

THE IMPACT OF LOCAL TIKTOK INFLUENCERS AND USER RESPONSES ON CONTENT VIRALITY TOWARDS PURCHASE DECISION OF F&B MSMEs IN MEGAMAS MANADO**DAMPAK PEMENGARUH LOKAL TIKTOK DAN RESPON PENGGUNA PADA VIRALITAS KONTEN TERHADAP KEPUTUSAN PEMBELIAN UMKM MAKANAN & MINUMAN DI MEGAMAS MANADO****Rya Anggreni Supeno ¹, David P.E Saerang ², Mirah H. Rogi ³**¹²³International Business Administration, Management Department, Faculty of Economics and Business
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ABSTRACT

In today's digital era, social media has become a dominant marketing tool, with TikTok emerging as one of the fastest-growing platforms. TikTok serves as a key medium for businesses to capture consumer attention through content created by influencers. This study aims to examine the effectiveness of local TikTok influencers and user responses to content virality in shaping consumer purchase decisions for micro, small, and medium enterprises (MSMEs) in the food and beverage (F&B) sector in Megamas Manado. This research employs a quantitative approach using a survey method targeting TikTok users who frequently engage with content from local influencers. Data were analyzed using multiple linear regression to examine the relationships between the study variables. The findings reveal that local TikTok influencers have a significant impact on consumer purchase decisions, both directly and through the virality of the content they produce. Additionally, user responses—such as likes, comments, and shares—contribute to increasing the reach and marketing effectiveness of MSMEs. These findings provide valuable insights for marketers and business owners in leveraging digital strategies to enhance business competitiveness. By understanding the dynamics of social media interactions, MSMEs can optimize the use of local influencers and viral content as effective promotional tools.

Keywords: Local TikTok influencers, content virality, purchase decision, MSMEs, digital marketing.

ABSTRAK

Di era digital saat ini, media sosial telah menjadi alat pemasaran yang dominan, dengan TikTok muncul sebagai salah satu platform yang tumbuh paling cepat. TikTok berperan sebagai media utama bagi bisnis untuk menarik perhatian konsumen melalui konten yang dibuat oleh para influencer. Penelitian ini bertujuan untuk mengkaji efektivitas influencer TikTok lokal dan respons pengguna terhadap viralitas konten dalam membentuk keputusan pembelian konsumen terhadap usaha mikro, kecil, dan menengah (UMKM) di sektor makanan dan minuman (F&B) di kawasan Megamas Manado. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei yang menyasar pengguna TikTok yang sering berinteraksi dengan konten dari influencer lokal. Data dianalisis menggunakan regresi linier berganda untuk menguji hubungan antar variabel penelitian. Hasil penelitian menunjukkan bahwa influencer TikTok lokal memiliki pengaruh signifikan terhadap keputusan pembelian konsumen, baik secara langsung maupun melalui viralitas konten yang mereka hasilkan. Selain itu, respons pengguna—seperti suka, komentar, dan berbagi—ikut berkontribusi dalam meningkatkan jangkauan dan efektivitas pemasaran UMKM. Temuan ini memberikan wawasan yang berharga bagi pemasar dan pelaku usaha dalam memanfaatkan strategi digital untuk meningkatkan daya saing bisnis. Dengan memahami dinamika interaksi di media sosial, UMKM dapat mengoptimalkan penggunaan influencer lokal dan konten viral sebagai alat promosi yang efektif.

Kata kunci: Influencer TikTok lokal, viralitas konten, keputusan pembelian, UMKM, pemasaran digital.

INTRODUCTION

Research Background

In a world that is increasingly connected through technology, social media in the current era has become one of the booming trends widely used by people from the younger generation to the elderly. According to data from influencermarketinghub.com, there are currently 111 active social media platforms globally that can be incorporated into social media marketing strategies for 2024. In Indonesia, based on recent research regarding popular and frequently used social media platforms in percentage form, the following are the results:

Table 1. Most used social media platforms in Indonesia

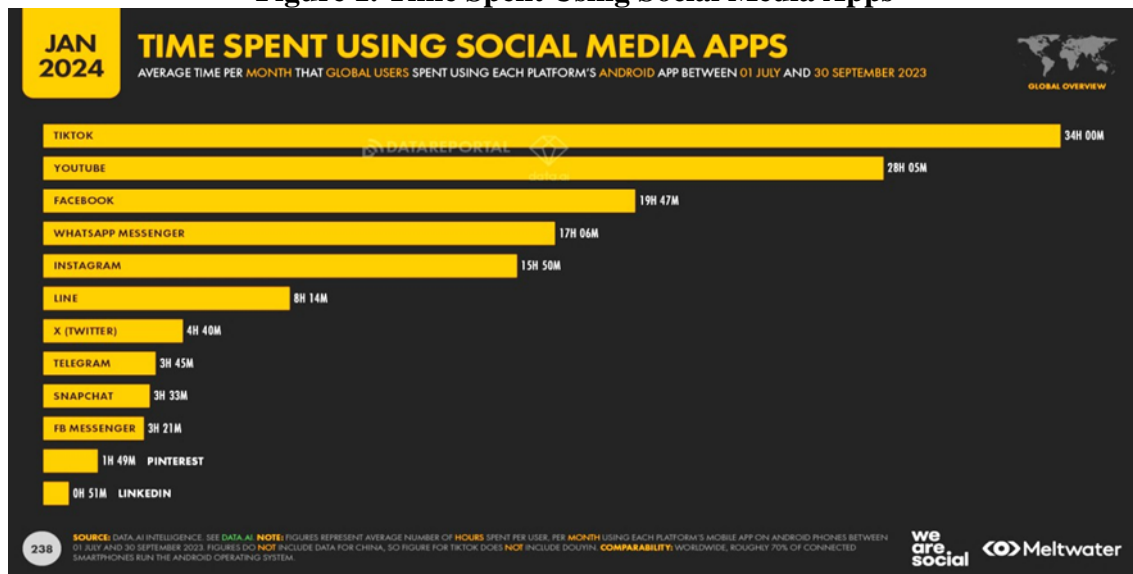
Platform	Monthly Active Users (in Millions)	Percentage of Internet Users
Instagram	173,59	84%
Facebook	166,42	81,3%
Youtube	139,00	75%
Tiktok	129,17	63,1%

Source: The Global Statistic and Meltwater (2024)

Based on the data above, some of the top social media platforms with the highest number of users include Facebook, Instagram, YouTube, WhatsApp, and TikTok. In this research, the author focuses on the TikTok platform, which is now commonly use by the younger generation. According to the data, TikTok ranks 4th in Indonesia. Although TikTok ranks fourth after Instagram, Facebook, and YouTube, its growth is remarkably rapid compared to other platforms. Based on information from fresh.trigunadharma.ac.id and kompasiana.com, TikTok entered the Indonesian market in 2018-2019, and by 2020, it had become a part of Indonesia's popular culture. In comparison, Instagram took four years to gain popularity, entering Indonesia in 2010 and becoming widely recognized in 2014 (Quora). Meanwhile, Facebook reached its peak popularity in 2011 with 35 million users, having entered Indonesia in 2008 (Tech in Asia). This data indicates that TikTok is the fastest-growing platform, taking only two years to become popular, compared to Instagram's four years and Facebook's three years. Furthermore, despite being a relatively new platform in Indonesia, TikTok has successfully ranked fourth as one of the most-used social media platforms in the country, surpassing X (Twitter) and other platforms.

TikTok is a short video-sharing application that allows users to create, edit, and share videos lasting from 15 to 60 seconds, complete with various effects, music, and filters. The app has gained popularity due to its AI-based algorithm that displays content tailored to user preferences, as well as interactive features such as challenges, collaborations, and engaging music. TikTok entered the Indonesian market in 2018 and experienced rapid growth. After being temporarily banned in 2019 due to content issues, TikTok made improvements that allowed the platform to be reinstated. TikTok became even more popular, especially during the COVID-19 pandemic, when its user base in Indonesia surged from 17% in 2020 to 40% in 2022. The success of TikTok has been largely driven by aggressive marketing strategies, content features that remain relevant to major events, and collaborations with local influencers, making it viral in a relatively short time (Databoks).

Figure 1. Time Spent Using Social Media Apps



Source : Datareportal (2024)

Based on the figure above, sourced from datareportal.com, TikTok ranked the highest in Time Spent Using Social Media Apps for the third quarter of 2023. Datareportal also reported, "Figures for the third quarter of 2023 show that TikTok now commands a commanding lead, with users spending an average of 34 hours per month using the platform's Android app. These findings suggest that the average user now spends more than an hour per day – every day – using TikTok".

Local influencers are individuals who have an impact within a specific community or region through social media or digital platforms. Although they tend to have fewer followers compared to national or global influencers, their influence is more specific and strong in the local area. Local influencers are often utilized by businesses or brands that want to reach a particular market or audience in the region, as they are perceived to be more authentic and relatable to the local community. Local influencers play a significant role in promoting various types of businesses, including MSMEs and larger brands, with a notable impact on consumer trends. In Manado, the influence of these influencers is particularly evident in promoting businesses in the culinary sector, which is one of the dominant industries in the city. Some of the most influential local influencers on TikTok in Manado, based on follower counts, include Lucy Wagey with 621.8 thousand followers, followed by Novelia Karamoy with 139.9 thousand followers, Mitra Madjid with 84.9 thousand followers, and other influencers such as Pasutri Aseek (65 thousand) and Akmal Schwerzell (61.1 thousand). Each of them plays an important role in advancing local MSMEs in Manado, with their content reviewing restaurants and MSMEs in the food and beverage (F&B) sector significantly influencing consumer purchase decisions for local MSMEs, particularly in the F&B sector.

User responses to content virality also influence how the marketing content uploaded by local influencers goes viral and spreads widely. This includes the number of likes, comments, and shares to family or friends' groups—all of which significantly impact the marketing strategies of TikTok influencers. Due to TikTok's rapid algorithm, user responses that quickly disseminate the content they enjoy can lead to greater virality and recognition. One example is the content from a local Manado influencer promoting a local MSME in the F&B sector, Donut Juara, located in Mega Mall Manado, which received a positive response with

5,685 likes, 79 comments, and 742 shares, proving to enhance the virality of the content and ultimately influencing consumer purchase decisions.

A purchase decision is the process in which a consumer decides to buy a product or service. This process involves several stages, starting from recognizing the need, searching for information, evaluating options, and finally selecting the most suitable product. Factors such as price, quality, recommendations, and social influence, like online reviews and influencers, often affect this decision. The role of digital platforms today has proven to influence purchase decisions, with apps like Instagram, TikTok, and Facebook frequently used for online promotions, having a significant impact on purchase decisions for various brands and MSMEs promoting their products on these platforms. TikTok, with its rapid development of short videos and algorithms, has attracted more users and influencers to shift their content creation and distribution to this platform. Influencers consistently producing marketing content for both large brands and MSMEs have been shown to capture customer attention and influence purchasing decisions. Additionally, user responses, which involve frequently sharing marketing videos within small groups, further contribute to an increase in purchasing decisions in a relatively short period.

Research Objectives

1. To determine if local TikTok influencer and user response on content virality have a significant effect on purchase decision of F&B MSMEs in Megamas Manado.
2. To determine if local TikTok influencer have a significant effect on purchase decision of F&B MSMEs in Megamas Manado.
3. To determine if user response on content virality have a significant effect in purchase decision of F&B MSMEs in Megamas Manado.

THEORETICAL REVIEW

Marketing

Kotler & Armstrong (2018 p. 29) define marketing as "the process by which companies create value for customers and build strong customer relationship to capture value from customers in return". While Solomon (2017, p. 19) define marketing is "the process of influencing the consumer's perception of a brand or product through a variety of strategies and tactics aimed at promoting that product or brand".

Consumer Behavior

Schiffman & Kanuk (2014, p. 4) define consumer behavior as "the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items" and highlight that it encompasses the entire decision-making process from need recognition to post-purchase evaluation. Kotler & Armstrong (2018, p. 180) describes consumer behavior as "the study of how individuals select, buy, use, and dispose of products, services, ideas, or experiences to meet their needs and wants".

Digital Marketing

Kotler & Keller (2016, p. 22) defines digital marketing as "the effort of marketing using electronic tools or information technology, including software applications, the internet, and other technologies aimed at accelerating and enhancing marketing activities". Chaffey (2019, p. 5) explains that digital marketing "involves using digital channels, platforms, and technologies to promote and sell products or services to consumers and businesses".

Electronic Word of Mouth (E-WOM)

King et al. (2014, p. 167) describe E-WOM as "the process by which consumers share opinions and information about products and services through online platforms, which can significantly influence consumer behavior and purchasing decisions". While López & Sicilia

(2021, p. 130) emphasize that E-WOM is "the exchange of product- related information and experiences between consumers through digital platforms, which can shape brand reputation and consumer perceptions".

Influencer

The development of online marketing is growing rapidly each day, leading to increasingly fierce competition. This situation requires online sellers to create attractive online marketing strategies so that the products they offer can become widely known to the public. One of the online marketing strategies that sellers can utilize is by leveraging influencers (Salsabila. P , 2020, p. 2). An influencer can be defined as an individual's ability to influence, change opinions, and shape behavior online. Digital influencers are individuals who hold significant influence on social media (Salsabila. P , 2020).

Local Influencer

Enke and Borchers (2019, p. 184) describe local influencers as individuals who exert influence within a specific geographic area or community. They are typically trusted voices in their local circles and often promote regional brands or small businesses, making their endorsements particularly valuable at a community level. While Lou and Yuan (2019, p. 68) highlight that local influencers build strong connections with their audience by sharing relatable and region-specific content. Their effectiveness comes from their deep understanding of local culture, which allows them to create authentic engagements that resonate with their followers.

Social Media Platform

Social media is where communities are built. It's where the word about anything spreads far and wide. Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic (Sidik, 2021, p. 2). Social media serves as a corporate marketing communication tool that represents various new sources of online information, which can be created, distributed, and utilized by consumers with the intention of providing and sharing information about products, brands, services, and more (Wahyuningtyas R, 2018, p. 2)

TikTok

Professor Johansson (2021, p. 58) emphasizes TikTok's unique algorithm, which curates content based on user interactions, making it an effective platform for targeting specific demographics and increasing content visibility. The platform's ability to make content go viral through its algorithmic design is a key factor in its effectiveness as a marketing tool. Another expert, Dr. Carlson (2022, p. 77), discusses how TikTok's user-generated content and participatory culture drive engagement and brand loyalty.

User Responses on Content Virality

Smith et al. (2019, p. 45) describe user responses as a reflection of user engagement with the content, which can impact the success of marketing campaigns. Jones (2020, p. 30) views user responses as a sign of how relevant the content is to the audience. While Brown (2021, p. 62) identifies them as a key indicator of content virality and effectiveness.

Purchase Decision

Kotler et al. (2021, p. 125) describes the purchase decision as involving multiple stages, from need recognition to post-purchase evaluation. Mothersbaugh and Hawkins (2016, p. 92) explain that the purchase decision is influenced by a combination of psychological factors, such as consumer attitudes, motivation, and prior learning, which affect how individuals evaluate product choices.

Micro Small And Medium Enterprises (MSMEs)

MSMEs, or Micro, Small, and Medium Enterprises, refer to businesses categorized based on their scale, including micro, small, and medium-sized enterprises, determined by

factors such as workforce size, turnover, or total assets. Porter (2018, p. 112) highlights that MSMEs possess substantial competitive advantages through their innovation and product diversity. He points out that MSMEs are typically more agile and can adapt to market demands faster than larger corporations. Similarly, Drucker (2019, p. 144) identifies MSMEs as crucial for fostering innovation and driving societal change, owing to their flexibility and competitiveness which enable them to thrive in dynamic markets.

Previous Researches

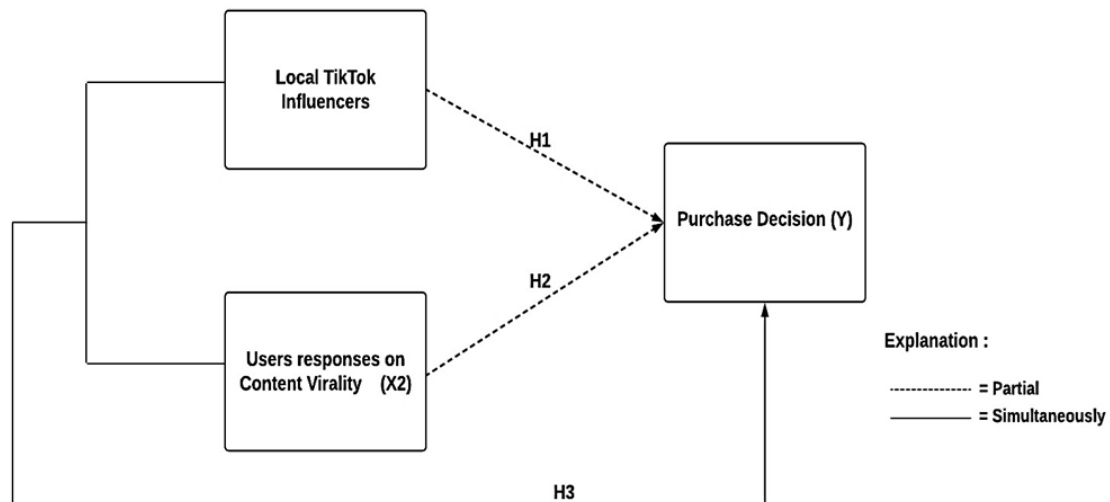
Cabaraban, Cadorna, dan Dizon (2023) aimed to examine how influencers create value for SMEs through TikTok in the Philippines. The study employed the Uses and Gratifications Theory (UGT) to understand how TikTok content delivered by influencers satisfies the informational, entertainment, and relational needs of consumers, and how this leads to value creation for small and medium-sized enterprises. Data was collected from 10 TikTok users and 5 SMEs using interviews and thematic analysis. Results show that influencers contribute to SME value through brand exposure, consumer trust, and product engagement. Furthermore, the study highlights that TikTok's short-form content structure and algorithmic visibility enhance influencer reach and enable direct consumer interaction, strengthening SMEs' marketing efforts and purchase intention. The study concludes that strategic use of influencers on TikTok can significantly support the digital presence and competitiveness of SMEs in emerging markets like the Philippines.

Hong (2022) aimed to predict positive user responses to social media advertising by examining the roles of emotional appeal, informativeness, and creativity. Drawing on the dual-processing model of persuasion, the study investigates how these advertising features influence users' intentions to like, share, or comment on advertisements. Data were collected from 303 social media users through an online survey and analyzed using structural equation modeling. Results show that emotional appeal, informativeness, and creativity significantly contribute to positive user responses. Specifically, informativeness has the strongest direct effect, while emotional appeal indirectly influences responses by enhancing perceived ad value. Creativity, on the other hand, improves ad engagement by attracting attention and stimulating interest. The study concludes that incorporating these elements into social media advertising can effectively increase user interaction and content virality.

Karunia, Marwan, and Daud (2023) aimed to explore the impact of electronic word of mouth (E-WOM) and influencers on consumers' purchasing decisions in the context of culinary micro, small, and medium enterprises (MSMEs) in Banda Aceh. The study employed a quantitative method using a questionnaire distributed to 100 respondents selected through purposive sampling. The variables investigated included E-WOM, influencers, and purchase decision, with data analyzed using multiple linear regression in SPSS. Results indicate that both E-WOM and influencers significantly affect consumer purchasing decisions, with influencers having a more dominant influence. This suggests that promotional efforts involving trusted social media figures can more effectively shape consumer behavior. The study recommends that MSME actors should collaborate with influencers and pay attention to online consumer reviews to increase product visibility and purchasing interest.

Conceptual Framework

Figure 2. Conceptual Framework



Source : International Journal of Management Science and Business Administration Volume 7, Issue 1, November 2020

Research Hypothesis

H₁: Local TikTok influencers have an influence on purchase decisions partially.

H₀₁: Local TikTok influencers does not have influence on purchase decisions partially

H₂: Users responses on content virality have an influence on purchase decisions partially

H₀₂: Users responses on content virality does not have an influence on purchase decisions partially

H₃: Local TikTok influencers and users responses on content virality have an influence on purchase decisions simultaneously

H₀₃: Local TikTok influencers and users responses on content virality do not have an influence on purchase decisions simultaneously.

RESEARCH METHOD

Research Approach

This study employs a quantitative research design utilizing survey methodology. Quantitative research is defined as a systematic investigation that primarily focuses on measuring relationships, behaviors, or phenomena, often using statistical methods to analyze numerical data (Creswell, 2018, p. 16).

Population, Sample Size, and Sampling Technique

In this research, the population includes TikTok users in Manado aged 15 to 45 years who are actively engaging with and interacting with content created by local influencers, specifically content related to Micro, Small, and Medium Enterprises (MSMEs) in the region. The sample size was calculated using Paul Leedy's formula, resulting in 96.04, and rounded up to 100 respondents. The study uses purposive sampling, focusing on TikTok users in Manado who regularly engage with local influencer content related to MSME promotions in the Megamas area and have made at least one purchase from those businesses.

Data Collection Method

The data collection method used in this study is primary data and the data was collected by distributing questionnaires on social media.

Operational Definition and Measurement of Research Variable

Table 2. Definition of Research Variable

No	Variable	Operational Definition	Indicators
1.	Local TikTok Influencers	Influencers here refer to Local TikTok influencers in Manado, who are individuals that leverage their presence on social media, specifically TikTok, to impact consumer behavior, as their followers often view them as relatable and trustworthy sources of information. (Tafesse & Wien, 2018, p. 303)	1. Popularity 2. Credibility 3. Attractiveness 4. Power (Source: Wardah, F., 2023)
2.	User Responses on Content Virality	User responses to content virality here refer to the reactions and feedback provided by TikTok users, specifically in Manado, which can trigger the rapid and widespread dissemination of content among users. These responses can include interactions such as sharing, liking, and commenting on promotional content for MSMEs in Manado shared by local TikTok influencers on their social media (TikTok), and can influence the success of marketing campaigns. (Malthouse et al., 2019, p. 75) (Smith et al. (2019, p. 45) (Kaplan & Haenlein, 2020, p. 100)	1. Emotional Appeal 2. Informativeness 3. Advertising Creativity 4. Perceived Herd Behavior 5. Subjective Norm 6. Attitude Toward Empathy 7. Purchase Intention (Source : Lee&Hong., 2016)
3.	Purchase Decision	The purchase decision here refers to the purchasing decisions made by TikTok users in Manado, influenced by promotional content for local MSMEs in Manado that is promoted by local TikTok influencer. Several considerations affect this decision, including personal preferences as well as influences from family and friends who share the content. (East et al., 2016, p. 102).	1. Product Purchase 2. Purchase Channel Selection 3. Purchase Timing Determination (Source : Sagala, R., Sitanggang, D., & Sitompul, P., 2024)

Research Instrument Testing (Validity and Reliability)

A questionnaire is deemed valid when its items accurately reflect the aspects being measured. The degree of freedom (df) is calculated using the formula $N-2$, with a standard significance level of 5% (0.05) based on the statistical t table. If the significance value is below 0.05 and the calculated t value exceeds the critical t value from the table, the item is considered valid. Reliability testing assesses the internal consistency of the items within an instrument. Cronbach's alpha is used to evaluate this consistency, where a value above 0.60 indicates acceptable reliability. The closer the Cronbach's alpha value is to 1, the stronger the consistency among the items.

Classical Assumption Tests

Classical assumption tests help determine whether a model is appropriate for analysis using multiple linear regression. A suitable model should produce minimal prediction errors and must fulfill several criteria through tests such as the Normality Test, Multicollinearity Test, and Heteroscedasticity Test.

Normality Test

This test evaluates whether the distribution of the dependent, independent, or both variables follows a normal distribution pattern in the regression model. In this study, normality is examined using the P-P Plot and the Kolmogorov-Smirnov test.

Multicollinearity Test

The multicollinearity test identifies any correlation among the independent variables in a regression model. To confirm that the model is free from multicollinearity, the tolerance value must be greater than 0.10 and the Variance Inflation Factor (VIF) must be less than 10.

Heteroscedasticity Test

This test determines whether there is a variance inequality in the residuals of a regression model. Heteroscedasticity is typically examined using a scatterplot. If the scatter points form a visible pattern (such as a wave or funnel shape), it suggests the presence of heteroscedasticity, indicating that the linear regression model may not be appropriate. Conversely, if the points are randomly scattered above and below the Y-axis with no clear pattern, it suggests that heteroscedasticity is not present, and the regression model is considered suitable.

Multiple Linear Regression

Rochaety, Tresnati, and Latief (2019) defined multiple linear regression aims to calculate the effect of two or more independent variables on one dependent variable. The equation as follows:

$$Y = \alpha + \beta_1.X_1 + \beta_2.X_2 + e$$

Where:

Y = Purchase Decision

α = Intercept

β_1 = The regression coefficient of X1

β_2 = The regression coefficient of X2

X1 = Local TikTok Influencers

X2 = User Responses on Content Virality

e = Standard Error

Correlation Coefficient (R) and Coefficient of Determination Test (R²)

Correlation analysis is a statistical method used to determine the relationship between two or more variables. This analysis is also employed to assess the strength and direction of the relationship.

The coefficient of determination (R²) is commonly referred to as the multiple coefficient of determination. R² can be used to determine the extent to which independent

variables collectively explain the dependent variable, where the R^2 value ranges between 0 and 1 ($0 \leq R^2 \leq 1$) (Sanusi, 2013, p. 136).

Hypothesis Testing

Simultaneous Test (F-Test)

The F-test is used to evaluate whether the independent variables collectively have a significant effect on the dependent variable in the regression analysis. If the calculated F-value exceeds the table F-value or the significance is less than 0.05, it can be concluded that the independent variables collectively have a significant effect on the dependent variable. Thus, the Alternative Hypothesis (H_a) can be accepted and the Null Hypothesis (H_0) rejected. To determine the F-table value, the following formula is used:

F-table value = k ; n - k

F-table = 2 ; 100 - 2

F-table = 2 ; 98

Partial Test (t-Test)

The t-test is a statistical method that relies on the t-distribution table to evaluate whether each individual independent variable has a statistically significant effect on the dependent variable. The significance level is set at 0.05 in this study. The rules for determining the t-test in this audit are as follows:

1. If the significance value is greater than 0.05, then H_0 is accepted and H_a is rejected. This indicates that the dependent and independent variables do not affect each other.
2. If H_a is accepted and the significance value is less than 0.05, then H_0 is rejected. This indicates that each independent variable has an effect on the dependent variable.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Table 3. Validity and Reliability Test

Variable	Items	Validity			Realibility	
		r count	Sig.	Status	Cronbach Alpha	Status
<i>Local Tiktok Influencer (X1)</i>	X1.1	0.712	0.000	Valid	0.909	Realibel
	X1.2	0.770	0.000	Valid	0.909	Realibel
	X1.3	0.755	0.000	Valid	0.909	Realibel
	X1.4	0.826	0.000	Valid	0.909	Realibel
	X1.5	0.821	0.000	Valid	0.909	Realibel
	X1.6	0.794	0.000	Valid	0.909	Realibel
	X1.7	0.836	0.000	Valid	0.909	Realibel
	X1.8	0.806	0.000	Valid	0.909	Realibel
<i>Users Responses on Content Virality (X2)</i>	X2.1	0.774	0.000	Valid	0.910	Realibel
	X2.2	0.829	0.000	Valid	0.910	Realibel
	X2.3	0.796	0.000	Valid	0.910	Realibel
	X2.4	0.722	0.000	Valid	0.910	Realibel
	X2.5	0.816	0.000	Valid	0.910	Realibel
	X2.6	0.791	0.000	Valid	0.910	Realibel
	X2.7	0.792	0.000	Valid	0.910	Realibel
	X2.8	0.818	0.000	Valid	0.910	Realibel
	Y.1	0.884	0.000	Valid	0.908	Realibel
	Y.2	0.846	0.000	Valid	0.908	Realibel
	Y.3	0.819	0.000	Valid	0.908	Realibel

<i>Purchase</i>	Y.4	0.868	0.000	Valid	0.908	Realibel
<i>Decision (Y)</i>	Y.5	0.865	0.000	Valid	0.908	Realibel

Based on the results of the validity and reliability tests, each item in the research instrument has an R-value that exceeds the R-table value. With a degree of freedom (df) of 98, obtained from the calculation $100 - 2$, the R-table value is 0.1966. Since the R-value is greater than the R-table value and the significance level is below 0.05, all items are declared valid.

Furthermore, Ghozali (2018) explains that the reliability of a questionnaire can be assessed through the Cronbach's alpha value, where an instrument is deemed reliable if the value exceeds 0.60 and unreliable if it falls below 0.60. Based on the analysis, the Cronbach's alpha value for the TikTok influencer variable is 0.909, for users' responses to content virality is 0.910, and for purchase decision is 0.908. Therefore, it can be concluded that all items in this instrument demonstrate a very high level of reliability.

Classical Assumption Test

Normality Test

Table 4. Normality Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.76255196
Most Extreme Differences	Absolute	.087
	Positive	.067
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed) ^c		.057
Monte Carlo Sig. (2-tailed) ^d	Sig.	.059
	99% Confidence Interval	Lower Bound .053
		Upper Bound .065

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data Processed, 2025

Based on the data processing results above, the Asymp Sig (2-tailed) value is 0.057 \approx 0.06, which is greater than the significance level of 0.05. Therefore, it can be concluded that the data is normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test

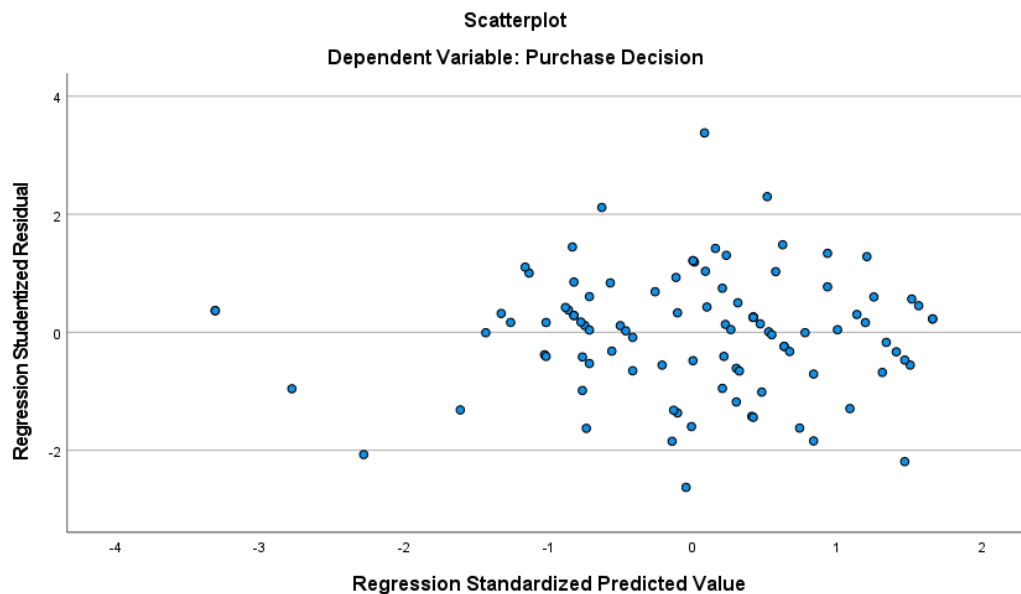
		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-.665	.852		-.781	.437		
	Tiktok Influencer	.196	.060	.282	3.271	.001	.219	4.566
	User Responses on Content Virality	.435	.057	.659	7.639	<.001	.219	4.566

a. Dependent Variable: Purchase Decision

Source: Data Processed, 2025

The data processing results above show that there is no multicollinearity between the independent variables in the regression model. This is indicated by the tolerance values of each independent variable being greater than 0.1 and the VIF (Variance Inflation Factor) values of each independent variable being less than 10.

Heteroscedasticity Test



Source: Data Processed, 2025

Based on the scatterplot above, it can be observed that the points are randomly scattered and do not form any particular pattern. Therefore, it can be concluded that there is no heteroscedasticity.

Result of Multiple Linear Regression

Table 6. Multiple Linear Regression

		Coefficients^a						Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance		VIF
	B	Std. Error	Beta						
1	(Constant)	-.665	.852		-.781	.437			
	Tiktok Influencer	.196	.060	.282	3.271	.001	.219		4.566
	User Responses on Content Virality	.435	.057	.659	7.639	<.001	.219		4.566

a. Dependent Variable: Purchase Decision

Source: Data Processed, 2025

Based on the table, the constant value (α) is -0.665. Additionally, the regression coefficient for the TikTok influencer variable (X_1) is 0.196, and for the user responses on content virality variable (X_2) is 0.435. Therefore, the multiple regression equation can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

$$Y = -0.665 + 0.196X_1 + 0.435X_2 + \varepsilon$$

1. If the values for TikTok influencer (X_1) and user responses (X_2) do not change or are zero, the constant value (α) of -0.665 (indicating no purchase) will be the purchase decision coefficient (Y). The negative constant indicates that if there is no influence

from the TikTok influencer and user responses on content virality, the purchase decision value will be negative (no purchase will occur).

2. The coefficient of 0.196 indicates that each 1-unit increase in the influence of TikTok influencers will increase the purchase decision by 0.196 units, assuming other factors remain constant.
3. The coefficient of 0.435 indicates that each 1-unit increase in user responses on content virality will increase the purchase decision by 0.435 units, assuming other factors remain constant.

Coefficient of Determination (R^2)

Table 7. Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 ^a	.842	.839	1.781

a. Predictors: (Constant), User Responses on Content Virality, Tiktok Influencer

b. Dependent Variable: Purchase Decision

Source: Data Processed, 2025

Based on the table of the Coefficient of Determination (R^2) above, the Adjusted R Square value is 0.839. This means that TikTok influencers and user responses on content virality together influence purchase decision by 83.90%. The remaining 16.1% is influenced by other variables not examined in this study.

Hypothesis Testing

Simultaneous Test (F-Test)

Table 8. Simultaneous Test (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1639.198	2	819.599	258.496	<.001 ^b
	Residual	307.552	97	3.171		
	Total	1946.750	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), User Responses on Content Virality, Tiktok Influencer

Source: Data Processed, 2025

In the table above, it can be seen that the calculated F-value (Fhitung) is greater than the F-table value (Ftabel) with a significance level of less than 0.05. Therefore, it can be concluded that, collectively, the independent variables in this study have a significant effect on the purchase decision variable (Y). Thus, H1 is accepted.

Partial Test (t-Test)**Table 9. Partial Test (t-Test)****Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.665	.852		-.781	.437		
	Tiktok Influencer	.196	.060	.282	3.271	.001	.219	4.566
	User Responses on Content Virality	.435	.057	.659	7.639	<.001	.219	4.566

a. Dependent Variable: Purchase Decision

Source: Data Processed, 2025

Based on the table, it can be concluded that:

1. The t-test result for the TikTok influencer variable (X1) shows a t-value of 3.271 with a significance value of 0.001, with a positive sign indicating that the hypothesis test is conducted on the right side. Therefore, t-value $3.271 > t\text{-table value } 1.661$ with a significance value of $0.001 < 0.05$. It can be concluded that, partially, TikTok influencers have a positive and significant effect on purchase decision, meaning H2 is accepted.
2. The t-test result for the user responses variable (X2) shows a t-value of 7.639 with a significance value of < 0.001 . It can be seen that t-value $7.639 > 1.661$ with a significance value of $0.001 < 0.05$. Therefore, it can be concluded that, partially, user responses on content virality have a positive and significant effect on purchase decision, meaning H3 is accepted.

Discussion**The Influence of Local TikTok Influencer on Purchase Decision**

The results of this study indicate that local TikTok influencers have a significant positive influence on the purchasing decisions of F&B MSMEs in the Megamas area, Manado. This study uses four indicators: popularity, credibility, attractiveness, and power. In an era where technology is rapidly advancing and information can be easily accessed by consumers, there is a growing need for trusted sources to validate and enhance consumer confidence. Influencers play a crucial role in building this trust and serve as reference points for consumers in selecting products or services to purchase. They provide genuine evaluations of products or services, either by visiting the location directly or assessing them objectively before recommending them. This greatly assists consumers in filtering product or service options before making purchasing decisions. Kadekova and Holienicnova (2018) emphasize that influencers active on social media have the most authentic and engaging relationships with their followers. This is supported by Herviani et al. (2020), who describe influencers as social media users with a high number of followers who are trusted by the public and can easily disseminate information through social media. Whenever influencers publish posts, their content reaches a wide audience instantly. These findings align with Wiliana et al. (2022), who found that influencers have a positive and significant influence on purchasing decisions. Similar results were reported by Sahputra et al. (2023), Amalia et al. (2019), Rohmawati et al. (2024), and Maharani et al. (2025), all of whom concluded that influencers positively and significantly impact purchasing decisions.

The Influence of User Responses on Content Virality Towards Purchase Decision

The research findings indicate that user responses to viral content have a significant positive influence on the purchasing decisions of SMEs Megamas in Manado. User responses

to content virality are measured using seven indicators: Emotional appeal, informativeness, advertising creativity, perceived herd behavior, subjective norm, attitude toward empathy, and purchase intention. These seven indicators affect purchasing decisions in several ways. Emotional appeal plays a role when viewers enjoy humorous content from local TikTok influencers, which increases viewership and draws attention to promoted products. Informativeness refers to how influencers do not merely provide superficial reviews but offer valuable and reliable information, making it easier for viewers to choose the products or services they want to try. Advertising creativity has become essential in today's era, where influencers use unique styles and personal appeal to promote products and services. Therefore, enhancing creativity among influencers is crucial to capturing the attention of more viewers and social media users. Perceived herd behavior is where user responses play a crucial role in recommending products or services promoted by influencers. When users share content within groups or private chats, others tend to pay more attention due to recommendations from friends or close contacts. People generally prefer content that their friends or close contacts have liked because they are influenced by those connections. Subjective norms relate to users' responses to content virality, where the desire to follow trends arises. For instance, when someone's friends buy a particular product, they are likely to want the same product. Recommendations from friends or close contacts thus have a strong influence. Attitude toward empathy reflects how people who enjoy certain content are more inclined to consistently show positive engagement. For example, when someone likes culinary content from an influencer, they are likely to continue liking similar content. Lastly, purchase intention emerges after viewing and liking influencer content, where users often develop curiosity about the promoted product or service, leading to purchase decisions. Brown (2021, p. 62) identifies user responses as a key indicator of content virality and effectiveness. Kaplan and Haenlein (2020, p. 100) explain that content virality refers to the ability of content to spread quickly and widely among users, often driven by interactions like sharing, liking, and commenting. This viral effect allows content to reach a broader audience in a short time. They also emphasize that content becomes viral when it resonates with users and is easily shareable. Wold (2023) analogizes virality as a phenomenon where content spreads rapidly and gains massive views and interactions. These findings are consistent with Lee and Hong's (2016) research, which found that user responses to content virality have a positive and significant influence on purchasing decisions. Similar results were reported by Atayeva (2024), Basri (2023), and Tellis et al. (2019), all of whom concluded that user responses to content virality positively and significantly impact purchase decisions.

The Influence of Local TikTok Influencers and User Responses on Content Virality Towards Purchase Decision

In this study, both independent variables, Lokal TikTok Influencers and Users Responses on Content Virality, have a significant positive influence on the purchasing decisions of F&B SMEs in Megamas Manado. The findings also indicate that users' responses on content virality are the most crucial predictor in driving purchasing decisions for F&B SMEs in this area. As we know, in this digital era, there are numerous ways to access information from various platforms, ranging from search engines like Google to social media, where an abundance of information and the latest news are shared, making it easier for users to find what they need. However, given the wide variety of information available, often featuring multiple reviews of the same food or promotions of the same products or services, it becomes essential to filter and identify credible information. Influencers play a critical role by providing genuine assessments of promoted products or services, enabling potential consumers to gain more specific insights before making purchasing decisions. Users' responses on content virality also significantly influence purchasing decisions, as people tend to consider comments, the number

of likes, and the level of agreement with the influencer's content as important factors. These findings are consistent with studies conducted by Wiliana et al. (2022) and Atayeva (2024), which revealed that Lokal TikTok Influencers and Users Responses on Content Virality have a positive and significant effect on purchasing decisions. Influencers with authentic reviews help consumers make better purchasing decisions regarding their desired products or services. Users' responses to content virality also play an essential role in the purchasing decision-making process, which aligns with the views of Lee and Hong (2016), who stated that the extent to which a social media advertisement produces the intended benefits can be gauged by examining user interactions (e.g., the number of "likes" or "shares") as a way to assess perceptions of the advertisement. That is why local TikTok influencers and user responses on content virality play an important role in enhancing purchase decisions, particularly for MSMEs in the F&B sector in Megamas, Manado. The collaboration between local TikTok influencers and user responses on content virality not only improves promotional effectiveness but also provides more targeted and trustworthy information for potential consumers. Ultimately, this can strengthen the competitiveness of MSMEs in the F&B sector in Megamas, Manado, and foster more sustainable business growth in this digital era.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The conclusion that can be drawn from the research findings above, which also answers the research problem in Chapter I, is as follows:

1. Simultaneously, Local TikTok Influencers (consisting of 4 indicators: Popularity, Credibility, Attractiveness, and Power) have a significant positive influence on the purchase decision of F&B MSMEs in Megamas Manado.
2. Partially, user responses on content virality (consisting of 7 indicators: Emotional Appeal, Informativeness, Advertising Creativity, Perceived Herd Behavior, Subjective Norm, Attitude Toward Empathy Expression, and Purchase Intention) have a significant positive influence on the purchase decision of F&B MSMEs in Megamas Manado.
3. Partially, both local TikTok influencers and user responses on content virality have a significant positive influence on the purchase decision of F&B MSMEs in Megamas Manado.

Recommendations

Based on the research findings and the analysis of the results, this study offers several recommendations outlined in the following statements.

1. This study is expected to be used by future researchers. It is hoped that the research findings will not only utilize online survey questionnaires but also include surveys or direct interviews with respondents and MSME owners. Furthermore, it is expected that future researchers will conduct face-to-face interviews with local TikTok influencers from Manado who are involved in promoting MSMEs in the area.
2. This study can serve as a reference for MSME entrepreneurs to enhance their marketing strategies in the rapidly evolving digital era.
3. It is also recommended that future studies explore additional independent variables, so that more factors influencing purchase decisions can be identified.

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