

# TIK TOK AS A PROMOTIONAL MEDIA TO INFLUENCE CONSUMER PURCHASE DECISIONS

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**Abstract:** The main purpose of this study is to analyze Tik Tok media as the main consideration in purchasing decisions for culinary products and Tik Tok as a medium for promoting culinary products to purchase decisions. This research was conducted in Denpasar City with a sample of 120 respondents. The data was collected using Google Forms. Data were analyzed qualitative and quantitative using a Likert scale. Inferential statistical analysis was used to draw inference from the sample to the population and hypothesis testing using Partial Least Square (PLS) with Smart-PLS 3.0. The study results found that the more informative the promotion with social media on the Tik Tok application, the more buying interest and ultimately convincing consumers to purchase. Purchase intention has a full mediation effect on the informative indirect effect on purchasing decisions for culinary products.

**Keywords:** Tik Tok, Promotion, Culinary, Online, Consumers



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Social media is an essential need in human life today and a place for social interaction and to expand social networks. Maybe many people will choose Instagram, Facebook, Twitter, or other platforms in marketing their business. However, in the last two years, there has been an application that Generation Z quite loves in expressing their ideas, Tik Tok. In this Tik Tok application, users can

create videos that are only approximately 30 seconds long interact in the comment column or private chat. By providing special effects unique and interesting and having a lot of music support so that users can perform with various styles or dances, there are many more that encourage the creativity of users to become content creators (Susilowati et al., 2018)

Tik Tok is one of the fastest-growing social media platforms in the world. Tik Tok allows users to create short 15-second videos with music, filters, and other creative features. Nearly four years after its launch, Tik Tok is experiencing a boom in popularity. At the end of 2019, there were 500 mil-

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lion active users worldwide. This application is also loved by various groups in Indonesia, including public figures. However, not many people know the origin of the presence of Tik Tok, which has become addictive. Let's look at Tik Tok's development history, from the beginning of its appearance to the peak of its current popularity.

Tik Tok's mission is to record and present creative and precious moments from all corners of the world on mobile. Tik Tok allows everyone to be creators and encourages users to share creative expression through 15-second videos. Tik Tok stands out from the competition because this entertainment app allows anyone to become a creator because of its simplicity and ease. Currently, Tik Tok is again popular in Indonesia with more diverse creators. They started from ordinary people who fill their spare time by making Tik Tok videos to reach artists and officials. In Indonesia, in 2018, this application was named the best application on the Play store owned by Google. Not only that, but Tik Tok is also the most entertaining application category (Imron, 2018). In July last year, the application made in China was blocked by the Ministry of Communication and Information (Kominfo) in mid-2018 because there was negative content, especially for children. Blocking on this application only lasts a week, from 3-10 July 2018. (Kusuma et al., 2020)

Two years after, The Ministry of Communication and Information blocked Tik Tok. Tik Tok is now a new trend and popular culture in Indonesia. Popular Culture is a culture that many people like and is not tied to a particular social class. Popular culture is currently having a greater impact in today's digital era because ease of access to information significantly impacts popular culture in a country (Sorrels, 2015). The development of a popular culture today in Indonesia is very big for the millennial generation because millennials are very active and intense with new technology. The Tik Tok application is widely used by millennials in Indonesia and makes it popular culture in Indonesia.

Tik Tok as a product sales promotion media is considered very effective. Tik Tok has hundreds of thousands of users worldwide. Everyone knows the products promoted through Tik Tok. The younger

generation and all kinds of businesses have used Tik Tok. Many of them promote their products or business on Tik Tok. Many of them are successful with their business. The essence of advertising is to put something in the minds of consumers and encourage consumers to take action. The existence of advertising activities often results in sales immediately. However, many sales will also occur in the future. Thus, in general, it can be said that the purpose of advertising is to increase profitable sales. The link between promotions and purchasing decisions is a way of introducing, communicating the benefits of a product/service, and inviting consumers to use the products offered

Decisions Purchasing is a process of real buying, whether to buy or not." According to Febriana and Yulianto (2018), purchase decisions from buyers are strongly influenced by cultural, social, personal, and psychological factors from buyers. Most of these are factors that marketers can control but must be taken into account (Febriana and Yulianto, 2018). High consumer purchasing decisions can result in high sales volume so that the company's profits are higher. In order for the company to achieve high profits, the company must take into account consumer purchasing decisions for these goods/services. Suppose the company can influence consumers to make purchasing decisions and analyze consumers in preparing the quality of products/services, prices, the effects of advertising/promotions, and so on, in competition. In that case, the company can be superior and profitable for the company itself. By looking at the increasingly tight market conditions, there must be a strategy to win the competition by providing products that can satisfy the needs and desires of consumers so that these products are sold in the market. In addition to satisfying products, consumers also see that the price can provide satisfaction for consumers or not. This research is expected to be useful for producers to use Tik Tok social media as a promotional media, and as information for further researchers to develop this research, especially with regard to the use of social media as a promotional media. The purpose of this research is to analyze the influence of Tik Tok media on buying interest, consumer pur-

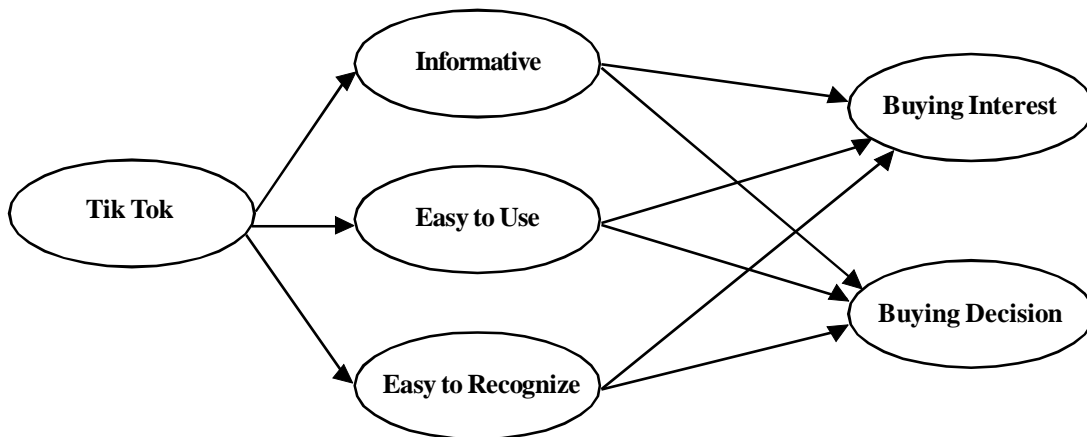


Figure 1. Research Concept

chasing decisions, and to analyze buying interest as a mediation on purchasing decisions for culinary products.

**HYPOTHESIS DEVELOPMENT**

The Instagram social media application that emphasizes photo or image sharing is proven to strongly correlate in influencing consumer buying interest (Indika and Jovita, 2017). Social media is very influential on consumer buying interest. That indicates that the easy operation of social media and easy purchasing methods cause consumers to have a high buying interest in shopping on social media (Cahyono, 2016). The positive influence of Hundji’s Tik Tok marketing content on interest in buying clothes at Shopee has the impact of growing buying interest or growing a sense of wanting to buy clothes from Hundji’s Tik Tok content in Sukatani Depok (Akhir et al., 2021)

H<sub>1</sub>: Promotional information with social media on the Tik Tok application positively and significantly affect consumer buying interest.

Research by Kibtyah et al. (2021) consumer attitudes towards online video advertising in the Tik Tok how come to the application has positive results, showing a significant influence in the formation of purchase intentions supported by a positive attitude. In this study, a strong and significant result is a mental status focused on giving consumers impressions and experiences. Tik Tok is an effective promotional

media because Tik Tok has many users, is easy to use, popular among millennials, is often used by celebrities, and has a Tik Tok ads feature that can optimize content distribution (Dewa and Safitri, 2021)

H<sub>2</sub>: The ease of use of the Tik Tok application has a positive and significant effect on consumer buying interest

Research by Syeli Efa Kristia, HARTI to develop promotional media based on the Tik Tok application to increase interest in buying DM-Seafood SME products using the ADDIE model. Anggasta (2021) showed that the promotional content of Tik Tok @bittersweetbynajla is proven to have a positive and significant effect of 89.4% on buying interest

H<sub>3</sub>: Product introduction on the Tik Tok application has a positive and significant effect on consumer buying interest

Research on the development of promotional media based on the Tik Tok application found that promotional media based on the Tik Tok application can improve the purchasing decisions of DMSeafood SMEs getting the “very feasible” category. (Kristia and Harti, 2021)

H<sub>4</sub>: Promotional information using social media on the Tik Tok application has a positive and significant effect on consumer purchasing decisions

World-famous companies have used the Tik Tok application as a marketing activity to improve consumer purchasing decisions. Tik Tok users often follow or cover the ease of creating video content containing unique and good music and dance moves. Pietro and Pantano (2012) stated that ease of use of the provided tools influences consumers' attitude in using the system as a supporting tool for their purchasing decision.

H<sub>5</sub>: The ease of use of the Tik Tok application has a positive and significant effect on consumer purchasing decisions

Product introduction through social media marketing has a significant influence on purchasing decisions on culinary in the G-Walk area of Surabaya. Overall, therefore, a positive influence between the variables of social media marketing with culinary purchase decision variable in Zone G-walk Surabaya (Mulyansyah and Sulistyowati, 2020)

H<sub>6</sub>: Product introduction on the Tik Tok application has a positive and significant effect on consumer purchasing decisions.

Research by Adila and Aziz (2019) The effect of promotional strategies on purchasing decisions in KFC consumers, mediated by buying interest, finds that buying interest has a positive and significant effect on purchasing decisions.

H<sub>7</sub>: buying interest has a positive and significant effect on consumer purchasing decisions

Social media is very influential on consumer buying interest. That indicates that the easy operation of social media and easy purchasing methods cause consumers to have a high buying interest in shopping on social media (Cahyono, 2016). The positive influence of Hundji's Tik Tok marketing content on buying clothes at Shopee has the impact of growing buying interest or growing a sense of wanting to buy clothes from Hundji's Tik Tok content in Sukatani Depok (Akhir et al. ., 2021). Kristia and Harti (2021) stated that to develop promotional media based on the Tik Tok application to increase interest in buying DM-Seafood SME products using the ADDIE model. The research on consumer

attitudes towards online video advertising in the Tik Tok application has positive results (Kibtyah et al., 2021). That research shows a significant influence in forming purchase intentions supported by a positive attitude. In this study, a strong and significant result is a mental status focused on giving consumers impressions and experiences.

## **METHOD**

The research was conducted on culinary businesses in Denpasar City that use Tik Tok as promotional media. Denpasar city was chosen because many culinary businesses use Tik Tok as a promotional medium. The research population is the buyers/consumers of culinary products who use Tik Tok as a promotional medium. The sample is determined as many as 120 respondents. Data collection was carried out using a google form guided by the questionnaire.

Data analysis used is a quantitative analysis technique. The results of this quantitative analysis will later test and explain the effects of social media on buying interest and buying decisions. The instrument used in this study is a questionnaire using a five-point Likert scale, from the alternative answers strongly disagree (STS) for a score of 1 to the alternative answers strongly agree (SS) for a score of 5.

Descriptive analysis, such as the mean and standard deviation, is applied to describe the distribution of data in each item on the studied variables. The results of this descriptive analysis help provide an overview of respondents' responses to the variables studied. Inferential statistical analysis used to draw inference from sample to population and hypothesis testing using analysis Partial Least Square (PLS) with programs software Smart-PLS 3.0.

Analysis of Partial Least Square (PLS) is a method of analysis of structural equations applied at all data scales, does not require a lot of assumptions, and can be used if the sample size is not large. It can be used to confirm the theory. Analysis LKM can also be used to build a relationship model whose theoretical basis is limited or for proposition testing. In this PLS analysis, several stages of analysis are carried out, namely evaluation of the outer model,

evaluation of the inner model, and hypothesis testing. Hypothesis testing is carried out, both testing direct and indirect effects. The direct effect test is carried out by observing the significance of each relationship path, while the indirect effect test uses the Sobel test applied to the link. <https://www.easycalculation.com/other/sobel-test.php>.

**RESULTS**

Characteristics of the respondents in this study were the young generation, as many as 48 people (40%) with high school education, 60 people (50%) undergraduate, and 12 people (10%) postgraduate. They are young people familiar with social media who are very interested in culinary promotion

through social media such as Tik Tok. According to age, it appears that the dominance of the population aged 18-22 years as many as 55 people (45.83%), aged 23-27 years as many as 39 people (32.5%), and aged 28-32 years as many as 26 people (21.67 %). This shows that culinary promotions using Tik Tok social media are more attractive to young consumers.

The average and standard deviation for informative variables (INF), easy to use (USE), easy to recognize (REC), buying interest (BIN), and buying decisions (BDC) are shown in Table 1. On average, consumers seem to agree that social media using the Tik Tok application is an informative, promotional tool in shopping. It seems that they believe

**Table 1. Descriptive Statistics**

Variables	Values	
	Mean	Std. Deviation
Informative (INF)	4.27	0.521
Interesting Ad Content (INF1)	4.25	0.676
Clear information (INF2)	4.38	0.632
Easy to catch advertised information (INF3)	4.18	0.778
Easy to Use (USE)	4.27	0.585
Easy to use the application (USE1)	4.28	0.741
Easy to evaluate the advertised product (USE2)	4.20	0.766
Easy to get the application (USE3)	4.34	0.758
Easy to Recognize (REC)	4.24	0.611
Easy to recognize the product being sold (REC1)	4.36	0.647
Product originality is easily recognized (REC2)	4.18	0.795
The price offered is in accordance with product content (REC3)	4.17	0.944
Buying Interest (BIN)	3.96	0.758
Interest in the product (BIN1)	3.99	0.872
Have a budget for shopping (BIN2)	3.82	0.989
Looking for more information (BIN3)	4.08	1.004
Buying Decision (BDC)	4.00	0.584
According to Needs (BDC1)	4.11	0.810
Price according to product use (BDC2)	4.30	0.849
Have an interest in the product (BDC3)	4.30	0.654
Recommendations from others (BDC4)	4.00	0.849
Affordable product prices (BDC5)	3.91	0.836
The suitability of the quality of the goods (BDC6)	3.78	0.961
Satisfied with the purchase of the previous product (BDC7)	3.86	0.725
Following the current trend (BDC8)	4.39	0.694
Spontaneously interested in buying (BDC9)	3.38	1.006

Source: Results of analysis

the information provided from the Tik Tok application tends to be clear on the information. They also agreed to use the Tik Tok application for shopping because the application can be obtained easily or free of charge. In addition, it seems that they believe in using the Tik Tok application for shopping because it is easy to recognize the products being sold. The buying interest that appears is reflected in their behavior to seek more information on the product to be purchased. In purchasing decisions, they tend to have high confidence to buy the products offered because they follow current trends.

To analyze the data using the Smart-PLS 3.0 software carried out the stages of analysis, namely the evaluation of the outer model, evaluation of the inner model, and hypothesis testing. The evaluation of the outer model is used in this study to prove the validity and reliability of the measurement model and include the relevance of the predictive model and

the suitability of the model (Bataille et al., 2017). Furthermore, the inner model for hypothesis testing, both direct and indirect effects. The following presentation will discuss the results of the evaluation of the outer model to confirm the validity and constructs to verify the measurement model.

**Convergent Validity**

Relates to the degree to which certain indicator measures converge positively on measuring the same construct (Hair et al., 2014). Following the SEM argument, this validity can be agreed upon by testing the validity of the indicators, the extracted mean variation (AVE), and the composite reliability (CR). Following the convergent validity received from the measurement model, if the indicators in the construct have met the conditions, for example, the outer loading must be above 0.50. The AVE value must be higher than 0.50, the reliability value

**Table 2. Results of Analysis of Convergent Validity**

Construct	Indicator	Loading Outer	AVE	√AVE	Cronbach Alpha	CR
Informative (INF)	INF1	0.702	0.564	0.751	0.770	0.795
	INF2	0.728				
	INF3	0.726				
Easy to Use (USE)	USE1	0.731	0.593	0.770	0.770	0.813
	USE2	0.824				
	USE3	0.752				
Easy to Recognize (REC)	REC1	0.891	0.610	0.781	0.733	0.819
	REC2	0.846				
	REC3	0.565				
Buying Interest (BIN)	BIN1	0.895	0.647	0.804	0.754	0.843
	BIN2	0.862				
	BIN3	0.628				
Buying Decisions (BDC)	BDC1	0.697	0.509	0.713	0.887	0.902
	BDC2	0.523				
	BDC3	0.719				
	BDC4	0.745				
	BDC5	0.800				
	BDC6	0.735				
	BDC7	0.696				
	BDC8	0.729				
	BDC9	0.746				

Source: Analysis Results

(Cronbach Alpha and CR) must be higher than 0.70 (Hair et al., 2014). Thus, the figures in Table 2 can illustrate and confirm an adequate level of convergent validity of this study.

**Discriminant Validity**

Discriminant validity reflects the level of divergence between a set of indicators to distinguish one construct from another. Discriminant validity criteria are met if the square root of the AVE value

(“AVE) that appears on the diagonal line must be greater than the correlation coefficient value of each variable (Hair et al., 2014). Table 3, which is illustrated, appears to confirm the validity of the discriminant measurement model of this study.

**Predictive Relevance Model**

Specific estimates must be used to determine the predictive power of a given model. The Q2 predictive relevance model is evaluated, which mea-

**Table 3. Discriminant Validity Analysis Results**

Variable	INF	USE	REC	BIN	BDC
Informative (INF)	0,751				
Easy to Use (USE)	0.363	0.770			
Easy to Recognize (REC)	0.508	0.502	0.781		
Buying Interest (BIN)	0.489	0.297	0.319	0.804	
Buying Decision (BDC)	0.611	0.568	0.619	0.700	0.713

Source: Analysis Results

sures how well the model generates the observed value. Q value of<sup>2</sup> is based on the coefficient of determination throughout the endogenous variables. The magnitude of Q<sup>2</sup> has a value with a range of 0 < Q<sup>2</sup> < 1, the closer the value to 1, the better the model. In this structural model, there are two endogenous variables. These variables are interest in buying (BIN) and the decision to buy (KM) so that two coefficients of determination (R2) can be determined, which are used as the basis for calculating the Q2 predictive relevance model. According to Table 4, the value of Q2 in Table 4 shows at 0.7957 provide clues 79.57 percent of the model

can predict (Hair et al., 2014). This result indicates the assumption of adequate predictive quality of the analyzed model.

**The Goodness of Fit (GoF) Analysis**

It should be realized that the term fit has different meanings in PLS-SEM in compression with CB-Therefore, the goodness of fit (GoF) refers to the geometric mean of the extracted mean-variance and the average R<sup>2</sup> for endogenous variables (Tenenhaus et al., 2005). In this study, the average value AVE equals 0.585, and the average R2 equals

**Table 4. Results of the Relevance Analysis of the Predictive**

Model of The Structural	Model of Endogenous Variables	R-square
1	Buying Interest (BIN)	0.257
2	Buying Decision (BDC)	0.725

Calculation:  $Q^2 = (1-[(1-R_1^2)(1-R_2^2)])$   
 $Q^2 = (1-[(1-0.257)(1-0.725)]) = 0.7957$

Source: Analysis Results

0.491. Thus, the value GoF obtained amounted to 0.536. The GoF analysis results are considered strong following the value of the criteria suggested by Wetzels et al. (2009), namely: weak = 0.1; moderate = 0.25; strong = 0.36. These results indicate that the overall model quality standard is relatively strong for estimating Evaluation Inner Model is easy to use (USE), easy to recognize (REC)

Structural model testing was conducted in the inner evaluation model by testing hypotheses, both on other effects directly or indirectly. As shown in Table 5, informative (INF) has a positive and significant effect on buying interest (BIN) at a significant level of 0.05 ( $\beta = 0.423$ ,  $T_{Stats} = 2.842$ ). These results suggest hypothesis 1 ( $H_1$ ) is received and provides meaning that the more informative campaigns with social media on the Tik Tok application can increase the interest in buying. However, ease of use (USE) did not affect buying interest (BIN) at a significance level of 0.05 ( $\beta=0.122$ ,  $T_{Stats} = 1.003$ ). These results indicate that hypothesis 2 ( $H_2$ ) fails to be accepted and implies that the ease of use of the Tik Tok application cannot determine interest in buying. Likewise, the effect of easy to recognize (REC) on buying interest (BIN) has no effect ( $\beta=0.042$ ,  $T_{Stats} = 0.290$ ). These results lead to the

rejection of hypothesis 3 ( $H_3$ ). This result means that the ease of getting to know products on the Tik Tok application cannot determine interest in buying from consumers.

In Table 5, informative (INF) apparently has no effect on buying decisions (BDC) ( $\beta=0.161$ ,  $T_{Stats} = 1.844$ ). These results suggest that hypothesis 4 ( $H_4$ ) was rejected and provides meaning that the more informative campaigns with social media on the Tik Tok application do not necessarily ensure a buying decision. Other results, ease of use (USE) has a positive and significant effect on buying decision (BDC) ( $\beta=0.236$ ,  $T_{Stats} = 2.621$ ). These results indicate that hypothesis 5 ( $H_5$ ) fails to be rejected and implies that the ease of use of the Tik Tok application can determine buying decisions. Similarly, the effect of easy to recognize (REC) on buying decisions (BDC) has a positive and significant effect ( $\beta = 0.270$ ,  $T_{Stats} = 2.790$ ). These results lead to the acceptance of hypothesis 6 ( $H_6$ ). These results mean that the ease of knowing products on the Tik Tok application can determine the decision to buy from consumers. In addition, it can also be conveyed that Buying Interest (BIN) has a positive and significant influence on buying decisions (BDC) at a significance level of 0.05 ( $\beta=0.465$ ,  $T_{Stats} = 4.600$ ).

**Table 5. Direct Effect Hypothesis Test Results**

No	Effect	Path Coefficient	T <sub>Statistics</sub>	Prob.	Description
1	Informative (INF) to Buying Interest (BIN)	0.423	2.842	0.002	H <sub>1</sub> received
2	Easy to Use (USE) to Buying Interest (BIN)	0.122	1.003	0.339	H <sub>2</sub> rejected
3	Easy know (KNOW) to Buying Interest (BIN)	0.042	0.290	0.763	H <sub>3</sub> rejected
4	Informative (INF) to Buying Decisions (BDC)	0.161	1.844	0.067	H <sub>4</sub> rejected
5	Easy To Use (USE) to Buying Decisions (BDC)	0.236	2.621	0.004	H <sub>5</sub> received
6	Easy to know (KNOW) to Buying Decision (BDC)	0.270	2.790	0,005	H <sub>6</sub> received
7	Buying Interest (BIN) to Buying Decision (BDC)	0.465	4.600	0.000	H <sub>7</sub> accepted

Source: The results of the analysis

**Table 6. Indirect Effect Hypothesis Test Results**

No	Effect	Path Coefficient	T <sub>Statistics</sub>	Prob.	Description
1	Informative (INF) to Buying Interests (BIN) to Buying Decisions (BDC)	0.197	3.188	0.000	H <sub>8</sub> received

Source: Results of analysis



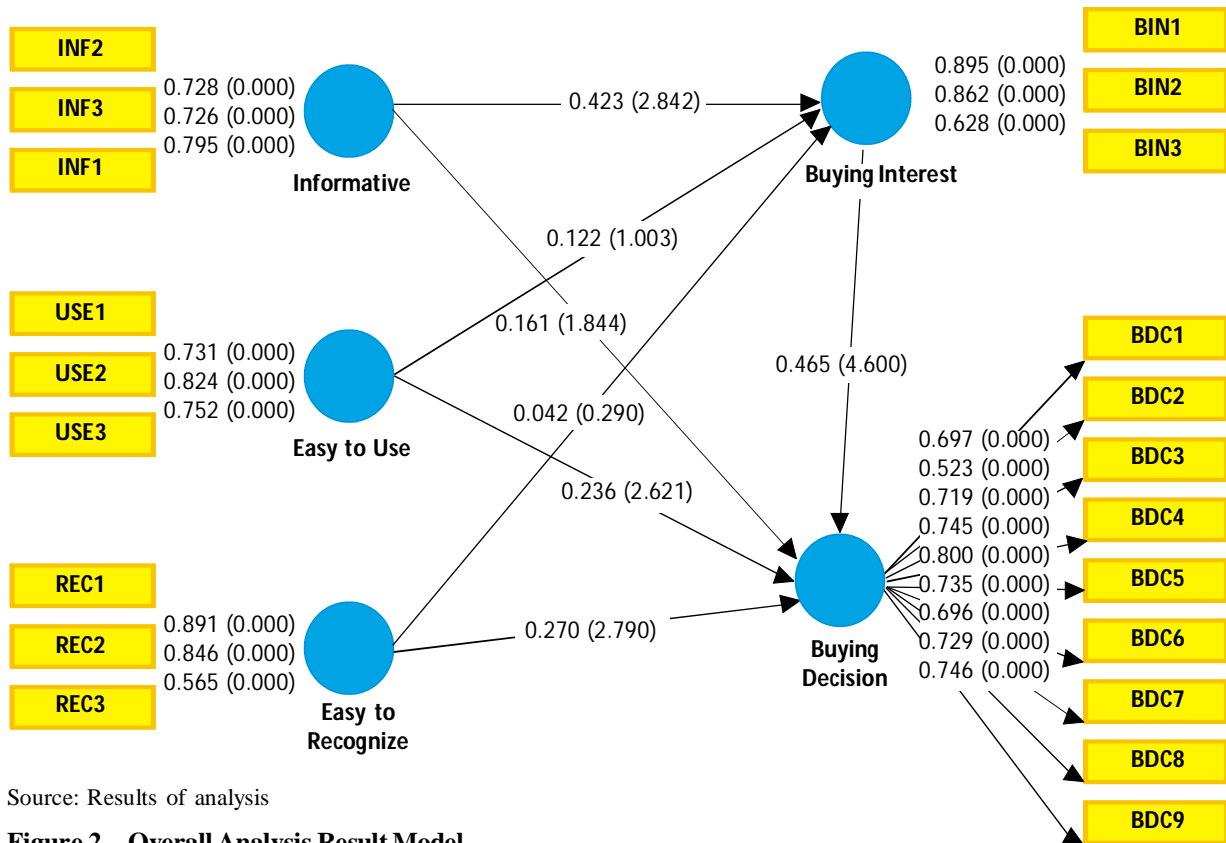


Figure 2. Overall Analysis Result Model

These results indicate that hypothesis 7(H<sub>7</sub>) is accepted and means that the higher the buying interest, the more convincing the decision to buy.

## DISCUSSION

Promotional information using Tik Tok has a significant positive effect on consumer buying interest (H<sub>1</sub>). The completeness of the information obtained by consumers is very interesting and wants to try and influence buying interest in culinary products promoted using Tik Tok media. Consumers obtain information on the advantages or uniqueness of the promoted culinary products. That is supported by Aprilia (2018), whose promotion of the use of Tik Tok media affects consumer buying interest in restaurants in Sukabumi. Indika and Jovita (2017) also support this result. They stated that Instagram Social Media applications that highlight photo sharing or pictures strongly correlate to influencing consumer buying interest. Social media is very influential on consumer buying interest. That indicates that

the easy operation of social media and easy purchasing methods cause consumers to have a high buying interest in shopping on social media (Cahyono, 2016).

The ease of use of the Tik Tok application (H<sub>2</sub>) did not affect consumer buying interest. Although the Tiktok application is easy to use, the information conveyed does not attract consumers, so that will not affect consumer buying interest because buying interest is influenced by the attributes of the product being promoted, such as features, uniqueness, and product prices. That is contrary to the results of Research by Kristia and Harti (2021). Anggasta's (2021) research shows that the promotional content of Tik Tok @bittersweetbynajla is proven to have a positive on buying interest.

Product introduction on the Tik Tok application (H<sub>3</sub>) did not affect consumer buying interest because consumer buying interest is influenced by the attractiveness of the product being promoted. It does not depend on the media used to introduce the prod-

uct. Social media often used to introduce products other than Tik Tok are Facebook, Instagram, and Youtube. Unlike the results of Anggasta (2021), research shows that the promotional content of Tik Tok @bittersweetbynajla is proven to have a positive and significant effect of 89.4% on buying interest.

Promotional information with social media on the Tik Tok application ( $H_4$ ) did no effect on consumer purchasing decisions because consumer purchasing decisions do not only depend on information on a product that is promoted through the Tik Tok media, but also information obtained through print media, via radio, or television. In contrast to the research results by Kristia and Harti (2021), Tik Tok application-based promotion can improve consumer purchasing decisions on DMSeafood SMEs.

Easy to use (GUNA) ( $H_5$ ) positively and significantly affects consumer purchasing decisions. That means that the ease of use of the Tik Tok application can determine buying decisions. If the promotion uses Tik Tok media, the better the function of sharing videos and product photos, there is a tendency for purchasing decisions to increase culinary products. Promotion of culinary products on Tik Tok through videos and photos makes many consumers curious and decide to purchase because they want to try the taste. So the fifth hypothesis, which states that the function is easy to use to share videos and photos of products, has a positive influence on purchase decisions culinary products verified.

Similarly, the effect is easy to know (KNOW) ( $H_6$ ) on purchasing decisions has a positive and significant influence. These results mean that the ease of knowing products on the Tik Tok application can determine the decision to buy from consumers. That means when using the Tik Tok media. Products are easier to identify, there is a tendency for purchasing decisions to improve culinary products, so the sixth hypothesis states that using Tik Tok media products is easily recognizable has a positive effect on purchasing decisions for culinary products. The promotion of culinary products using Tik Tok media is currently a trend. It is very popular, especially among young people, so products are easier to recognize because of information from people who already know about Tik Tok. This result is reinforced by

Kristia and Harti (2021) stated that Tik Tok social media is very effective in promoting a product.

Buying interest (MB) ( $H_7$ ) positively and significantly influences buying decisions. This result means that the higher the buying interest, the more convincing the decision to buy. Rahayu (2021) states that the higher the consumer's buying interest, the higher the consumer's purchasing decisions. It is independent of individuals and entrepreneurs who choose the media in marketing their products to influence consumer buying interest. The phenomenon of using tik tok marketing will continue to grow along with the development of social media as a product promotion media, both culinary products and other products.

## CONCLUSIONS

Based on the results of research and discussion, it can be concluded that promotion using Tik Tok media can increase buying interest and ultimately convince consumers to make a purchase. Buying interest has a full mediation effect on the informative indirect effect on purchasing culinary products.

## LIMITATIONS

This research is still limited to culinary businesses that use Tik Tok social media as promotional media. The samples involved are people with high school education to college education, so it is necessary to research other businesses with more varied samples.

## IMPLICATIONS

Tik Tok social media can be used as promotional media. Still, there needs to be copyright protection for companies that use Tik Tok social media as promotional media, and there are sanctions for those who violate it.

## RECOMMENDATIONS

Promotional research using Tik Tok social media to increase buying interest and consumer purchasing decisions for a culinary product are still limited. Therefore, it is necessary to do further research, especially those using Tik Tok social media as promotional media.

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