
**THE INFLUENCE OF TIKTOK SOCIAL MEDIA COMMERCE PROMOTIONAL
CONTENT AND VIRAL MARKETING ON BUYING INTEREST IN CORKCICLE
PRODUCTS WITH THE LIFESTYLE OF GEN Y TEENAGERS AND GEN Z AS
MODERATING VARIABLES**



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Abstract

This study aims to analyse the influence of TikTok social media commerce promotional content and viral marketing on Corkcicle product purchase interest among Gen Y and Gen Z teenagers. This study uses an online survey method with a sample of 100 respondents. The study results show that TikTok's social media commerce promotional content and viral marketing significantly affect Corkcicle's product purchase interest. The lifestyle of Gen Y and Gen Z teenagers acts as a moderating variable that strengthens this influence. This study contributes to digital marketing theory and provides strategic recommendations for business actors who use TikTok as a marketing channel.

Keywords: Social Media Commerce, Viral Marketing, Purchase Interest

INTRODUCTION

The rapid development of technology today has given rise to many new breakthroughs, one of which is in terms of communication (Sibuea et al, 2022). Communication can now be easily and quickly done with the existence of social media platforms that are available and can be used for free by the community. The social media platform, according to (Astari Clara Sari et al., 2018), is one of the means to communicate and exchange two-way information online between social media users. Basically, the main role of social media in everyday life is as a means to communicate and exchange information between fellow social media users (Widada, 2018). However, along with the development of the current era, many social media platforms offer a variety of more features such as sharing photos, videos, sounds, emojis, and documents (Dewasanya & Amaly, 2024). The existence of these various features makes the use of social media in everyday life increase. The increasing use of social media is a trigger for various social media platforms to compete to offer various new breakthroughs that are useful in everyday life.

The various breakthroughs offered by social media platforms today encourage the creation of new trends that are in great demand by many people. One of the trends created by new breakthroughs from social media platforms is to use social media as a means to promote, sell, and buy a product or service (Andriyanti & Farida, 2022). The rise of promotion and sales using social media encourages social media platforms to take advantage of these opportunities by adding online buying and selling features with social media or commonly known as social media commerce.

The social media commerce feature, according to (Nugroho et al., 2019) is a means that can be used to carry out buying and selling activities such as promoting, selling products or services, and purchasing products or services offered in an easier way to shop for its users. The ease of doing this buying and selling activity has increasingly attracted the attention of the public to take advantage of the buying and selling features in social media commerce. Various social media platforms that provide social media commerce features include Facebook, Instagram, Pinterest, and TikTok. Some of these platforms have succeeded in making it easier for social media users to carry out buying and selling activities, and at the same time provide a new experience in shopping, especially in the TikTok social media

platform, which is currently widely used by the public. Based on data from Databoks presented by (Santika, 2023) the number of TikTok users has exceeded 1.5 billion users worldwide, while in Indonesia, TikTok users reached 113 million users in April 2023. Most of these TikTok users are in the age range of 18-34 years or can be grouped into Gen Y and Gen Z teenagers. Based on this, this research will focus more on the TikTok social media application.

TikTok named its social media commerce feature TikTok Shop. TikTok shop provides many new experiences in shopping, such as: Buying and selling with Live streaming, promoting using short videos, and direct interaction between sellers and buyers by sending messages to each other (Adawiyah, 2020). In addition, the TikTok application also allows users to upload interesting content about the products or services they offer. TikTok also facilitates users with various features that can help users in content creation, such as video editing, visual effects, and audio effects that can be used by users for free (Hidayat et al., 2022).

The content created by TikTok users attracts a lot of attention from the public because the recommendation algorithm by TikTok has a wide range, allowing content to spread in various directions. Initially, TikTok content was used to share information and entertainment through short videos, but over time, many TikTok users began uploading short videos to promote the products or services they offered. The promotional content offered by TikTok users is getting more and more unique, so many people are curious and want to see the content. The content that is often seen by the public is trending and viral among TikTok social media users. With the phenomenon of viral content, various TikTok application users are competing to make promotional videos that are increasingly creative and interesting so that they can go viral. This marketing strategy by utilises viral content, is often known as viral marketing. Viral marketing is a marketing strategy that uses the power of spreading messages quickly and widely in an effective way. One way that can be used is by utilising social media as a tool to deliver chain messages because social media allows users to provide information to each other quickly and with a wide range (Prayogo et al., 2023).

Lately, one of the viral contents on TikTok is promotional content carried out by the Corkcicle brand, which offers its products, namely drinking bottles that are priced at a very

fantastic price, as reported in TikTok content @corkcicle.indonesia. Corkcicle offers its tumbler products for IDR 700,000 - IDR 900,000. The price offered by Corkcicle makes people feel surprised and have further curiosity about this product. Many of the TikTok users, especially Gen Y and Gen Z teenagers, who are currently very active on TikTok social media and have many followers on their accounts, create content about the product review of Corkcicle drinking bottles, so that the content becomes viral and many people have an interest in buying the product.

Based on the video, it can be seen that Corkcicle offers a drinking bottle or also known as a tumbler, with a simple and attractive design and has a sturdy build quality. However, the price tag for this Corkcicle tumbler product is quite expensive, which is around Rp.700,000 - Rp. 900,000 So many people think that they use this Corkcicle tumbler to make them look cooler and richer. Research (Fungky et al., 2022) revealed that currently Gen Y and Gen Z teenagers tend to have a lifestyle that wants to look luxurious, so they are easily influenced and are willing to buy goods at very expensive prices to follow existing trends. This Corkcicle tumbler is what is now a concern for Gen Y and Gen Z teenagers today, therefore, most Gen Y and Gen Z teenagers have an interest in buying this Corkcicle tumbler. Purchase interest according to (Halim & Iskandar, 2019) is a consumer statement that refers to the decision to purchase a product. This purchase interest is formed due to consumer confidence in the quality and price of the product offered to potential buyers. In this study, researchers will focus on the buying interest of Gen Y and Gen Z teenage consumers in Corkcicle products in Salatiga city.

Salatiga city, which is located in Central Java province, has a large population. Based on data from BPS (2019), Salatiga city has a population of 194,084 people in 2019, which is dominated by the population in the age range of 10-44 years, totalling 106,763 people. The large population of Gen Y and Gen Z teenagers in Salatiga city will influence the spread of existing trends, so that many of the Gen Y and Gen Z teenagers in Salatiga city have the desire to follow the existing trends. This can lead to an increased buying interest in trending products in Salatiga city.

Research by (Pasaribu et al., 2023) reveals that viral marketing affects consumer buying interest. Meanwhile, social media commerce content does not show any influence on

consumer buying interest. So, in this study, researchers will update research on the influence of TikTok social media commerce content and viral marketing, which is currently being carried out by many businesses in offering their products. In addition, this research will also conduct further analysis regarding the effect of social media commerce content and viral marketing on buying interest in Corkcicle products by adding the lifestyle of Gen Y and Gen Z teenagers as a moderating variable.

Based on the description of the background of the problem above, the authors are interest in the problem of this research is the effect of TikTok social media commerce content and viral marketing on buying interest in Corkcicle products with the lifestyle of Gen Y and Gen Z teenagers as a moderating variable. This research aims to prove whether or not the influence of the above things on the purchase intention of Corkcicle products, and to find out the variables that affect consumers.

Based on the background above, we can conclude the problem formulation as follows:

1. Does social media commerce content affect consumer buying interest?
2. Does viral marketing affect consumer buying interest?
3. Does the lifestyle of Gen Y and Gen Z teenagers moderate the effect of social media commerce content on consumer purchase intention?
4. Does the lifestyle of Gen Y and Gen Z teenagers moderate the effect of viral marketing on consumer purchase intention?

The purpose of this study is:

1. To analyse the effect of social media commerce content on consumer buying interest
2. To analyse the effect of viral marketing on consumer buying interest
3. To analyse the effect of social media commerce content on consumer purchase intention, moderated by lifestyle among Gen Y and Gen Z teenagers.
4. To analyse the effect of viral marketing on consumer purchase intention, moderated by the lifestyle of Gen Y and Gen Z teenagers.

The benefits of this research can be used as a discourse for developers of theory and science in the field of economics, and the results of this study can also be used to consider the results of other studies that have been conducted and used as a consideration for future research. For companies, it is hoped that it will help businesses learn more about promotional

content on social media, commerce, TikTok, and viral marketing of their products, which they can use when planning marketing strategies. For consumers, it is hoped that it can educate consumers about the effect of TikTok social media commerce promotional content and viral marketing on buying interest, moderated by the lifestyle of Gen Y and Gen Z teenagers.

REVIEW OF LITERATURE

Purchase Intention

The results of the research according to (Indika & Jovita, 2017) suggest that buying interest is a stage of consumer interest in a product, with consumer awareness and perception of a product. In addition, research by (Sangen et al., 2018) also reveals that consumer buying interest is the behaviour of a consumer who has the desire to buy a product because consumers are interested in the product being offered and want to find out more about the product.

TikTok Social Media Commerce Promotional Content

Social Media Commerce Promotional Content is a promotional strategy implemented by businesses using content that includes text, images, audio, or video content. Later, it will be arranged into creative and attractive marketing media and then uploaded to the merchant's social media account (Sangen et al., 2018). According to (Shadrina & Yoestini, 2022) revealed that social media commerce promotional content is a marketing strategy in creating and disseminating content that contains information about the products offered to attract the attention of people who see the content. Social media commerce promotional content is a promotional strategy that can be done by utilising text, image, audio, or video content that is packaged into attractive marketing media. The creation of social media commerce promotional content aims to disseminate information about the products offered.

Viral Marketing

Viral marketing is a marketing strategy by creates information that contains various reviews about a product and can attract the attention of potential buyers to spread the information (I. A. Putri et al., 2022; Hidayat et al, 2024). Research according to (Erwin et al., 2023) also explains that viral marketing is a marketing strategy that aims to disseminate

information by creating interesting and entertaining content to encourage people to share content containing information about the products offered. Viral marketing is a marketing strategy that aims to disseminate information about the products offered by creating interesting and entertaining content so that people are interested in providing information about the products offered (Toha & Supriyanto, 2023).

The lifestyle of Gen Y and Gen Z teenagers

According to (Savira & Ratu, 2024) the lifestyle lived by a person can be said to be a pattern that reflects the activities and interests of that person. The development of technology is accelerating, and mobility is getting higher and higher, giving rise to various new trends. This new trend is very popular among Gen Y and Gen Z teenagers, and as a result, the lifestyle of Gen Y and Gen Z teenagers is more likely to be consumptive. Another expression was also conveyed by (Sufyati & Lestari, 2022), which revealed that nowadays Gen Y and Gen Z teenagers are synonymous with a luxurious and consumptive lifestyle, so that they tend not to think long before making purchasing decisions on a product they want. According to Sabillah et al. (2022) in their research on the Effect of Viral Marketing and Online Customer Reviews on Consumer Purchase Interest in TikTok social media (Case Study on Gacoan Noodles). Shows that the results of viral marketing and online customer reviews affect consumer buying interest. According to (Pasaribu et al., 2023), in their research on the Effect of Content Marketing, Viral Marketing and Influencers on Interest in Buying Skincare Products in Students. Shows the results that viral marketing affects the interest in buying skincare products. While content marketing and influencers do not affect buying interest in skincare products among students. According to Sangen et al., 2018) in their research on the Effect of Content Marketing, Sales Promotion, Personal Selling, and Advertising on Consumer Purchase Interest in Biuti Hotels in Banjarmasin. Shows the results that content marketing, sales promotion, and advertising have a significant effect on consumer buying interest. While personal selling has no significant effect on consumer buying interest.

The Effect of Social Media Commerce Promotional Content on Purchase Intention

Social Media Commerce Promotional Content is a promotional strategy carried out by businesses by utilising content (Sangen et al., 2018). The content itself can be divided into several categories, namely content in the form of text, video, and audio, which is arranged

into creative and attractive marketing media and then uploaded to the seller's social media commerce account. This is also in line with research conducted by (Shadrina & Yoestini, 2022) which reveals that social media commerce promotional content is a marketing strategy in creating and disseminating content containing information about the products offered to attract the attention of people who see the content. From the explanation above, the following hypothesis can be formulated:

H₁: TikTok social media commerce promotional content has a positive effect on purchase intention

The Effect of Viral Marketing on Purchase Intention

According to Sabillah et al. (2022), Viral marketing is a method for disseminating information, promoting a product by word of mouth via the internet. There is a social media platform that is the most downloaded and trending among Indonesians, namely the TikTok application. TikTok is an application that makes it possible to create and share vertical short videos. TikTok can also be used as viral marketing to promote products widely without distance and time restrictions. The results of research conducted by (Andriyanti & Farida, 2022) state that viral marketing has a positive and significant effect on buying interest. From the explanation above, the following hypothesis can be formulated:

H₂: Viral marketing has a positive effect on purchase intention

The Lifestyle of Gen Y and Gen Z Teenagers Can Moderate the Effect of Social Media Commerce Content on Purchase Intention

Social networks are websites that allow anyone to create personal web pages, connect with others, share information, and communicate (N. Putri & Hanafi, 2023). Social media has developed in terms of its usefulness, namely as a product marketing platform and brand promotion medium for a company. Lifestyle reflects a person's pattern of life that gives an idea of how a person lives life. Nowadays, Gen Y and Gen Z teenagers are synonymous with a luxurious and consumptive lifestyle, so they tend not to think long before making purchasing decisions for a product they want (Sufyati & Lestari, 2022). From the explanation above, the following hypothesis can be formulated:

H₃: The lifestyle of Gen Y and Gen Z teenagers has a positive effect on TikTok social media commerce promotional content on purchase intention.

The Lifestyle of Gen Y and Gen Z Teenagers Can Moderate the Effect of Viral Marketing on Purchase Intention

Viral Marketing is a derivative of word of mouth and uses online media as a strategy to promote a brand by broadcasting messages about products and distributing or sending them to relatives and family (Sabillah et al., 2022). Viral marketing is carried out through social media, which is currently trending. Viral marketing aims to spread information about the product in the form of prices, existing menus, latest locations, promotions, etc. According to (Andriyanti & Farida, 2022) generation Z and Y consumers are characterised by being more interested in what is new, what is viral, and what is widely discussed in public spaces and social networks in cyberspace. Therefore, the application of viral marketing through social media is something special and grabs their attention. Based on the explanation above, the following hypothesis can be formulated:

H4: Gen Y and Gen Z teenagers' lifestyles positively influence viral marketing and purchase intention.

Based on the hypothesis above, a variable relationship can be conceptualised in the form of research as follows:

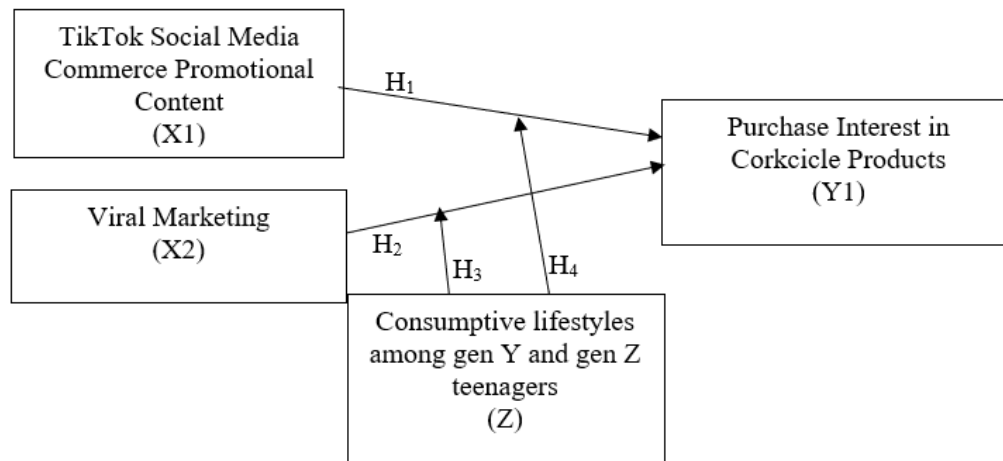


Figure 1.
Research Framework

RESEARCH METHOD

The type of research used in this study is quantitative with a causal approach. The data used in this research is primary data. The primary data source used in this study is someone who is interested in or has purchased Corkcicle products.

The population in this study is people who live in the Salatiga area. The sample in this study is Generation Y and Generation Z who live in Salatiga city. According to research (Sufyati & Lestari, 2022) the determination of a representative sample size depends on the number of indicators multiplied by 5 to 10, so in this study, the number of samples in this study was obtained in the following way:

Sample = Number of indicators x 5 to 10

$$= 14 \times 5 \text{ to } 10 = 70 - 140$$

The sample calculation results in this study were 70 - 100 respondents. However, due to limited time and resources in this study, the researcher determined that there were 100 respondents. This research sampling technique uses a purposive sampling technique, namely sampling using certain considerations or according to research needs. These considerations are used as criteria in determining the sample for this study (Sugiyono, 2015). The criteria in this study are:

1. TikTok social media users
2. Generation Y, born between 1981 and 1996, or aged 27 to 41.
3. Generation Z, born between 1997 and 2012 or aged 11 to 26.
4. Know about Corkcicle products
5. Residing in Salatiga city and

The data collection technique in this study used a questionnaire. The questionnaire is an efficient data collection technique when researchers know exactly what variables they are measuring and what they expect from respondents. The questionnaire was created using Google Forms, and distributed with the technique used was a Likert scale, by developing questions that resulted in strongly agree, agree, neutral, disagree, and strongly disagree (Sangen et al., 2018). The measurement scale in this study uses a Likert scale. This study consists of independent variables (X), dependent variables (Y), and moderating variables (Z).

Independent Variable

The independent variables in this study are TikTok social media commerce content (X_1) and viral marketing (X_2).

TikTok Social Media Commerce

There are several indicators of social media commerce tiktok:

- 1) Relevance, meaning that the content must contain suitable information
- 2) Accuracy, meaning that the content must contain precise and correct information
- 3) Information comprehension, meaning the content contains information that is easy to understand
- 4) Easy access to find
- 5) Consistency

Viral Marketing

There are several indicators of viral marketing, namely:

- 1) Engagement with the Product
- 2) Product knowledge
- 3) Talking about Products
- 4) Reducing Uncertainty

Dependent Variable

The dependent variable is the variable that is explained or influenced and is the result of the independent variable. The dependent variable in this study is purchase intention (Z). According to Sabillah et al. (2022), purchase interest is a consumer behaviour where someone has the desire to choose, use, consume, or want the product offered. The indicators of buying interest are:

- 1) Product Selection
- 2) Brand Choice
- 3) Desire to buy the product

Moderating Variable

Moderating variables are variables that can strengthen or weaken the relationship between the independent variable and the dependent variable. The moderating variable used in this study is lifestyle. lifestyle is a way of life that includes a set of habits, views and

patterns of response to life, and especially equipment for living (Sufyati & Lestari, 2022).
The lifestyle indicators are:

- a. The lifestyle of Gen Y and Gen Z teenagers
- b. Interest in a product

Data Analysis Method

This study uses Multiple Linear Regression analysis using the SPSS v.26 application.
Researchers used several test tools in this study, namely:

Validity Test

The validity test according to (Firdaus, 2021) is used to test the data that has been obtained after research. In this validity test, the data will be declared valid or invalid by looking at several criteria such as:

- a) If the value of $r_{count} > r_{table}$, then the question item is declared valid
- b) If the value of $r_{count} < r_{table}$, then the question item is declared invalid

Reliability Test

Reliability test is a test conducted to assess the questionnaire in the study has a consistent answer by the respondent. Reliability testing is used to ensure that the instrument used is reliable (Erwin et al. 2023). The reliability test in this study was measured using two reliability measures as follows:

- a) If the variable Cronbach's alpha value > 0.5 , it can be said that the data is reliable.
- b) If the variable Cronbach's alpha value < 0.5 , it can be said that the data is not reliable.

Normality Test

Normality test according to Produk et al. (2023) is used to test the regression of the independent variable and the dependent variable to know whether the data distribution is normal or not by looking at the criteria as follows:

- a) If the significance value (Sig.) > 0.05 , then the research data is normally distributed.
- b) If the significance value (Sig.) < 0.05 , then the research data is not normally distributed

Multicollinearity test

The multicollinearity test is a test that aims to check whether there is a correlation in the model between the independent variables in the model. To determine the presence or

absence of multicollinearity can be determined from the Variance Inflation Factor (VIF) and Tolerance values. If the VIF value is less than 10 and the Tolerance is more than 0.1, it can be stated that there is no multicollinearity.

Heteroscedasticity Test

Heteroscedasticity test is used to determine whether the residual value of the model formed is experiencing symptoms of heteroscedasticity or not, because if symptoms occur, Heteroscedasticity in the data will cause the T-test results to be incorrect (Asiva Noor Rachmayani, 2015). The decision-making criteria in the heteroscedasticity test are as follows

- a) If the significance value (Sig.) > 0.05 , then the conclusion is that there are no symptoms of heteroscedasticity in the model
- b) If the significance value (Sig.) < 0.05 , then the conclusion is that there are symptoms of heteroscedasticity in the model

T-test

The t-test is used to test the significance of each independent variable that will affect the dependent variable (Syaleh, 2020). In the T test, there are several decision-making criteria, namely:

- a) If the calculated t value $>$ t table, then there is an influence of the independent variable (X) on the dependent variable (Y), or the hypothesis is accepted
- b) If the calculated t value $<$ t table, then there is no effect of the independent variable (X) on the dependent variable (Y), or the hypothesis is rejected.

RESULTS AND DISCUSSION

The results of research conducted by researchers on 100 respondents who are TikTok social media users with a vulnerable age of 18-34 years, or often referred to as Gen Y and Gen Z teenagers. The test results in this study were statistically tested using the SPSS v.26 application obtained as follows.

Validity Test

The validity test in this study obtained the following results.

Table 1.
Validity Test Results

Variables	Question	R count	R table	Description
Purchase Interest in Corkcicle Products (Y)	P1	0,749	0,195	Valid
	P2	0,796	0,195	Valid
	P3	0,794	0,195	Valid
	P4	0,789	0,195	Valid
	P5	0,797	0,195	Valid
	P6	0,809	0,195	Valid
	P7	0,838	0,195	Valid
	P8	0,679	0,195	Valid
Lifestyle among teenagers of Gen Y and Gen Z (Z)	P9	0,532	0,195	Valid
	P10	0,705	0,195	Valid
	P11	0,763	0,195	Valid
	P12	0,677	0,195	Valid
	P13	0,797	0,195	Valid
	P14	0,778	0,195	Valid
Viral Marketing (X2)	P15	0,844	0,195	Valid
	P16	0,859	0,195	Valid
	P17	0,873	0,195	Valid
	P18	0,859	0,195	Valid
	P19	0,779	0,195	Valid
	P20	0,767	0,195	Valid
	P21	0,843	0,195	Valid
	P22	0,606	0,195	Valid
TikTok Social Media Commerce Promotional Content (X1)	P23	0,685	0,195	Valid
	P24	0,890	0,195	Valid
	P25	0,862	0,195	Valid
	P26	0,916	0,195	Valid
	P27	0,868	0,195	Valid
	P28	0,862	0,195	Valid
	P29	0,857	0,195	Valid
	P30	0,825	0,195	Valid
	P31	0,729	0,195	Valid
	P32	0,807	0,195	Valid

Based on Table 1, it can be seen that the value of $r\text{-Count} > r\text{-Table}$, it can be concluded that all question items in the research questionnaire this time can be said to be valid.

Reliability Test

The reliability test in this study obtained the following results.

Table 2.
Reliability Test Results

Variables	Cronbach's Alpha Value
TikTok Social Media Commerce Promotional Content (X1)	0,950
Viral Marketing (X2)	0,920
Lifestyle among teenagers of Gen Y and Gen Z (Z)	0,860
Purchase Interest in Corkcicle Products (Y)	0, 929

Based on Table 2, it can be seen that the Cronbach's Alpha value of each variable contained in this study is > 0.50 . Thus, based on decision making, namely if the Cronbach's Alpha value > 0.50 , the data is reliable. So, it can be concluded that the data from each variable contained in this study are reliable.

Normality Test

The normality test in this study obtained the following results

Table 3.
Normality Test Results

	Unstandardised Residual
Monte Carlo Sig. (2-tailed)	0,056
Significance Value	0,05

Based on Table 3, it can be seen that the Monte Carlo Sig (2-tailed) value is 0.166. Thus, based on the basis of decision making in the normality test, this time it can be said to be normal if the Monte Carlo Sig (2. tailed) value > 0.05 . In this study, the Monte Carlo Sig (2-tailed) value is $0.166 > 0.05$, so it can be concluded that this study is normally distributed.

Multicollinearity Test

The multicollinearity test in this study obtained the following results.

Table 4.
Multicollinearity Test Results

	Model	Collinearity Statistics	
		Tolerance	VIF
1	Viral Marketing (X2)	0,279	3.586
2	TikTok Social Media Commerce Promotional Content (X1)	0,279	3.586

Based on Table 4, it can be seen that the Tolerance value of the TikTok Social Media Commerce Promotional Content variable (X1) is 0.279, and the tolerance value of the Viral Marketing variable (X2) is 0.279. Meanwhile, the VIF value of the TikTok Social Media

Commerce Promotional Content variable (X1) is 3.586, and the VIF value of the Viral Marketing variable (X2) is 3.586. So, it can be concluded that there are no symptoms of multicollinearity in this study because all independent variables have a tolerance value < 0.1 and a VIF value > 10 .

Heteroscedasticity Test

The multicollinearity test in this study obtained the following results.

Table 5.
Heteroscedasticity Test Results

Variables	Unstandardised Residual
Viral Marketing (X2)	0,471
TikTok Social Media Commerce Promotional Content (X1)	0,762

Based on Table 6, it can be seen that the sig (2-tailed) value of the TikTok Social Media Commerce Promotional Content variable (X1) is 0.762, and the sig (2-tailed) value of the Viral Marketing variable (X2) is 0.471. So, it can be concluded that there are no symptoms of heteroscedasticity in this study because both independent variables have a sig (2-tailed) value > 0.05 .

T-test

The t-test in this study is used to determine the significance of the existing hypothesis and is presented in the following table.

Table 6.
T Test Results

Hypothesis	t-count	t-table	Description
TikTok social media commerce promotional content has a positive effect on purchase intention	10,571	1,661	Hypothesis accepted
Viral Marketing has a positive effect on purchase intention	10,360	1,661	Hypothesis accepted
The lifestyle of Gen Y and Gen Z teenagers has a positive impact on TikTok's social media commerce promotional content on purchase intention.	4,881	1,661	Hypothesis accepted
Lifestyle among Gen Y and Gen Z teenagers has a positive effect on viral marketing and purchase intention	4,360	1,661	Hypothesis accepted

Based on Table 6, it can be seen that the results of the t-test on hypothesis 1 (H1) found that the t-count value of 10.571 is greater than > 1.661 , so it can be concluded that the TikTok social media commerce promotional content variable positively affects buying interest. By presenting videos with a relatively short and interesting duration. TikTok social media commerce is often used as one of the most widely used promotional media today. Evident from the data source reported by Uzone.id, which was stated by (Vina Insayani, 2024) said that the number of sellers utilising TikTok social media commerce in 2024 reached 7 million sellers. From the large number of sellers on TikTok social media commerce, many people will see the promotional content distributed by the sellers. With the relatively short and practical duration of promotional content in TikTok social media commerce, TikTok social media commerce users will be more interested in seeing promotional content in TikTok social media commerce. So that it allows them to have an interest in buying from the promotional content they see. This is also reinforced by research conducted by (Putra et al., 2023), where TikTok's social media commerce content, which on average consists of short video content that contains various information more practically and interestingly. so that it can attract consumer buying interest.

Based on Table 6, it can be seen that the results of the t-test on hypothesis 2 (H2) found a t-count value of 10.360 greater than > 1.661 , so it can be concluded that the Viral marketing variable positively affects purchase intention. With the Viral marketing strategy, consumers will find it easier to find more information related to the products offered; besides that, consumers will also feel more confident about the products offered because there is a lot of information related to the products offered. So that this can influence consumer buying interest. This is also reinforced by research conducted by (Yunika & Gunawan, 2024), Viral marketing can make consumers more confident in the products offered, so that it can influence consumer buying interest.

Based on Table 6, it can be seen that the results of the t test on hypothesis 3 (H3) found a t-count value of 4.881 which is greater than > 1.661 so it can be concluded that the lifestyle variable among Gen Y and Gen Z teenagers has a positive effect on TikTok social media commerce promotional content on buying interest. The current lifestyle of Gen Y and Gen Z teenagers tends to follow trends that often appear on social media, prompting

businesspeople to market their products through trends on social media by uploading promotional content. Promotional content that is spread today is also increasingly creative, innovative, and more interesting. So that it can increase the buying interest of those who see the content, especially for Gen Y and Gen Z teenagers. This is also reinforced by research conducted by (Karnesya et al., 2024) where the current lifestyle of Gen Y and Gen Z teenagers tends to follow trends that develop on social media, so they will have a high interest in buying a product, especially for trending products.

Based on Table 6, it can be seen that the t-test results on hypothesis 4 (H4) found a t-count value of 4.360, which is greater than > 1.661 , so it can be concluded that the lifestyle variable among Gen Y and Gen Z teenagers has a positive effect on viral marketing and buying interest. The lifestyle of today's Gen Y and Gen Z teenagers, who tend to be more consumptive and want to always follow the latest trends that are going viral on social media, makes them have an interest in buying products that are going viral on social media (Nasution et al., 2023). This is also reinforced by research conducted by (Agustin et al., 2023) where the lifestyle of Gen Y and Gen Z teenagers who are currently active on social media often encounters content related to viral marketing. With this virality, they will become interested in the products contained in the viral marketing content, so they will have an interest in buying the viral product.

CONCLUSION

Based on the formulation of the problem, hypothesis and research results, it can be concluded that there is a positive influence from the research entitled "The Effect of TikTok Social Media Commerce Promotion Content and Viral Marketing on Buying Interest in Corkcicle Products with the Lifestyle of Gen Y and Gen Z Teenagers as Moderating Variables". Based on the data and tests that have been processed using multiple linear regression methods with the SPSS V.026 application, the following conclusions can be drawn: From the results of testing the research hypothesis, there is a positive influence between TikTok social media commerce promotional content and purchase intention for Corkcicle products. This means that the better and more interesting the TikTok social media commerce promotional content carried out by Corkcicle, the

higher the consumer interest in Corkcicle products. This can be proven by the t-test results, which show that the t-count value is $2.333 > t\text{-table } 1.661$. Thus, it can be said that the research hypothesis H1, which states that "TikTok social media commerce promotional content has a positive effect on purchase intention," is accepted.

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