

**STUDY ON THE INFLUENCE FACTORS OF SHORT VIDEO  
CONTENT MARKETING ON CONSUMERS' PURCHASE INTENTION  
(Survey on Three Squirrels TikTok followers in China)**

**TESIS**

Submitted to Meet in Part the Requirements of Master Degree  
At Management Study Program



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**By**

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**Universitas Pendidikan Indonesia**

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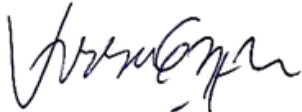
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I certify that the thesis proposal entitled “Study on The Influence Factors of Short Video Content Marketing on Consumers' Purchase Intention (Survey on Three Squirrels TikTok followers in China)” and all its contents are my work. I do not plagiarize or quote in a way that is not following the ethics prevailing in the scientific community. For this statement, I am ready to bear the risk/sanction if, in the future, there is a violation of scientific ethics or there are claims from other parties regarding the authenticity of my work.

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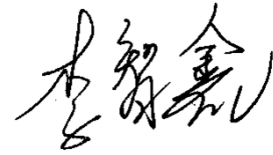
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## ABSTRAK

***Studi tentang Faktor Pengaruh Content Marketing Video Pendek pada Niat Pembelian Konsumen (Survei tentang Pengikut Tiktok Three Squirrels di Tiongkok) di bawah bimbingan Prof. Dr. Vanessa Gaffar, SE.Ak. MBA., dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.***

*Seiring perkembangan teknologi internet, platform video pendek yang memiliki keunggulan huge traffic mulai memasuki bisnis E-commerce. Platform video pendek yang memasuki bisnis E-commerce memiliki nilai GMV yang berkembang pesat, yang menjadikannya platform E-commerce baru. Teknik pemasaran produk platform video pendek tidak seperti teknik pemasaran E-commerce tradisional yang menggunakan informasi produk dan kualitas produk untuk menarik perhatian pelanggan. Platform video pendek menarik perhatian pelanggan melalui berbagai jenis konten yang menarik, kreatif dan menggunakan teknik soft selling untuk menarik perhatian pelanggan, sehingga sangat penting untuk platform video pendek untuk menjadi platform e-commerce juga. Oleh karena hal tersebut, untuk membahas mekanisme pemasaran konten video pendek terhadap niat beli konsumen. Makalah ini akan menganalisis dan mengeksplorasi berbagai faktor yang dapat mempengaruhi niat beli konsumen dan korelasinya. Berdasarkan sumber dan berbagai literature, Pemasaran konten dibagi menjadi tiga dimensi, yaitu konten produk, konten hiburan, dan konten interaktif untuk membangun model teoritis dan mengedepankan hipotesis penelitian.*

*Penelitian ini menggunakan kuesioner sebagai alat pengumpulan data, dan responden dari penelitian ini adalah followers dari akun Tiktok Three Squirrels (@songshu0619) di Tiongkok. Penulis berhasil mengumpulkan 309 kuesioner yang valid dan menggunakan SPSSAU dan Excel untuk statistik dan analisis data. Statistik deskriptif, uji reliabilitas dan validitas, analisis korelasi, analisis regresi, dan metode analisis data lainnya digunakan untuk memverifikasi hipotesis dan model penelitian ini. Hasil empiris menunjukkan bahwa dalam pemasaran konten melalui video pendek, produk, konten hiburan, dan konten interaktif secara positif memengaruhi niat beli konsumen, jadi dapat disimpulkan bahwa content marketing memiliki dampak positif pada niat pembelian konsumen.*

**Kata Kunci:** pemasaran konten, konten produk, konten hiburan, dan konten interaktif, niat pembelian



## ABSTRACT

**Study on The Influence Factors of Short Video Content Marketing on Consumers' Purchase Intention (Survey on Three Squirrels TikTok Followers in China) under the guidance of Prof. Dr. Vanessa Gaffar, SE.Ak. MBA., and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.**

With the rapid development of the Internet, short video platforms also enter the E-commerce business with huge traffic advantages. At the same time, the GMV of the E-commerce of short video platform is also growing rapidly, becoming the next new e-commerce platform. Unlike traditional E-commerce products that attract customers with price and quality product information, the short video platform attracts customers through various types of content. It is essential for the short video platform to be an E-commerce platform. Therefore, it is of specific practical significance to discuss the mechanism of short video content marketing on purchase intention. Based on this, this paper explores the various factors of content marketing affecting purchase intention and the correlation. From the perspective of the types of content marketing, based on reading and combing previous literature, it is divided into three dimensions of product content, entertainment content, and interactive content to construct a theoretical model and put forward research hypotheses. Respondents of this study are Three Squirrels (@songshu0619) TikTok followers in China, and the questionnaire survey method was used to collect data. A total of 309 valid questionnaires were collected in the questionnaire survey. SPSSAU and Excel were used for data statistics and analysis. Descriptive statistics, reliability and validity test, correlation analysis, regression analysis, and other data analysis methods were used to verify this research's hypotheses and models. The empirical results show that product, entertainment, and interactive content positively impact purchase intention in short video content marketing, so it can be concluded that content marketing has a positive impact on consumers' purchase intention.

**Keywords:** Content Marketing, Product Content, Entertainment Content, And Interactive Content, Purchase Intention

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