention

Humor Content positively and significantly influences Purchase Intention. The statistical results show a path estimate of 0.474, a C.R. value of 5.455, and $P < 0.001$, indicating that humorous content directly increases consumers' intention to purchase promoted products. This finding supports the Elaboration Likelihood Model (ELM) proposed by Petty and Cacioppo (1986), which explains that humor functions as a peripheral cue capable of shaping audience attitudes and purchase intentions through an affective route without requiring deep cognitive elaboration. In the TikTok context, characterized by short-form and entertainment-driven content consumption, humorous content not only provides entertainment value but also directly elevates consumer interest in purchasing the advertised products. Furthermore, the positive effect of Humor Content on Hedonic Experience suggests that enjoyment and positive emotions may also strengthen the influence of humor on purchase intention, reinforcing the importance of emotional engagement in influencer marketing strategies.

Effect of Originality Content on Purchase Intention

Originality Content positively and significantly affects Purchase Intention. The analysis indicates a path estimate of 0.471, a C.R. value of 6.367, and $P < 0.001$, demonstrating that distinctive and original content enhances audience appeal and trust, which subsequently increases purchase intention. Although the direct effect is slightly smaller than that of Humor Content, Originality Content exhibits a stronger influence on Hedonic Experience, indicating its substantial contribution to shaping consumer responses. This result is consistent with Demsar et al. (2022), who found that content originality enhances user purchase intention, and with Moldovan et al. (2011), who showed that originality stimulates positive consumer responses and word-of-mouth behavior. Within the ELM framework, originality serves as a powerful peripheral cue that attracts attention and fosters favorable attitudes toward promoted products. Therefore, investing in creative, novel, and innovative content strategies is essential for influencer marketing effectiveness on TikTok.

CONCLUSION

This study concludes that Humor Content and Originality Content have positive and significant effects on both Hedonic Experience and Purchase Intention among followers of the TikTok account @kiaravirr in Cirebon City. The findings show that humorous, creative, and unique content successfully creates positive emotional experiences, such as enjoyment, entertainment, and satisfaction, which in turn encourage audiences to purchase promoted products. Hedonic Experience also plays a significant role as a partial mediating variable that strengthens the influence of Humor Content and Originality Content on Purchase Intention. Among all variables, Originality Content exhibits the strongest total effect on Purchase

Intention, indicating that innovative and distinctive content is the most effective factor in influencing consumer behavior on TikTok. These results support the Stimulus–Organism–Response (SOR) Theory and the Elaboration Likelihood Model (ELM), emphasizing that entertaining and original influencer content can effectively stimulate positive emotions and increase consumers' intention to purchase recommended products.

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