

THE INFLUENCE OF INFLUENCER MARKETING CONTENT ON THE TIKTOK PLATFORM ON CONSUMER BUYING INTEREST (CASE STUDY OF LABUBU BLIND BOX PRODUCTS AT POPMART, BANDUNG CITY IN 2026)

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Abstract

This research discusses the influence of content marketing and influencer marketing on the TikTok platform on consumer buying interest in Blind Box Labubu products at Pop Mart Bandung City. This research is motivated by the increasing use of TikTok as a digital promotional medium, especially in introducing popular products such as Labubu. The aim of this research is to find out how much influence marketing content and influencer marketing have on consumer buying interest. The method used is a quantitative approach with explanatory research. Data was collected through an online questionnaire using Google Forms to 110 respondents who were active TikTok users, lived in Bandung City, and had an interest in Blind Box Labubu products. The sampling technique used purposive sampling, while data analysis was carried out with the help of SPSS 25 through validity, reliability, classical assumptions, multiple linear regression, t test, F test, and coefficient of determination. The research results show that content marketing and influencer marketing have a positive and significant effect on consumer buying interest. Influencer marketing has a stronger influence than content marketing. Together, these two variables are able to explain 53.6% of the variation in consumer buying interest. Thus, marketing strategies through TikTok content and influencers can be an effective way to increase consumer buying interest in Blind Box Labubu products.

Keywords: Content Marketing, Influencer Marketing, TikTok, Purchase Interest, Blind Box Labubu, Pop Mart

INTRODUCTION

In recent years, technological advances and the widespread reach of the internet have significantly transformed the way businesses interact with consumers. Companies increasingly rely on digital media to accelerate transactions, enhance communication, and provide a more personalized and responsive experience, fostering innovation in marketing and customer service (Erlangga et al., 2023). The shift toward digital platforms has also changed consumption patterns, particularly in economic activities such as online shopping, which has become a crucial element in building a sustainable modern business ecosystem (Handayani et al., 2025). Social media plays a central role in this transformation, influencing consumer behavior by providing access to product information, reviews, and recommendations, which shape perceptions and accelerate purchasing decisions (Zaman et al., 2024).

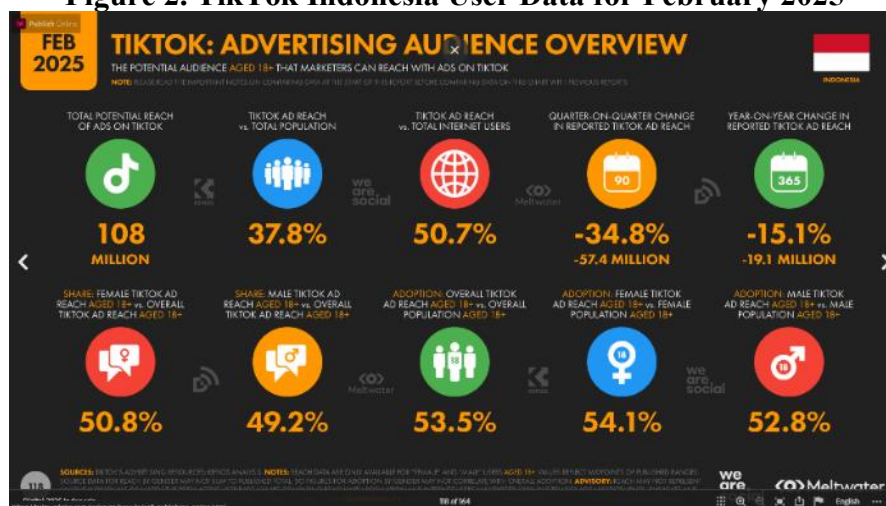
Figure 1. Sosial Media User Data in Indonesia



Based on the We Are Social February 2025 report explained by (Riyanto, 2025a), of Indonesia's 285 million people, 212 million have internet access, and 143 million are active on social media. Furthermore, mobile phone access has reached 125% of the population (Riyanto, 2025). This condition shows that advances in digital technology, especially the internet and mobile devices, have driven a significant increase in people's online connectivity and activities. These developments not only influence how people communicate and obtain information but also shape social behavior, consumption patterns, and business strategies. Therefore, many businesses are increasingly relying on digital technology to remain effective and competitive in the era of digital transformation, particularly through social media.

Social media has become an effective platform for promoting products and increasing consumer purchasing interest, offering more dynamic interactions compared to traditional media, such as television or radio. Features like likes and comments enable direct communication between businesses and consumers, with TikTok emerging as one of the rapidly growing social media platforms in Indonesia (Novliana & Cahyani, 2024).

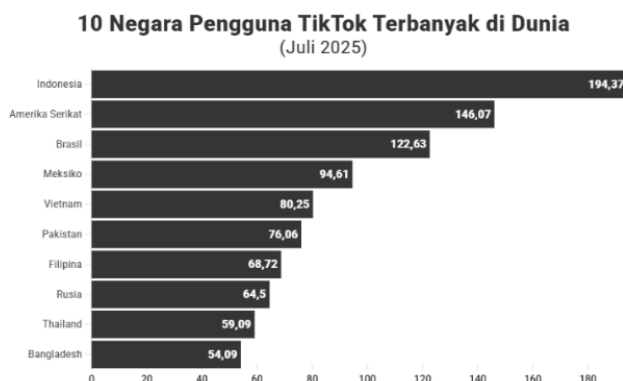
Figure 2. TikTok Indonesia User Data for February 2025



Source: We Are Social

TikTok is a short-form video-based social media platform that has experienced rapid growth and become one of the most prominent digital media platforms of the current era (Riyanto, 2025). This platform allows users to create, share, and consume short, creative content, supported by a recommendation algorithm that can present content tailored to users' interests. These characteristics give TikTok its high appeal and strong user engagement, enabling it to function not only as a means of entertainment but also as a medium for communication, information, and digital marketing campaigns. Based on We Are Social data, TikTok is estimated to reach more than 53.5% of the adult population in Indonesia and 50.7% of internet users, thus providing a huge opportunity for business actors to expand their business reach (Riyanto, 2025).

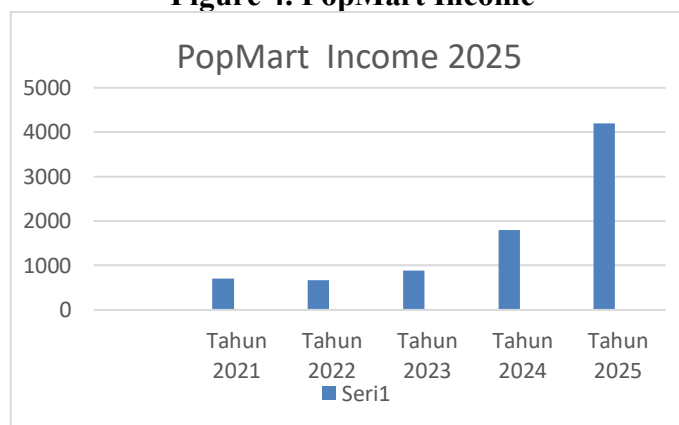
Figure 3. The 10 Countries with the Most TikTok Users in the World by July 2025



Source: We Are Social and Meltwater

Indonesia is recorded as the country with the largest number of TikTok users in the world in 2025. The number of TikTok users in Indonesia reached approximately 194.37 million people in July 2025 (Nouvans, 2025). The high number of TikTok users makes this platform a potential tool for digital marketing activities, particularly through the influencer marketing content approach. Many companies are utilizing creative content from influencers to convey brand messages more precisely to target consumer groups, making promotions more effective and impactful (Purba & Purnama, 2025).

Figure 4. PopMart Income



Source: 2025 CNBC Indonesia article

Influencers use creative content on social media to convey messages to their followers, aiming not only to provide information but also to engage emotionally and shape audience perspectives (Fasya & Astuti, 2025). Pop Mart, known for its Labubu blind box products, has successfully utilized digital promotions to increase consumer curiosity (Alfiannor, 2024; Elfarida & Komaladewi, 2025; Rifa'i & Abdurrahman, 2024). The blind box concept creates a sensation of uncertainty and scarcity that triggers consumer curiosity and enthusiasm (Zhang & Phakdeephirot, 2023). Pop Mart has also gained market attention through collaborations with public figures, such as Lisa Blackpink, which increases brand exposure in the global market (Al-Fajri, 2024). Observations at the Pop Mart outlet in Mal 23 Paskal, Bandung City, show high consumer enthusiasm, especially among designer toy fans and blind box collectors (Yulianti, 2025). This development is reflected in Pop Mart's financial performance, which has shown significant growth in recent years, with revenue rising from US\$707 million in 2021 to a targeted US\$4.2 billion in 2025 (Nadira, 2025).

Purchase interest is a consumer behavior that arises in response to external stimuli, such as advertising, promotions, or recommendations (Saputra et al., 2023; Irawanti, 2024). Although the virality of unboxing content and influencer involvement on TikTok appears to increase Labubu product exposure, it remains uncertain whether influencer marketing content significantly impacts consumer purchase intention in Bandung City. Therefore, this study aims to examine the influence of influencer marketing content on the TikTok platform on consumer purchase intention for Labubu blind box products at Pop Mart Bandung City. Specifically, the research seeks to analyze how content quality and influencer credibility affect purchase interest, providing insights for both academic understanding and practical marketing applications.

REVIEW OF LITERATURE

Marketing is a management process that empowers individuals or groups to satisfy their needs and wants through the creation, promotion, sale, and exchange of goods and services that have value for consumers. Companies strive to understand consumer preferences and create relevant offerings. Marketing is not only about selling products but also about building lasting relationships through effective communication, brand development, and positive experiences that optimally meet customer needs, ensuring

business sustainability (Ariyanto et al., 2023). It involves a series of activities designed to understand customer needs and build relationships with them, with a primary focus on providing something valuable to consumers, whether in the form of goods, services, or memorable experiences (Watan & Cahyani, 2025). Marketing encompasses value, costs, and satisfaction through transactions and exchanges, and the creation of profitable relationships between companies and customers can lead to increased loyalty and business growth (Satriadi et al., 2024).

Marketing management involves planning, implementing, monitoring, and controlling marketing activities to ensure a company achieves its goals effectively and efficiently. This process encompasses market research, segmentation, pricing, promotion, and distribution, aiming to build mutually beneficial relationships between producers and consumers (Satriadi et al., 2021). The main focus is on implementing strategies to offer solutions to the community, whether in the form of goods or services, while managing marketing components to achieve company objectives (Muniarty et al., 2025; Pratama et al., 2023).

Digital marketing is an internet-based strategy that facilitates monitoring and evaluating customer responses directly, enabling promotional activities to be assessed accurately based on consumer feedback during online interactions (Fatkhurrahman & Wibowo, 2023). Digital marketing allows companies to utilize various tools, such as smartphones, computers, television, social media, email, video, and search engine optimization, to reach a wider audience effectively (Ayesha et al., 2022).

Social media has become a vital part of the digital landscape, facilitating communication, professional networking, information dissemination, and marketing activities (Qadir & Ramli, 2024; Liedfray et al., 2022). Among social media platforms, TikTok has experienced significant growth as a video-based platform that channels creativity, talent development, and educational content, making it an effective tool for product promotion (Wuwungam et al., 2021; Nurhasanah et al., 2023).

Content marketing is a strategy in which companies promote themselves through social media platforms by highlighting product uniqueness and providing in-depth information to educate potential buyers, rather than merely selling products. Engaging and relevant content helps build trust and stimulate consumer interest (Atika et al., 2024; Permana et al., 2024). The goals of content marketing are to understand audience expectations deeply and achieve targets effectively by producing creative promotional materials that capture the attention of potential buyers (Qastalano & Nugroho, 2024). Its functions include disseminating high-quality material to create business value, communicating educational information, and providing added value for the audience (Idris et al., 2023). The effectiveness of content marketing can be measured by indicators such as relevance, accuracy, value, clarity, and accessibility (Pasaribu et al., 2023).

Influencer marketing leverages the influence of individuals to attract followers and increase product acceptance, often involving celebrities or social media figures whose recommendations affect consumer decisions (Agustin & Amron, 2024; Rosadian, 2024). The effectiveness of influencer marketing is influenced by credibility, original content, and close relationships with followers, ensuring that content resonates authentically and engages the audience, which ultimately impacts purchase intention (Nurfajrina et al., 2025). Indicators of influencer marketing include credibility, attraction, and persuasive power (Imawan, 2022).

Influencers can be categorized as nano, micro, macro, or mega, based on their follower size and reach, with each type offering different levels of engagement and marketing potential (Ellora, 2024).

Purchase intention reflects a consumer's attitude and trust toward a product, driving the desire to purchase and own it (Fatkhurrahman & Wibowo, 2023). The AIDA model explains this process in four stages: Awareness, Interest, Desire, and Action, where consumers move from recognizing a product to making a purchase decision (Kotler in Wardhana et al., 2024). Factors influencing purchase interest include primary motives, selective motives, patronage motives, and purchase decisions (Nasution in Sinaga, 2024). Indicators for assessing consumer interest are transactional, referential, preferential, and exploratory interests (Ferdinand in Mindiasari et al., 2023).

Previous research indicates that influencer marketing and social media content significantly influence consumer purchasing interest, although effects can vary depending on the platform and product type. Studies on Instagram marketing have demonstrated substantial impacts on purchase intention, while research on content marketing and influencers shows mixed results depending on product context and demographic factors (Alfiannor, 2024; Fatkhurrahman & Wibowo, 2023; Pasaribu et al., 2023; Novliana & Cahyani, 2024). This research emphasizes the importance of assessing both marketing content and influencer strategies specifically within the TikTok platform for Blind Box Labubu products at Pop Mart Bandung City.

The framework of thought serves as a guideline for systematically compiling research, from integrating theories and formulating hypotheses to determining data collection methods and analysis, ensuring clarity and alignment with research objectives (Iba & Wardhana, 2023). Based on this framework, the research hypotheses are formulated as follows: marketing content has a positive and significant influence on purchasing interest; influencer marketing has a positive and significant influence on purchasing interest; and together, both factors positively and significantly influence purchasing interest in Blind Box Labubu products at Pop Mart Bandung City (Kerlinger in Nur et al., 2025).

RESEARCH METHOD

This research uses a quantitative approach, which relies on numerical data to answer research questions, emphasizing standardization in data collection, objectivity in measurement, and the use of statistical analysis to examine relationships between variables and test hypotheses (Waruwu et al., 2025). Quantitative research is suitable for analyzing patterns, calculating frequencies, and obtaining objective, measurable results. This study employs an explanatory research design, aiming to explain the position of the variables studied and analyze the influence between variables. The approach allows for testing causal relationships between influencer marketing content, influencer marketing, and consumer purchase interest for the Labubu Blind Box products at Pop Mart Bandung City (Sekaran & Bougie, 2016).

Data collection was conducted using primary and secondary sources. Primary data were obtained directly from respondents through online questionnaires distributed via Google Forms. The questionnaire used a Likert scale to measure responses, ranging from strongly agree to strongly disagree, and was designed to cover the dimensions of influencer

marketing content, influencer marketing credibility, and consumer purchase interest. The instrument underwent validity and reliability testing using SPSS version 25 to ensure it accurately measures the intended variables. Secondary data were collected from relevant books, journals, articles, and previous research to support the literature review, framework, and hypothesis formulation (Sekaran & Bougie, 2016).

The population of this study consists of TikTok users who are interested in purchasing Labubu Blind Box products after viewing influencer marketing content. The sample was selected using a non-probability purposive sampling technique, focusing on respondents who are active TikTok users, have purchasing interest, and are domiciled in Bandung City. Based on Cochran's formula for unknown population size, the minimum sample was calculated to be 96 respondents, with a total of 110 respondents used to minimize potential errors. The data collected were analyzed using multiple stages, including instrument testing (validity and reliability), classical assumption tests (normality, heteroscedasticity, and multicollinearity), and multiple linear regression analysis including t-test, F-test, and coefficient of determination, all conducted using SPSS version 25 (Creswell, 2018).

This research method ensures that the data collected are reliable, valid, and sufficient for analyzing the influence of influencer marketing content and influencer marketing on consumer purchase interest. The combination of quantitative, explanatory research, and statistical analysis provides an objective basis for testing the proposed hypotheses and drawing conclusions about the research problem.

RESULTS AND DISCUSSION

Result Description

This study used a purposive sampling technique to select 110 respondents, selecting them as those who knew about or had seen influencer content about Blind Box Labubu products on TikTok. Respondent characteristics were classified based on gender, age, occupation, and domicile. This characteristic data was used to provide a general overview of the respondents, thus supporting the analysis of the influence of influencer marketing content on consumer purchasing interest in Blind Box Labubu products at Pop Mart in Bandung City.

Table 1. Respondent Characteristics

No	Characteristics	Description	Frequency	Presentation
1.	Gender	Man	7	6.4%
		Woman	103	93.6%
2	Age	< 18 Years	8	7.3%
		18 – 25 Years	58	52.7%
		26 – 35 Years	19	17.3%
		36 – 45 Years	25	22.7%
3	Work	Students	58	52.7%
		Employee	32	29.1%

		Self-employed	20	18.2%
4	Domicile	Bandung	110	100%

Source: Data processed by researchers, 2026

Referring to Table 4.1, the characteristics data of 110 respondents are presented. Based on gender, the majority of respondents were female (103 people) (93.6%), while male respondents numbered 7 people (6.4%). Furthermore, based on age group, the majority of respondents were in the 18–25 years age range (58 people) (52.7%), then 36–45 years old (25 people) (22.7%), 26–35 years old (19 people) (17.3%), and under 18 years old (8 people) (7.3%). Based on occupation, the majority of respondents were students (58 people) (52.7%), followed by employees (32 people) (29.1%), and self-employed (20 people) (18.2%). In addition, all respondents in this study were domiciled in Bandung City (110 people) (100%). The data shows that the research respondents are dominated by the productive age group who actively use social media, so it is relevant to the research on the influence of influencer marketing content on the TikTok platform on consumer purchasing interest in Blind Box Labubu products at Pop Mart, Bandung City.

Data Analysis and Interpretation

Validity Test

Validity testing is used to measure the validity or otherwise of a questionnaire. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire that we have created truly by measuring what we want to measure (Ghozali, 2016). The taking of an item is valid or invalid can be known by correlating the item score with the total score if the correlation r is below 0.05 then it can be concluded that the instrument item is valid and vice versa if it is above 0.05 then the instrument item is invalid, so it must be corrected or discarded. The validity test researchers use a measuring tool in the form of a computer program, namely IBM SPSS version 25.

In the validity test, it is known that the question has an N value of 110. Determination of R_{table} by looking at the probability, namely a two-tailed test with a significance level of 0.05. Next, calculate the value of the degrees of freedom (df), namely $df = n - 2$. Then it can be seen that the value of $df = 110 - 2 = 108$. Thus, the R_{table} validity test in this analysis is 0.187. The complete validity test can be seen in the following table:

a. Validity of Marketing Content Variable (X1)

Table 2. Validity of Marketing Content Variables

Variables	Rhitung	Rtable	Information
Marketing Content (X1)			
X1.1	0.595	0.187	Valid
X1.2	0.578	0.187	Valid
X1.3	0.596	0.187	Valid
X1.4	0.645	0.187	Valid
X1.5	0.543	0.187	Valid
X1.6	0.564	0.187	Valid
X1.7	0.419	0.187	Valid
X1.8	0.504	0.187	Valid

X1.9	0.587	0.187	Valid
X1.10	0.540	0.187	Valid
X1.11	0.606	0.187	Valid
X1.12	0.297	0.187	Valid
X1.13	0.364	0.187	Valid
X1.14	0.350	0.187	Valid
X1.15	0.315	0.187	Valid

Source: Data processed by researchers, 2026

Based on the validity test results in the table above, all questions on variable X1, namely marketing content, are valid. This is because the calculated R correlation value is greater than the R table, which is 0.187.

b. Validity of Influencer Marketing Variable (X2)

Table 3. Validity of Influencer Marketing Variables

Variables	Rhitung	Rtable	Information
Influencer Marketing (X2)			
X2.1	0.545	0.187	Valid
X2.2	0.615	0.187	Valid
X2.3	0.456	0.187	Valid
X2.4	0.645	0.187	Valid
X2.5	0.629	0.187	Valid
X2.6	0.696	0.187	Valid
X2.7	0.607	0.187	Valid
X2.8	0.439	0.187	Valid
X2.9	0.690	0.187	Valid

Source: Data processed by researchers, 2026

Based on the validity test results in the table above, all questions on variable X2, namely influencer marketing, are valid. This is because the calculated R correlation value is greater than the table R value, which is 0.187.

c. Validity of Purchase Interest Variable (Y)

Table 4. Validity of Purchase Interest Variable (Y)

Variables	Rhitung	Rtable	Information
Purchase Interest (Y)			
Y1	0.488	0.187	Valid
Y2	0.411	0.187	Valid
Y3	0.536	0.187	Valid
Y4	0.563	0.187	Valid
Y5	0.734	0.187	Valid
Y6	0.612	0.187	Valid
Y7	0.606	0.187	Valid
Y8	0.639	0.187	Valid
Y9	0.556	0.187	Valid
Y10	0.433	0.187	Valid

Y11	0.595	0.187	Valid
Y12	0.237	0.187	Valid

Source: Data processed by researchers, 2026

Based on the validity test results in the table above, all questions on variable Y, namely purchase interest, are valid. This is because the calculated R correlation value is greater than the table R value, which is 0.187.

Reliability Test

Reliability testing is used to demonstrate and prove that a data instrument is sufficiently reliable to be used as a data collection tool because the instrument is good (Sugiyono, 2019). The alpha coefficient can be said to be reliable when the Cronbach Alpha value is > 0.6 . The data calculation will be performed using the IBM SPSS version 25 program. The results of the reliability test for each variable can be seen in the following table:

Table 4. Reliability X1

Cronbach's Alpha	N of Items
.778	15

Source: Data processed by researchers, 2026

Based on the table above, it is known that the results of the reliability test analysis on the marketing content variable (X1) obtained a reliable value with a Cronbach Alpha result of 0.778. A variable can be said to be reliable if the Cronbach Alpha value is > 0.6 , so the data results indicate that the entire question is reliable.

Table 5. Reliability X2

Cronbach's Alpha	N of Items
.768	9

Source: Data processed by researchers, 2026

Based on the table above, it is known that the results of the reliability test analysis on the influencer marketing variable (X2) obtained a reliable value with a Cronbach Alpha result of 0.768. A variable can be said to be reliable if the Cronbach Alpha value is > 0.6 , so the data results indicate that the entire question is reliable.

Table 6. Reliability Y

Cronbach's Alpha	N of Items
.774	12

Source: Data processed 2026

Based on the table above, it is known that the results of the reliability test analysis on the purchase interest variable (Y) obtained a reliable value with a Cronbach Alpha result of 0.774. A variable can be said to be reliable if the Cronbach Alpha value is > 0.6 , so the data results indicate that the entire question is reliable.

Classical Assumption Test Results

Normality Test

The normality test aims to test whether the confounding variables or residuals in the regression model have a normal distribution. A regression equation is said to be good if the independent variables and dependent variables are normally distributed (Ghozali, 2016). The normality test was conducted using a normal probability plot with the help of the IBM SPSS version 25 computer statistics program. In this study, the One Sample Kolmogorov-Smirnov test was used with a significance value of 0.05 with the following decision making:

- If the sig value > 0.05 then the data is normally distributed
- If the sig value < 0.05 then the data is not normally distributed

Table 7. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		110
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	3.25607506
Most Extreme Differences	Absolute	.056
	Positive	.053
	Negative	-.056
Test Statistics		.056
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

Source: Data processed by researchers, 2026

Based on Table 4.7 above, it is known that the N value of the normality test is 110. The test results show that the Asymp Sig. (2-tailed) value obtained is 0.200, this value is greater than 0.05. Thus, it can be interpreted that in this analysis the data is normally distributed.

Linearity Test

The multicollinearity test is used to determine whether there is a correlation between the independent variables in a regression model. If there is no correlation between the independent variables, the regression model is considered sound. Multicollinearity can be detected by observing the Variance Inflation Factor (VIF) and tolerance. If the VIF is less than 10 and the tolerance is above 0.1 or 10%, it can be concluded that the regression model does not have multicollinearity (Ghozali, 2013).

Table 8. Multicollinearity Test

Coefficientsa		Collinearity Statistics	
		Tolerance	VIF
1	Marketing Content	.833	1,201
	Influencer Marketing	.833	1,201

a. Dependent Variable: Purchase Interest

Source: Data processed by researchers, 2026

Based on Table 4.8 above, it shows that the Tolerance value of the marketing content variable (X1) and the marketing influencer variable (X2) have the same value, namely 0.833, this value is >0.10 . Meanwhile, the VIF value for the marketing content variable (X1) and the marketing influencer variable (X2) also has the same value, namely 1.201, this value is <10.00 . So it can be concluded that in this analysis there are no symptoms of multicollinearity between the independent variables in the regression model.

Heteroscedasticity Test

Uji Heteroscedasticity is a test that assesses whether there is inequality in the variance of the residuals for all observations in a linear regression model. Heteroscedasticity is a condition where there is inequality in the variance of the error for all observations of each independent variable in the regression model. The purpose of the heteroscedasticity test is to see whether there is inequality in the variance of the residuals between several observations in the regression model. According to Ghazali (2018), a good regression model is one that does not experience heteroscedasticity. The heteroscedasticity test in this study uses the Glejser Test. The test results can be seen in the following table.

Table 9. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,130	2,330		3,490	.001
	Marketing Content	-.067	.037	-.188	-1,827	.070
	Influencer Marketing	-.040	.053	-.078	-.752	.454

a. Dependent Variable: ABS_RES

Source: Data processed by researchers, 2026

Based on the results of the heteroscedasticity test using the Glejser test in the table above, it can be seen that the sig. value for each variable, including the marketing content variable (X1), is 0.070 and the marketing influencer variable (X2) is 0.454. These values are greater than 0.05. Therefore, it can be said that this analysis shows no heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

The influence between the independent variables, namely the marketing content and influencer marketing variables, on the dependent variable, namely buying interest can be

determined by multiple linear regression analysis. This test is conducted using a computer with SPSS (Statistical Program for Social Science) version 25. The following is shown:

Table 10. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11,062	3,761		2,941	.004
Marketing Content	.217	.059	.264	3,655	.000
Influencer Marketing	.691	.085	.584	8,097	.000

a. Dependent Variable: Purchase Interest

Source: Data processed by researchers, 2026

Based on table 4.10, the multiple linear regression equation model can be obtained as follows:

$$Y = 11.062 + 0.217 X_1 + 0.691 X_2 + \epsilon$$

Then the interpretation of the equation is as follows:

- Based on the equation above, the constant value (a) is 11.062, which means that if the marketing content and influencer marketing variables have a value = 0, then the value buying interest is 11,062.
- Variable coefficient value marketing content (X₁) is 0.217, meaning that if marketing content increases by 1, then buying interest will experience an increase of 0.217. The regression coefficient is positive between marketing content with buying interest. This shows that if content marketing is increasing, then buying interest will also increase.
- Variable coefficient value influencer marketing (X₂) is 0.691, meaning that if influencer marketing increases by 1, then buying interest will experience an increase of 0.691. The regression coefficient is positive between influencer marketing with buying interest. This shows that if influencer marketing is increasing, then buying interest will also increase.

Coefficient of Determination (R²)

The results of the multiple linear regression analysis also produced a coefficient of determination (R²). This value can be seen in the following table.

Table 11. Coefficient of Determination

Model Summary				Standard Error of the Estimate
Model	R	R Square	Adjusted R Square	
1	.732a	.536	.528	3.28636

a. Predictors: (Constant), Influencer Marketing, Content Marketing

b. Dependent Variable: Purchase Interest

Source: Data processed by researchers, 2026

Based on table 4.11, the coefficient of determination (R²) can be seen in the R Square column, which is 0.536. This indicates that the model has moderate explanatory power, suggesting that content marketing and influencer marketing are important determinants of

purchase intention, although other factors such as product quality, brand image, perceived value, and consumer lifestyle may also influence purchasing decisions.

Hypothesis Testing

Hypothesis testing is a test conducted to determine the validity of previously formulated hypotheses. There are two types of hypothesis testing: the T-test (Partial) and the F-test (Simultaneous).

F Test

The results of the simultaneous test or F test can be seen in the table below.

Table 12. F test

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1337,552	2	668,776	61,923	.000b
	Residual	1155,621	107	10,800		
	Total	2493.173	109			

a. Dependent Variable: Purchase Interest

b. Predictors: (Constant), Influencer Marketing, Content Marketing

Source: Data processed by researchers, 2026

Based on table 4.12 above, it can be seen that with $df(n_1) = 1$, $df(n_2) = 108$, the F_{table} is 3.929. So the results of the simultaneous test or F test obtained an F_{count} value of 61.923 and an F_{table} value of 3.929. Then the value shows that $F_{count} > F_{table}$ with a significance level of $0.000 < \alpha 0.05$. Based on the hypothesis, it can be interpreted that H_0 is rejected and H_1 is accepted, so that overall the independent variables, namely the marketing content and influencer marketing variables, have an influence on the purchase interest variable as the dependent variable.

T-test

Hypothesis testing is conducted to demonstrate the extent to which independent variables influence the dependent variable individually. In this study, hypothesis testing was used to determine the influence of content marketing and influencer marketing variables. On the purchase interest variable. With the criteria that if the calculated t is greater than the t table, then the independent variable influences the dependent variable. The results of the hypothesis test can be seen as follows:

Table 13. T-Test Analysis Results

		Coefficients ^a			
		Unstandardized Coefficients	Standardized Coefficients		
Model		B	Std. Error	Beta	t
1	(Constant)	11,062	3,761		2,941
	Marketing Content	.217	.059	.264	3,655
	Influencer Marketing	.691	.085	.584	8,097

a. Dependent Variable: Purchase Interest

Source: Data processed by researchers, 2026

1. Results of testing the influence of marketing content on purchasing interest

Based on the table above, the t-value is 3.655 and the t-table is 1.982, so it can be concluded that $t\text{-value} > t\text{-table}$ and a significant value of $0.000 < 0.05$ is obtained. Based on the hypothesis, it can be interpreted that H1 is accepted and H0 is rejected. Thus, the marketing content variable partially has a positive and significant effect on buying interest.

2. Results of testing the influence of influencer marketing on purchasing interest

Based on the table above, the calculated t value is 8.097 and the t table is 1.982, so it can be concluded that the calculated $t > t\text{ table}$ and the significant value obtained is $0.000 < 0.05$. Based on the hypothesis, it can be interpreted that H2 is accepted and H0 is rejected. Thus, the influencer marketing variable partially has a positive and significant effect on buying interest.

CONCLUSION

Marketing content on TikTok has a positive and significant effect on consumer purchasing interest in Blind Box Labubu products at Pop Mart in Bandung City. The t-test results show $t\text{ count} = 3.655 > t\text{ table} = 1.982$ with a significance value of $0.000 < 0.05$. This means that relevant, accurate, valuable, easy-to-understand, and easy-to-find TikTok content can increase consumer interest in the product. The better the quality of the content, the greater the consumer interest in finding out, considering, and purchasing the product.

Influencer marketing has a positive and significant impact on consumer purchasing interest. The t-test results show a calculated t-value of $8.097 > t\text{-table of } 1.982$, with a significance value of $0.000 < 0.05$. Influencers with credibility, attractiveness, and the ability to influence audiences are able to drive consumer purchasing interest. Influencer marketing has a stronger influence than content marketing because the regression coefficient value is greater (0.691 compared to 0.217).

Simultaneously, marketing content and influencer marketing have a positive and significant effect on consumer purchasing interest. The F test results show $F\text{ count} = 61.923 > F\text{ table} = 3.929$ with a significance value of $0.000 < 0.05$. The R Square value = 0.536 indicates that these two variables explain 53.6% of the variation in consumer purchasing interest, while the remaining 46.4% is influenced by other factors outside the study, such as price, product availability, trends, friend recommendations, brand image, or personal consumer needs.

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