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The Effect of Price and Content Marketing on Purchasing Decision through Purchase Interest

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Abstract: The development of social commerce has grown in Indonesia since there has been an increase in Gross Merchandise Value. Moreover, trade through social media gives a new interactive experience, thus it has huge potential. This study aimed to examine and analyze the effect of price and content marketing on the purchasing interest of TikTok in Surabaya. The population was users of TikTok who had purchasing decisions and were 17-40 years old in Surabaya. Furthermore, the number was infinite. Furthermore, the data collection technique used was purposive sampling with 110 respondents. The study was descriptive-quantitative and statistical-inferential. Additionally, the data analysis technique used SmartPls. As a result, it concluded that both price and content marketing had a positive and significant effect on purchasing interest. However, the price had a positive but insignificant effect on purchasing decisions. In contrast, content marketing had a positive and significant effect on purchasing decisions. In addition, price, as well as content marketing, had a positive and significant effect on purchasing decisions through purchasing interest in TikTok in Surabaya.

INTRODUCTION

Indonesia's digital transformation has grown rapidly in recent years, marked by the increasing use of technology in everyday activities such as shopping, education, work, and public services. Advances in telecommunications infrastructure, widespread smartphone access, and the growth of digital platforms have made people increasingly dependent on the internet for information and interaction with various services. The number of internet users in Indonesia continues to grow every year. According to a report from We Are Social, the number of internet users in Indonesia was recorded to have reached 212.9 million in January 2023. This has created a change in trade transactions that were all traditional (face-to-face) to electronic or (Riyanto, 2024) *digital*. This is in line with what was conveyed by (Azizah et al., 2021), business people are increasingly using social media to market goods and services.

In the e-Conomy SEA 2024 report released by Google, Temasek, and Bain & Company, the Gross Merchandise Value (GMV) of Indonesia's digital economy is projected to grow by 13% compared to 2023. This figure is estimated to reach US$90 billion, or equivalent to Rp1.430 trillion by 2024, which confirms Indonesia as the largest digital market in Southeast Asia. The e-commerce sector remains the main contributor to the growth of the digital economy, with an estimated increase in GMV of 11% to reach US$65 billion. The development of digital technology is driving changes in consumer

behavior patterns in making purchasing decisions. Price is a key factor influencing how consumers evaluate a product. Price is an amount of money and can also include specific items that must be paid to obtain a product and related services. In other words, price is the value charged for a good or service in exchange for the benefits received by consumers. Therefore, price is a key factor influencing buyer decisions and preferences (Susilowati & Utari, 2022).

When a product is competitively priced, consumers tend to perceive it as equivalent to or even higher value than similar products. The right price can convey the impression that the product offers benefits commensurate with the cost. In a market filled with numerous choices, consumers often compare prices before making a decision. If a product's price is lower than or equal to competitors' while still offering good quality, consumers will perceive it as a more profitable option. Conversely, a price that is too high without supporting product advantages can lower perceived value and make consumers hesitate to purchase.

Consumers now no longer solely consider price as a primary factor, but also consider the quality of information and the appeal of marketing content they encounter on social media or digital platforms. Content marketing has become one of the most effective strategies for building consumer interest and trust in the digital age. Content marketing is a strategy that emphasizes the creation and distribution of valuable, relevant, and consistent content to attract, acquire, and build engagement with a targeted audience. The ultimate goal is to encourage the audience to take action that benefits the company (Sugiyanti et al., 2022). Engaging content such as product reviews, usage tutorials, storytelling, and educational content can provide relevant information while simultaneously building an emotional connection between the brand and consumers.

Reviews help consumers gain a real-life understanding of other users' experiences, allowing them to feel more confident and considering a purchase. Tutorials provide practical guidance on how to use a product, not only demonstrating functionality but also enhancing the perception of its benefits and ease of use. Meanwhile, storytelling connects consumers emotionally through stories or narratives that illustrate a brand's values and identity. This type of content can create a more personal connection. Educational content, such as tips, problem-solving, or product-related solutions, adds value because consumers feel they are gaining useful new information. When this content is presented in an engaging, consistent, and relevant manner, consumers are more engaged, interested, and ultimately demonstrate higher purchase intention.

Among the dozens of applications that can facilitate *Social Commerce* in Indonesia, TikTok is increasingly dominating the market. As of January 2023, the report *We Are Social* recorded that there are 109.90 million TikTok users from Indonesia. Seeing the rampant use of the application, (Rizaty, 2023) TikTok launched its latest feature, TikTok Shop, in 2021. Various reports show that business actors such as *Influencers* Reap huge profits by utilizing the platform *TikTok Shop.* As an app, *Social Commerce*, its widespread use is interesting to research. (Jiang, 2021) found that TikTok is very effective in producing lip service in the digital realm. This is called *Electronic word-of-mouth* or e-WOM, which is very effective in influencing the purchasing decisions of female consumers in China. Other similar studies examined the relationship between *Content marketing,* buying interest, and price with purchase decision. However, these studies did not use the behavior of TikTok application users as a (Fatmalawati & Andriana, 2021; Hutri & Yuliviona, 2022; Sakinah & Firmansyah, 2021; Solihin, 2020).

Previous research by Ayumi & Budiatmo (2021) showed a positive and significant influence of price on purchasing decisions through purchase intention, and promotion on purchasing decisions through purchase intention. Another study showed that price had a positive effect on purchase intention, service quality had a positive effect on purchase intention, and purchase intention had a positive effect on purchase decisions. Meanwhile, research showed that product quality was categorized as good, price was

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categorized as high, purchase intention was high, and purchase decision was strongly agreed. The most dominant variable influencing purchase decisions was purchase intention.

Another study showed that marketing content influenced purchase intention and purchase intention influenced purchase decisions, while brand image did not. Purchase intention did not mediate the influence of marketing content on purchase decisions. Another study showed a direct influence of marketing content on purchasing decisions for Go-kopi Malang consumers. While the Purchase Intention variable intervenes in the influence of content marketing on the purchasing decisions of Go-kopi Malang consumers. Meanwhile (Nasta'in et al., 2024) shows that (1) Content Marketing has a negative and significant effect on repurchase intention, (2) social media has a positive and significant effect on repurchase intention, (3) Content Marketing has a positive and significant effect on purchasing decisions, (4) Social Media has a positive and significant effect on purchasing decisions. (5) Purchase Decisions have a positive and significant effect on Repurchase Intention, (6) Purchase decisions do not mediate the effect of Content marketing on repurchase intention, (7) Purchase decisions mediate the effect of Content Marketing on repurchase intention.

This study offers a new perspective by highlighting how TikTok's distinct content characteristics compared to other social media platforms can strengthen or weaken the influence of price on consumer purchase intention and decision-making. Therefore, this study provides a novel contribution to the digital consumer behavior literature by focusing on the dynamics of pricing and content strategies on TikTok, a currently dominant marketing platform. This demonstrates the need to understand how price and content marketing directly and indirectly influence consumer purchase decisions through purchase intention, as a mediating variable.

This study aims to determine the influence of price and content marketing on purchase decisions and buying interest in TikTok Shop social commerce in Surabaya. This is certainly expected to increase the expansion of the study of knowledge about marketing and consumer behavior, and can also help MSMEs/sellers/consumers in knowing the things that influence purchase decisions, especially regarding prices, content marketing, and buying interest. So that in the future, MSMEs/sellers/consumers will not take the wrong strategy in their business.

Price is the amount of money that must be paid to obtain a good, service, or a combination of both. In marketing, price is a crucial element that management can control to understand the pricing process in decision-making. If the price is set too high, consumers tend to perceive the product as premium or high-class (Sari, 2021). Price plays a crucial role in the consumer decision-making process, namely as an allocation tool and a source of information. As an allocation tool, price helps consumers determine how to obtain maximum benefits or utility within their financial means. Consumers typically compare prices across various options before deciding how to allocate their available funds. Meanwhile, the role of price as information is related to consumer perceptions of product quality, with higher prices often perceived as reflecting better quality. The higher the perceived satisfaction of consumers, the more positive their assessment of the set price will be (Marlius & Jovanka, 2023).

The price set by a company is one factor that can attract customer interest in making purchasing decisions. According to Kotler and Keller, price has several dimensions, namely: (1) Affordability, namely the extent to which the price is easily accessible and not burdensome to consumers; (2) Pricing policy, namely pricing provisions that provide ease and convenience in the payment process; (3) Price competitiveness, namely the ability of the price to compete with offers from other companies; and (4) Price suitability, namely the level of alignment between the price paid and the benefits received by consumers. The influence of this price provides a new

perspective for companies in developing communication and marketing strategies to increase consumer satisfaction (Nurliyanti et al., 2022).

Content marketing is a crucial part of any online marketing strategy. The primary goal of content marketing is to build a strong connection between the brand and the audience, thereby aligning their emotions and increasing product sales. Content marketing is now a hot topic and a focus of attention for businesses in the digital marketing realm. Sellers and manufacturers strive to create engaging content that connects their brands with consumers. This content must capture the attention of digital users, engage them, and ultimately motivate them to purchase the product (Yusuf et al., 2020).

Content marketing is a crucial element in achieving goals such as increasing brand awareness and strengthening customer loyalty. By creating and sharing content that aligns with the needs and interests of their audience, companies can maximize their effectiveness on social media. With the right strategy, companies can build a strong reputation and expand their online reach. Successful content marketing requires a deep understanding of consumer behavior on social media. Data analysis and trend monitoring help determine the most relevant and impactful content for the target audience. Furthermore, integrating content marketing with other strategies such as SEO and SEM can increase brand visibility across various platforms. The success of content marketing is not only seen from the high level of interaction, but also from how many conversions are generated (Husna, 2024).

A purchasing decision is a series of processes that begins when a consumer recognizes a need or problem, then seeks information about relevant products or brands, and assesses the extent to which each alternative provides a solution. This evaluation process ultimately leads the consumer to select and purchase a product. In other words, a purchasing decision is the final stage in the decision-making process, when the consumer actually makes a choice and makes a purchase after going through the stages of problem recognition, information search, and alternative evaluation (Gunarsih et al., 2021).

To explain consumer behavior scientifically, a buyer behavior model is used. This theory states that a buyer's purchase decision is actually a collection of several decisions. There are seven types of decisions in a purchasing decision: product type, product form, brand, seller, product quantity, purchase timing, and payment method. Meanwhile, before someone reaches the decision to purchase a product/service, there are several stages the individual goes through. Various experts have identified the factors that most influence consumer purchasing decisions. As discussed previously, price and content marketing are the two most frequently tested exogenous variables. Theoretically, there is a relationship between these two variables and purchasing decisions. The relationship between price and purchasing decisions is that, when making a purchase, the higher the price, the lower the purchase decision. Conversely, the lower the price, the higher the purchase decision (Saputra & Mahaputra, 2022).

Intention or interest in behavior, particularly economic behavior, has become a key area of study in economics. One of the main theories in this field is the theory of planned behavior (TPB). The SDGs are based on the assumption that humans typically behave appropriately (behave in a prudent manner). This theory is grounded in the perspective that beliefs can influence a person to engage in certain behaviors. Six perspectives generally shape a person's beliefs before engaging in an action: attitudes, intentions, subjective norms, social norms, perceived power, and perceived control over the behavior. Purchase intention reflects a consumer's desire and passion to purchase a product. In other words, interest is a consumer's action that indicates a response to a product brand, leading to a purchase. (Tristanti et al., 2021) Divide purchase intention into four stages: Attention, Interest, Desire, and Action. Initially, consumers shift their attention (Caution) to the goods/services being offered. Then, consumers become

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interested in the product being offered (Interest), which leads to a need to purchase (Desire). This desire to purchase (Desire) becomes a purchasing action (Stuart T), resulting in consumers obtaining the goods/services they desire.

To be more comprehensive, the relationship between the variables in this study is illustrated in Figure 1.
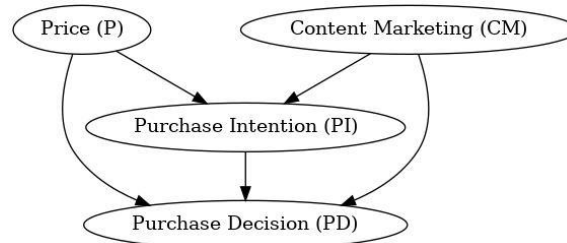

Figure 1. Conceptual Framework
Source: Data processed by researchers (2025)

Researchers developed seven hypotheses to be tested in this study. Each hypothesis describes the relationships between variables. The researcher investigated the independent relationship between variables, then tested the relationship between the two exogenous variables against the endogenous variable in the field intervened on by the *intervening* variable. Several previous studies have still not reached a common point in determining the relationship between the variables in this study. This is the basis for researchers to evaluate the relationship between variables by re-hypothesizing the relationship between various variables. Here are seven hypotheses that will be tested in this study.

H1: Price has a significant effect on buying interest on TikTok in Surabaya

H2: *Content Marketing* has a significant effect on buying interest in TikTok in Surabaya

H3: Price has a significant effect on purchasing decisions on TikTok in Surabaya

H4: *Content Marketing* Has a Significant Effect on Purchasing Decisions on TikTok in Surabaya

H5: Buying interest has a significant effect on purchasing decisions on TikTok in Surabaya

H6: Price has a significant effect on purchasing decisions through buying interest on TikTok in Surabaya

H7: *Content Marketing* has a significant effect on purchasing decisions through buying interest on TikTok in Surabaya.

METHODS

The type of research used in this study is explanatory research (*Explanatory Research*), with a quantitative approach. According to, *Explanatory Research* is a study that explains the causal relationship between research variables through hypothesis testing. Meanwhile, the data collection method used in this study is the survey method. The population in this study is TikTok consumers who make purchasing decisions*, who* live in Surabaya, and the exact number is unknown (*Unknown*).

The sampling techniques used in this study are *non-probability sampling* with *purposive sampling.* According to, *Nonprobability Sampling* is a sampling technique that does not provide equal opportunities or opportunities for each element or population member to be selected as a sample. Reasons to use the technique are *purposive sampling,* because not all samples have criteria that are in accordance with the phenomenon being studied. The criteria determined to be able to be a sample in this study are (1) age range 17-40 years; (2) have a TikTok account; (3) have made a purchase decision because of TikTok.

Regarding the number of samples to be taken, the researcher adopted a sampling *technique* based on the Hair formula, the value (5 – 10) multiplied by the number of indicators of the research variable. n = (5 to 10 x number of indicators) = 5 x 17 = 85 respondents to 10 x 17 = 170 respondents. The number of samples in this study was selected from the range of 85-170 people. Then the researcher determined the number of respondents, namely 110 respondents, where the number was between 85-170 samples.

Data will be taken using a questionnaire technique. A questionnaire is a data collection technique that uses a form that contains written statements to individuals or groups of individuals to obtain answers or answers and information required by researchers. The statement list opens when an answer is not given and closes when an alternative answer is given. The researcher used a closed questionnaire, namely, in this survey, the researcher provided a choice of answers so that respondents only had to choose. Questionnaires are created through the app *Google Form Online* and disseminated in the form of a *Shortlink* via WhatsApp message.

Based on the conceptual framework that has been formulated, the variables in this study consist of exogenous, endogenous, and intervening variables. Exogenous variables consist of two things: price and content marketing. The endogenous variable in this study is the purchase decision. Among exogenous and endogenous variables, researchers also measured the influence of mediating variables, namely buying interest.

Testing to determine the validity of each item is used at a significance level of 5%. This means that an item is said to be valid if the correlation coefficient obtained ($R_{calculus}$) is greater than or equal to the correlation number in the table (R_{table}) at a significance level of 5%. Conversely, if ($R_{calculus}$) is less than (R_{table}), then the item is invalid. If the correlation of each item is positive and the magnitude is above 0.361, then the item is *Items* that is strong, and it can be concluded that the instrument has good validity.

In this test, the researcher measures the reliability of a variable by looking at *Cronbach's Alpha* with a significance used of more than 0.6 and *Composite Reliability* of more than 0.7. A variable or construct is said to be reliable if it provides a value of *Cronbach's Alpha* $\geq$ 0.6 and *Composite Reliability* $\geq$ 0,7. As for the calculation of the validity and reliability of the instruments, the researcher uses the help of a computer program with the help of a computer program *Software* IBM SPSS, Circa 22.

Table 1. Questionnaire Design

Variable	Indicators	Statement Items	Questionnaire Number
Price	Prices that match the benefits	Product Prices on TikTok are in accordance with the benefits I can feel	1
	Perception of price and benefits	The price of the products offered on TikTok is in line with my expectations	2
	Affordable prices	The prices of the products offered on TikTok are affordable	3
	Price competition	The prices of products offered on TikTok are able to compete fairly	4
	Price compatibility with the quality	The price of the product on TikTok is according by the quality of the product	5
Content Marketing	Content Creation	The content on TikTok is very interesting and informative	6
	Content Sharing	Marketing content on TikTok is consistently shared	7

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	Connecting	Content on TikTok can be a means of communication with consumers.	**8**
	Community Building	TikTok provides ample opportunities for TikTok app users to join as TikTok partners.	**9**
Buying Interest	Transactional interest	I am interested in buying products offered on TikTok	**10**
	Reference interest	I am willing to recommend the products on TikTok to others	**11**
	Primary interests	I chose a product on TikTok that caught my attention	**12**
	Exploratory interests	I obtained information about the products offered by TikTok from the reviews in the content	**13**
Purchase Decision	Consistency in choosing a product	I made the purchase decision because it matched the price and quality I expected on TikTok	**14**
	Habits in buying products	I'm interested in buying things because many people use them on TikTok	**15**
	Provide product recommendations to others	I would recommend a product I bought through TikTok	**16**
	Make a repurchase	I often make repurchases of products offered on TikTok	**17**

Source: Data processed by researchers (2025)

The resulting data is then analyzed using analytical techniques, *Partial Least Squares* (PLS), which is a structural equation model that compares multiple exogenous variables and multiple endogenous variables. Thus, researchers can obtain valid results related to the relationships between variables (Nasution et al., 2020).

The researcher conducts two types of model evaluation: measurement model evaluation (*outer model*) and *structural model* evaluation (*inner model*). The evaluation of the *outer model* tested the validity (*convergent validity* and *discriminant validity*) and reliability (*Cronbach's alpha* and *composite reliability*) of the model in this study. Meanwhile, the quality of the *inner model* is determined by the three numbers R-Square, F-Square, and Q-Square.

To validate the structural model as a whole, *goodness of fit* is used, which is a single measure to validate the combined performance between the measurement model and the structural model. The *goodness of fit* (GoF) value is obtained from the square root of the product between the average *communalities index* (*outer model*) and the average R-square (*inner model*). *The value of Godness of* fit is between 0 to 1, where the interpretation is that *goodness of fit* (GoF) of 1 is called ≤ *a small goodness of fit* (GoF). If *the goodness of fit* (GoF) is 0.25, it is called *moderate goodness of fit* (GoF), and *the goodness of fit* (GoF) is called ≥ 0,36 *a large goodness of fit* (GoF).

In this study, hypothesis testing uses the p-value criterion. The hypothesis is accepted if the p-value is 0.05 (alpha 5%), which means that exogenous variables directly and indirectly have a significant effect on endogenous variables. Meanwhile, the hypothesis is rejected if the p-value is 0.05 (alpha 5%), the exogenous variable directly and indirectly has an insignificant effect on the endogenous variable.

RESULTS AND DISCUSSION

Table 2. Respondent Characteristics

Variable	Description	Frequency	Percentage
Gender	Man	32	29,1%
	Woman	78	70,9%
Work	Doctor	1	0,9%
	Housewives	2	1,8%
	Student	17	15,5%
	Government Employees	6	5,5%
	Private Employees	71	64,5%
	Entrepreneurial	13	11,8%
Education	SMA	25	22,7%
	SMK	1	0,9%
	DIPLOMA	5	4,5%
	S1	73	66,4%
	S2	5	4,5%
	S3	1	0,9%
Income	< IDR 1,000,000	12	10,9%
	IDR 1,000,000 to IDR 2,500,000	14	12,7%
	IDR 2,500,001 to IDR 5,000,000	36	32,7%
	>IDR 5,000,001	48	43,6%

Source: Data processed by researchers (2025)

Based on the questionnaire data obtained by the researcher, the number of respondents with female gender was more than respondents with male gender. Of the 110 people involved in this study, it was seen that 32 people, or 29.1% were male, and the remaining 78 people, or 70.9% were female. So, it can be said that the most dominant gender has ever made a purchase because TikTok is female.

Enter the results related to variable measurement. There are four variables in this study, where each variable has an indicator measured by the Likert scale. The presentation of data begins with the price variable, followed by the *content marketing* variable, then the buying interest variable, and finally the purchase decision variable.

Table 3. Evaluation Results of Measurement Model (Outer Model)

Indicators	Loading Factor	Composite Reliability	AVE	Mean
H1	0,862			4,309
H2	0,880			4,364
H3	0,793	0,910	0,670	4,364
H4	0,760			4,055
H5	0,792			4,191
CM1	0,792			4,309
CM2	0,817	0,869	0,623	4,273
CM3	0,732			4,318
CM4	0,815			4,218
MB1	0,837			4,264
MB2	0,861	0,882	0,651	4,155
MB3	0,767			4,300
MB4	0,758			4,273
KP1	0,748			4,309
KP2	0,714	0,866	0,618	3,891
KP3	0,851			4,018
KP4	0,825			3,945

Source: Data processed by researchers (2025)

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From the data above, the results of *the partial least squares* (PLS) analysis were obtained. The researcher illustrated the overall relationships of all variables in *the path* diagram depicted in Figure 2.
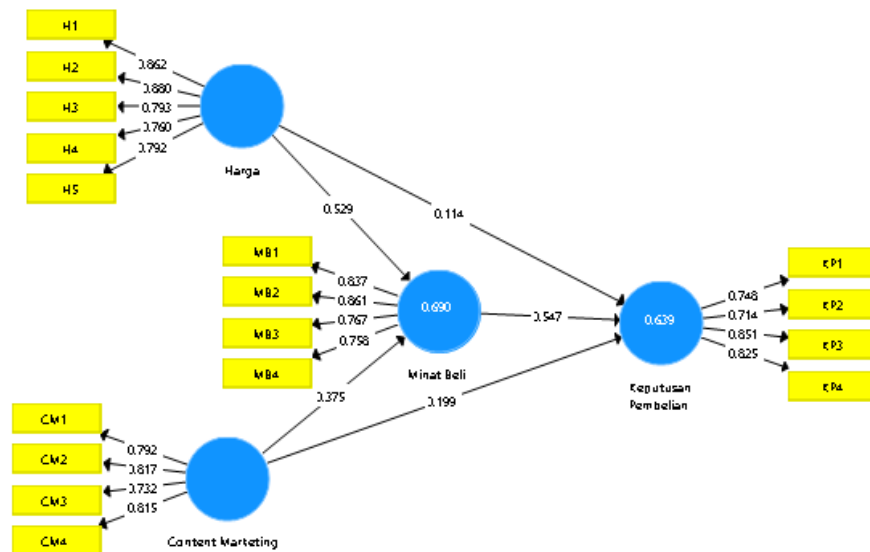

Figure 2. Full Model Path Analysis Results
Source: Data processed by researchers (2025)

From the results of Figure 2, in the path diagram above, it can be seen that the *substructural* equation model formed in this study is as follows:
Model Equation 1
MB = 0.529 H + 0.375 CM + *e1*

The value of the path coefficient connecting the variable H to MB has a value of 0.529 which means that H and MB have a positive relationship. This means that H has an effect on MB. If price has a significant effect on buying interest, it shows that price changes can affect the extent to which people are interested in buying a product or service. When prices are considered reasonable or β_1*reasonable* by consumers, in this case, the context of the value that consumers receive from the products or services offered is considered appropriate, then the buying interest will remain high or even increase because consumers feel that the benefits obtained are worth the price paid.

The path coefficient is 0.375 and has a positive value, which shows that CM has an effect on MB. Information or messages conveyed through β_2*content marketing* have a great impact on consumers' desire or interest to buy the product or service being promoted. In this case, *content marketing* can play an important role in forming positive perceptions, providing convincing information, or evoking emotions that drive the purchase action. *Content marketing* can be an important thing for a business to generate value for consumers in today's digital era. The content on TikTok can provide benefits for consumers, such as information about products or services, attractive promos offered by creating creative content, so that it can attract buying interest.

The regression results presented above are evidence to reject Ho. The path coefficient β_1 indicates that price and β_2*content marketing* have a positive and significant effect on buying interest. Thus, hypotheses 1 and 2 are tested to have acceptable empirical support.

Model Equation 2
KP = 0.114 H + 0.199 CM + 0.547 MB + *e2*

In equation model 2, it shows that the value of the path coefficient connecting the MB variable to KP has a value of 0.547. The interpretation is that MB and KP have a positive relationship. This implies that the indicators of the buying interest variables, namely transactional interest, referential interest, preferential interest, and exploratory interest, are able to have a significant effect on the purchasing decision-making process of consumers to make transactions online. The higher the buying interest, the higher the tendency of TikTok users to take a positive attitude by making a purchase decision. The results in this study are relevant to the research conducted by Sakinah & Firmansyah, 2021; Solihin, 2020), showing that buying interest has a positive and significant influence on purchasing decisions.

The path coefficient is 0.114 and has a positive value. However, the p-value is greater than 0.05, which shows that the relationship between H and KP is not statistically significant. This indicates that H has an effect on KP. The results of this study are in accordance with research conducted by Mongsidi et al. (2019), where price does not have a significant effect on purchase decisions because consumers make purchase decisions not based on the selling price but based on the needs and uses, and benefits of the product. Consumers will tend to compare the price of the brand's products with their competitors, and the quality of the goods is better at the appropriate price.

The path coefficient is 0.199 and has a positive and statistically significant value. This indicates that CM has an influence on KP. When the quality or appeal of $\beta 5 content marketing$ increases, then the purchase decision will also increase. The content on TikTok itself is able to attract the attention of its users to make a purchase decision. The results in this study are in accordance with research conducted by which stated that *content marketing* has a significant effect on purchasing decisions.

The regression results presented above are evidence for accepting only H4 & H5. Meanwhile, H3 must be rejected because it lacks statistically significant empirical evidence. The path coefficient $\beta 4$ indicates that buying interest and $\beta 5 content marketing$ have a positive and significant effect on purchase decisions. Thus, only hypotheses 4 and 5 are acceptable.

The regression values of equations models 1 and 2 are the result of the direct effect hypothesis test of all variables. Of the five hypotheses tested through *the direct effect test,* only three hypotheses were unacceptable because the p-value was not statistically significant. Table 4 contains a summary of the results of *the direct effect* test for hypotheses 1 to 5. The results contained include *original sample regression,* average regression results, *standard deviation*, T-statistics, p-values, and hypothesis information that was accepted and rejected.

Table 4. Direct Effect Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Information
H -> MB	0,529	0,551	0,096	5,498	0,000	Accepted
CM -> MB	0,375	0,353	0,103	3,633	0,000	Accepted
H -> KP	0,114	0,122	0,115	0,992	0,323	Rejected
CM -> KP	0,199	0,189	0,098	2,035	0,044	Accepted
MB -> KP	0,547	0,547	0,103	5,332	0,000	Accepted

Source: Data processed by researchers (2025)

Hypotheses 6 and 7 are proven by the results of the *indirect effect regression*. The results of the hypothesis test on the price variable (H) on the purchase decision (KP) through buying interest (MB) showed that the value of $\beta = 0.289$, and the P-Value showed a figure of <0.05. These results show a positive and significant situation. Theoretically,

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price is closely related to the likelihood of buying. If a person considers the price offered fair or in accordance with the value of the given product, then the interest in buying the item will increase. Consequently, the higher the buying interest, the more likely it is that someone will make a purchase decision. As previously explained, buying interest has a positive influence on purchasing decisions. Meanwhile, the high and low buying interest is influenced by prices. In other words, price indirectly influences the purchase decision.

The hypothesis related to the influence of *content marketing* on purchase decisions through buying interest was also confirmed through *the indirect effect test.* The influence of *the content marketing* variable (CM) on purchase decisions (KP) through buying interest (MB) shows that the value of β = 0.205, and the P-Value shows the number <0.05. So that the results show a positive and significant situation. *Content marketing* successfully creates strong buying interest with consumers, and that buying interest then plays an important role in driving purchase decisions. If *content marketing* is considered informative, interesting, and relevant, then individuals tend to have a positive attitude towards the product or service being promoted. This study found that the information disseminated on TikTok Shop is able to arouse interest and desire to explore more or buy the goods/services offered.

The results of the *indirect* effect hypothesis test show that the last two hypotheses are acceptable because price and *content marketing* indirectly have a positive impact on purchase decisions and are statistically significant. Table 5 describes the overall indirect influence between the two exogenous variables and the endogenous variables through the mediation variables.

Table 5. Indirect Effect Hypothesis Test Results

	Original Sample (O)	Sample Red (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Information
H -> MB -> KP	0,289	0,301	0,078	3,728	**0,000**	Accepted
CM -> MB -> KP	0,205	0,192	0,065	3,164	**0,002**	Accepted

Source: Data processed by researchers (2025)

The results *of Goodnes of fit* indicate that the model used in this study is valid and acceptable. The GoF number ≤1 is called a small GoF. If GoF is 0.25, it is called moderate GoF, and GoF ≥ 0.36 is called *great goodness of fit* (GoF). The results of the GOF Index in this study, which are in Table 6, have a value of 0.65, meaning that the value is >0.36, called a large GoF. Table 6 below contains three numbers, namely *average communality, average R-square,* and GoF index.

Table 6. Goodness *of Fit* (GOF) Test Results

Average Communality	Average R-squared	GOF Index
0,643	0,664	0,65

Source: Data processed by researchers (2025)

CONCLUSION

Consumer behavior is a field that has been intensively studied in economics studies. In particular, this study examines what factors influence consumers to buy a product/service. This study concludes that price and content marketing are variables that can influence purchasing decisions through buying interest. Of the seven hypotheses proposed in this study, only H3 was rejected because it was not statistically significant. Meanwhile, other variables are acceptable. This research certainly cannot be separated from various limitations. The most basic thing is the type of data used to support the

hypothesis being proposed. Survey data obtained from TikTok Shop application users is subjective data and does not necessarily reflect the consumer behavior of the application users. Further research can advance literature if more empirical data, such as the number of purchases on the TikTok Shop platform in Surabaya, are linked to the prices of goods sold. Another strategy is to use more advanced measurement techniques to measure how influential content marketing is.

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