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## How Effective is FYP (ForYouPage) Campaign for Business Contents on in Indonesia?

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### **Abstract**

TikTok has gaining popularity in Indonesia recently and many of the businesses in Indonesia use this platform to communicate their value proposition. Hence, the previous studies about Technology of Acceptance Model has been tested in many settings, but still limited to this effectiveness of the platform especially the campaign of ForYouPage (FYP) for business contents in Indonesia. Some evident shows that in some business contents, customers find it low engagement and interaction between company and users. Therefore, In order to test the effectiveness of FYP business content in Indonesia, we applied purchase intention from users in the perspectives of perceived usefulness and perceived playfulness. The questionnaires have been distributed to 100 TikTok users all over Indonesia. The method of analysis is SEM-PLS with SmartPLS v3.27 to test the hypotheses. The results show that perceived usefulness and perceived playfulness are significant to increase purchase intention of FYP business contents. This study recommends the business entities to explore more about the short video contents to be more engaging, entertaining, eye-catching, and educating to create more purchase intention among users of FYP business contents.

**Keywords:** For Your Page, Purchase Intention, Perceived Usefulness, Perceived Playfulness, Social Media.

### **Abstrak**

Popularitas platform TikTok saat ini tidak lagi diragukan dan banyak bisnis di Indonesia menggunakan platform ini untuk mengomunikasikan proposisi nilai mereka. Oleh karena itu, penelitian sebelumnya tentang Model Teknologi Penerimaan telah diuji di banyak obyek penelitian, tetapi masih terbatas pada efektivitas platform ini terutama kampanye ForYouPage(FYP) untuk konten bisnis di Indonesia. Beberapa bukti menunjukkan bahwa dalam beberapakonten bisnis, pelanggan menemukan keterlibatan dan interaksi yang rendah antara perusahaan dan pengguna. Oleh karena itu, untuk menguji efektivitas konten bisnis FYP di Indonesia, peneliti menggunakan niat beli dari pengguna dalam perspektif manfaat yang dirasakan dan kesenangan yang dirasakan. Kuesioner telah dibagikan kepada 100 pengguna TikTok di seluruh Indonesia. Metode analisis yang digunakan adalah SEM-PLS dengan SmartPLS v3.27 untuk menguji hipotesis. Hasil penelitian menunjukkan bahwa manfaat yang dirasakan dan keceriaan yang dirasakan signifikan untuk meningkatkan niat beli konten bisnis FYP. Studi ini merekomendasikan badan usaha untuk lebih mendalami konten video pendek agar lebih menarik, menghibur, eye-catching, dan mendidik untuk menciptakan niat beli yang lebih di kalangan pengguna konten bisnis FYP.

**Kata Kunci:** For Your Page, Niat Membeli, Kegunaan yang Dirasakan, Keceriaan yang Dirasakan, Media Sosial

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## **1. Introduction**

The development of technology has led to a growing digitization of the planet. New advancements, inventions, and lifestyle shifts are occurring. Due to the fast-paced modern lifestyle culture in our society and the ongoing both in need of and open to change. Technology is quite important in this day and age. play in our day-to-day lives (De Mooij, 2019). One of the fundamental components of technology is the internet. The internet is in charge of providing a forum for communication between people, businesses, and other individuals, and To expand their market, many businesses might advertise their goods or services (Chaffey & Ellis- Chadwick, 2019). When it comes to people's capacity for adaptation, fresh developments are constantly taking place in our environment. With new social media platforms constantly emerging, Tik Tok has emerged as the new digital juggernaut for social media marketing in this day. With Tik Tok, people have the opportunity to express themselves while still having fun. Due to its high capacity of liquidity, the Tik Tok business today attracts a lot of people. On average, most individuals do not enjoy spending time watching lengthy social media marketing material on their phones; however, Tik Tok offers brief social media marketing content, so users do not mind watching it and are even more curious and driven to buy.

Based on many observations, the utilization of User-Generated Content (UGC) in online communication provided by unpaid users, referred to as "TikTokers," is what makes Tik Tok so well-known. This sends the idea that anyone can be an artist and get the exposures they need using the resources available on the For You Page (FYP). This is what sets Tik Tok apart from the competition—its simplicity of use, which enables anyone to start creating video. Contrary to other social media platforms where popularity is heavily reliant on connections (friends, subscribers, followers, etc.), Tik Tok's algorithm is what determines whether a user's content will go viral or become famous. If a user's content has a high reach and engagement rate, it will likely be displayed.

The focus of this study is on how Tik Tok social media marketing affects customers' intention to make a purchase as it relates to the two independent variables being tested: perceived playfulness and perceived usefulness. The foundational elements of the study model used in this paper are these two variables. To uncover the significant results on how the independent variables can affect the users' purchase intentions of Tik Tok business contents in Indonesia, the independent variables to be evaluated will be further examined among the questionnaires obtained from Tik Tok users. These independent variables represent the convergence of the Fred Davis (1989) and Moon and Kim (2001)

iterations of the Technology Acceptance Model (TAM) hypothesis. As you can see from the explanation above, the purpose of this study is to determine how much Tik Tok has influenced social media marketing and how popular it has grown. The difference between this study and the prior research, which was conducted by Xiao, Y., Wang, L., and Wang, P. (2019) on Research on the Influence of Content Features of Short Video Marketing on Consumer Purchase Intentions, is that this study emphasizes Tik Tok as a new digital giant for social media marketing and uses it as the foundation of its objectives.

## **2. Theoretical Framework and Hypothesis Development (If Any)**

### **Perceived Usefulness and Purchase Intention**

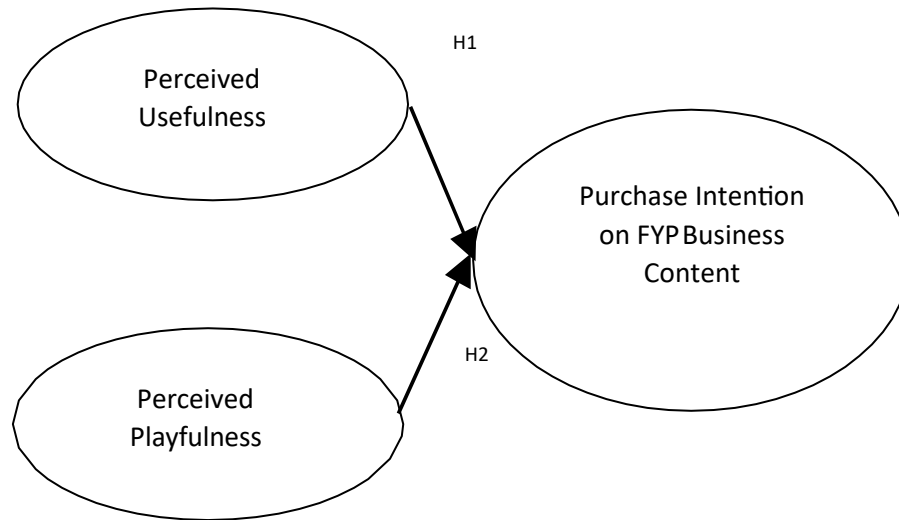
The concept of perceived usefulness takes use of a user's understanding of how adopting a certain technology will improve work performance. One of the individuals who established the Technology Acceptance Model (TAM), Fred Davis, described perceived usefulness as the degree to which a technology is anticipated to enhance a potential user's performance. To investigate the relationship between perceived utility and purchase intention, many researchers have used numerical studies and literature.

Perceived usefulness has a favorable and considerable impact on purchase intention, according to numerous research. According to research by Pan Chi and Guo Zhida (2019), increasing consumer intentions to buy green packaging materials is mostly dependent on perceived usefulness. According to empirical research (Kim and Song 2010), PU significantly influences consumers' intentions to make online purchases. Customers anticipate using PU to gain useful information and browse products with ease. The relationship between perceived usefulness and purchase intention will thus be further explored in order to see whether the results of this research study will be consistent with earlier findings.

Therefore, the first hypothesis in this study:  
H1: Perceived usefulness has a significant and positive effect on purchase intention of FYP Business Content in Indonesia.

### **Perceived Playfulness and Purchase intention**

The second component of the independent variable is primarily concerned with the thrill and fun that people have when using technology. We propose the 'playfulness' idea as an individual's intrinsically salient belief to explain the individual's intrinsically motivated behaviors, according to Moon and Kim (2001). When viewers are entertained, they begin to naturally adopt specific behaviors that are indicative of favorable sentiments. In their free time, people prefer watching shorter videos. They favor engaging information that isn't boring.



**Figure 1.** Research Framework

The satisfaction viewers experience while watching the content itself plays a significant role in the perceived playfulness that contributes to the essence of a short video marketing content. They must experience delight and enthusiasm in order to be interested in the information. Playfulness has proven to be a crucial indicator of whether people can adopt these new technological behaviors with the rise of information technology, such as the World Wide Web at the time. Li Tingting (2016) discovered that a positive online shopping experience encourages customers to make purchases by bringing about a positive mood.

Playfulness is the second most significant element influencing users' propensity to utilize the short-term rental platform, according to Yan Lei

(2019).

According to Ahn et al. (2007), a pleased client derives pleasure from their purchases both personally and emotionally in addition to the extrinsic reward they receive from doing so. They also demonstrated a favorable relationship between playfulness and attitudes toward and intentions for using internet retailing.

According to Sandelands et al. (1983), playful experience was the root of attitudinal outcomes like satisfaction. According to Woszczynski et al. (2002), the playful experience has a positive impact on user happiness. According to Webster et al. (1993), increased playfulness produces immediate subjective experiences like satisfaction.

Therefore, the second hypothesis in this study:

**Table 1.** Procedures in Analyzing Data

No	Description	Requirement
1.	Descriptive analysis comprises the provide concise overview of the research samples that were used. As a result, the respondent profile will be suggested in the questionnaire before leading to the questions for more data collection.	No specific requirement
2.	Structural Equation Modelling-Partial Least Square (SEM-PLS) a) Outer Model: loading factor, AVE, Cronbach Alpha, cross loading, Composite Reliability (Hair et al, 2011)  b) Inner Model: Coefficient Determination, T-Statistics/ P-Value (Hair et al, 2011)	Inner Model  Outer Model: loading factor (>0.5), AVE (0.5), Cronbach Alpha (.0.7), Composite Reliability (0.6) • R2 values of 0.67, 0.33, and 0.19 are categorized as significant, moderate, and weak, respectively, in PLS path models. • T-Statistics: >1.96 • P-Value: <0.05 (<5%)

H2: Perceived playfulness has a significant and positive effect on purchase intention of FYP Business Content in Indonesia

**3. Research Method**

The procedures in analyzing the data will be in the form of descriptive analysis and SEM-PLS with SmartPLS v.3.2.7. The sequence will be seen in the table 1.

**4. Result, Discussion, and Managerial Implication**

**Respondent Profile**

The respondent profile is a feature of the demographic profile utilized in this study, and it identifies participants who had to complete out questionnaires similarly. The age, profession, residences, and monthly expenses of the respondents are all included in this section of the survey. These collected statistics are designed to provide demographic information on the respondents themselves. There were 100 respondents, with an even distribution of 40 men and 60 women, who served as the sample for this study.

It presents the analysis of the related results, theories, and hypotheses (if any) based on the writer’s reasoning. Data analysis and discussion should be presented in brief but clear and it is not dominated by table presentation. The tables which are presented should not be the rough output but in the processed and brief summary.

Hence, 21–30 year old respondents made up 62 percent of all respondents, followed by 17–20 year old respondents with 35 percent and 31–40 year old respondents with just 3 percent. Most of the population, 80.8 percent, are undergraduate students; others are still in middle school and some are in high school. A little over 8.1 percent of voters chose other occupations, while 2 percent were self-employed business owners and

1 percent were government workers. Therefore,

48 percent of the population resides in DKI Jakarta, followed by 6 percent in Bogor, 8 percent in Depok, 17 percent in Tangerang, 3 percent in Bekasi, and the remaining 48 percent in other locations.

Statistically on the descriptive side, it is crucial to take into account how users view the commercial material on Tik Tok in order to comprehend their viewpoint. Knowing whether the respondents are interested in the product given in the content after watching the business content themselves is another crucial indicator that needs to be evaluated. This section of the inquiry identifies the respondents’ interest in or attraction to the product by asking about their excitement toward the product in the content. 38 percent of respondents strongly agree, and 44 percent of respondents agree, according to the majority of respondents. This establishes a strong, valid argument that the majority of respondents are drawn to the product, producing a favorable result for this question.

**Outer Model SEM-PLS**

The following table shows the result of outer model as shown in table 2.

The value of outer loading or construct validity with variables can be explained by the fact that, in the initial test, the existing data meet the requirements of the convergent validity because all of the indicators have an outer loading value above 0.50. If there is any indicator with a value of AVE average variance extracted below 0.50, this indicates that the indicator is unacceptable and the data is invalid, which must be removed from the data and cannot be used in this study. The structural model depicted in table 2 does not require modification because all of the indicators are valid and the AVE value is over 0.50.

As can be seen from the aforementioned figure, the convergent validity result reveals that there is only one indicator that belongs to the indicator PU1

**Table 2.** Convergent Validity

Name of Variable	Indicators	Loading Factor	AVE	CompositeReliability
Perceived Usefulness	PU1	0.574	0.703	0.867
	PU2	0.807		
	PU3	0.727		
	PU4	0.756		
	PU5	0.703		
	PU6	0.750		
Purchase Playfulness	PP1	0.844	0.523	0.876
	PP2	0.835		
	PP3	0.836		
PurchaseIntention	PI1	0.803	0.596	0.854
	PI2	0.709		
	PI3	0.709		
	PI4	0.856		

**Table 3.** Discriminant Validity

	Perceived Usefulness	Perceived Playfulness	Purchase Intention
<b>PU1</b>	<b>0.574</b>	0.252	0.316
<b>PU2</b>	<b>0.807</b>	0.562	0.534
<b>PU3</b>	<b>0.727</b>	0.406	0.464
<b>PU4</b>	<b>0.756</b>	0.421	0.429
<b>PU5</b>	<b>0.703</b>	0.450	0.383
<b>PU6</b>	<b>0.750</b>	0.714	0.588
<b>PP1</b>	0.607	<b>0.844</b>	0.611
<b>PP2</b>	0.574	<b>0.835</b>	0.631
<b>PP3</b>	0.515	<b>0.836</b>	0.584
<b>PI1</b>	0.594	0.733	<b>0.856</b>
<b>PI2</b>	0.487	0.548	<b>0.803</b>
<b>PI3</b>	0.395	0.401	<b>0.709</b>
<b>PI4</b>	0.478	0.492	<b>0.709</b>

and has an outer loading value in the range of 0.50 to 0.60. The vast majority of the indicator's values fall between 0.70 and 0.80.

There are approximately 6 indicators with values between 0.70 and 0.80 and 6 indications with values between 0.80 and 0.90. As a result, the outcome displayed in the table above suggests that the data has a high validity value and can be processed further. In conclusion, it can be claimed that the loading factors have exceeded the minimum level of convergent validity, which is 0.5. However, the indicator PU1 just exceeded the minimum with a loading factor value of 0.574.

It is clear that every construct has an AVE greater than 0,50. All of the constructs had good results, indicating both their validity as individual constructs and their positive connection with one another. As can be seen, perceived utility has the most importance, with an AVE of 0.703, followed

by perceived playfulness with an AVE of 0.523 and buy intention with an AVE of 0.596.

To guarantee that each indicator is presenting the correct latent variable and is not overlapping with any undesirable latent variables, discriminant validity is used to evaluate the validity of each indicator in the questionnaire. According to the paper written by Bove et al. (2009), Hassan et al. (2007), Walsh, Beatty and Shiu, and Walsh, Beatty and Shiu, "Discriminant validity is assessed by comparing the shared variance (squared correlation) between each pair of constructs against the average of the AVEs for these two constructs" (2009).

From which can be seen and analyzed according to the table below, the cross loading value of the blocks can be acceptable because of the larger value of the cross loading of each variable compared to the other latent variables. Seeing from the table below, Perceived usefulness has a higher value

**Table 4.** Hypothesis Result

Hypothesis	Path Coeficient	T Statistics	P Values	Notes
Perceived Usefulness → PurchaseIntention	0.280	3.179	0.000	Supported
Perceived Playfulness → PurchaseIntention	0.537	6.520	0.002	Supported

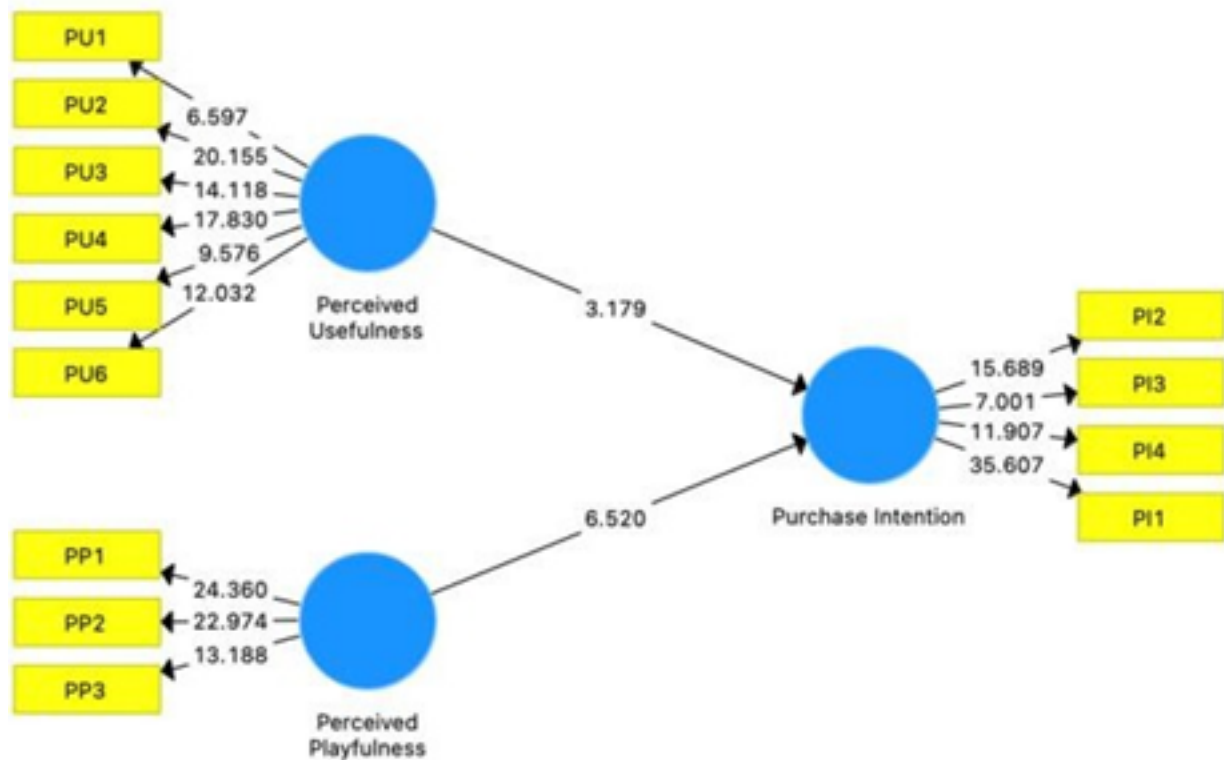


Figure 2. Bootstrapping Result

compared to the other latent variables, for instance the score of each indicator of perceived usefulness are; PU1 (0.574), PU2 (0.807), PU3 (0.727), PU4 (0.756), PU5 (0.703), and PU6 (0.750) has a higher loading factor compared to Perceived Playfulness (PP) and Purchase Intention (PI). The loading factor of PP1 (0.844), PP2 (0.835) and PP3 (0.836) are higher compared to its scores to the other latent variables such as Perceived Usefulness (PU), Purchase Intention (PI). Last but not least is the loading factor of PI1 (0.856), PI2 (0.803), PI3 (0.709) and PI4 (0.709) are higher compared to its scores to the other latent variables such as Perceived Usefulness (PU) and Perceived Playfulness.

**Inner Model SEM-PLS**

In order to assess the impact that each research variable has on one another, to analyze the coefficient of determination and path coefficient estimates, the inner model specifies the relationships between unobserved or latent variables (Henseler et al., 2009). The hypothesis can be examined after processing and obtaining the results of the relationship between the variables. The bootstrapping approach is used in hypothesis testing to produce the results.

The determination coefficient value of Purchase Intention (PI), which reflects the value of R-square, is 56.2 percent after being multiplied by 100 percent. When the coefficient of determination is used as the result value, the outcome is classed as mod-

erate. This demonstrates that perceived usefulness (PU) and perceived playfulness (PP) may explain 56.2% of the variation in purchase intention (PI) value, while other factors outside the analytical model can account for the remaining 43.8%. Hence, since all the requirement for both outer and inner model, the hypothesis testing can be proceeded further. The results of the hypotheses can be seen on table 4.

Perceived Usefulness (PU) having a positive and significant impact on purchase intention is the first hypothesis in this study (PI). The analysis's findings are displayed in the following table, where the Original Sample value is 0.280 (positive), the T statistic is 3.179 ( $> 1.96$ ) and the P value is 0.000 ( $< 0.05$ ). This indicates that the theory is correct, and it can be inferred that perceived usefulness (PU) influences purchase intention in a favorable and significant manner (PI). These findings demonstrate that Perceived Usefulness (PU) significantly and favorably influences Purchase Intention (PI). The comparison of these findings with the research conducted by Pan Chi and Guo Zhida (2019) demonstrates that raising customer intentions to buy items with green packaging depends on perceived usefulness. This demonstrates that the findings of this study are consistent with earlier studies showing a substantial relationship between perceived usefulness (PU) and purchase intention (PI). As a result, perceived utility (PU) and purchase intention (PI) are linked.

The study's second hypothesis states that perceived playfulness (PP) significantly and favorably influences purchase intention (PI). The analysis's findings are displayed in the following table, where the Original Sample value is 0.537 (positive), the T statistic is 6.520 ( $> 1.96$ ),

## 5. Conclusion, Suggestion, and Limitation

Based on the results of the investigation, this study came to the following conclusion after conducting numerous tests and a hypothesis test:

1. In Indonesia, the contents of Tik Tok Business are known to have a large and favorable impact on users' purchase intentions. Additionally, it confirms the validity of the premise that Perceived Usefulness influences Purchase Intention in a favorable and substantial manner.
2. Perceived playfulness is known to have a large and advantageous impact on consumers' intention to purchase Tik Tok Business content in Indonesia. The notion that perceived playfulness has a favorable and large impact on purchase intention is therefore supported.

It may be inferred that both independent variables have a positive and significant impact on purchase intention as a result. All of the indicators for the two variables can be evaluated because they both have a large impact on purchasing intention. To generate the engagement required and enhance the value of the users' purchase intention, the indications with the highest value must be maintained and used consistently. Perceived Playfulness is the most important factor influencing customers' purchase intentions because it has the biggest value when compared to perceived usefulness.

This study posits the research implication in terms of theory such as This study reveals that Perceived Usefulness (PU) significantly and favorably influences Purchase Intention (PI). It reveals that the informational richness, information presentation efficiency, effectiveness, succinctness, and directness of Tik Tok commercial contents are key drivers of users' propensity to purchase. In other words, consumers are drawn to eye-catching, basic yet rich material. In addition, this study offers empirical proof that perceived playfulness (PP) has a significant positive impact on purchase intention (PI), indicating that consumers are more likely to buy Tik Tok commercial content when it is interesting, pleasant, and appealing. Perceived Playfulness (PP) has a more substantial effect on purchase intention than does perceived usefulness (PU), despite the fact that both independent variables exhibit a positive correlation and significant effect towards purchase intention (PI) (PU).

Previous research have indicated that perceived playfulness and perceived usefulness have a large and positive impact on purchase intention. When

comparing the two independent variables used in this study and the results of the original sample, it indicates that perceived playfulness (PP) is more significant than perceived usefulness (PU) (PU). While perceived Usefulness (PU) scored 0.280, perceived Playfulness (PP) obtained a score of 0.537. According to the indicators of the independent variables employed in this study's loading factors, perceived playfulness is the dimension latent variable with the highest loading factor. It is strongly advised that authors use these indicators to draw users and improve their propensity to purchase.

The study's weakness is that it only makes use of two of the three variables suggested by the Technology Acceptance Model (TAM) theory. Since prior research has shown that the perceived ease of use variable has no significant influence on purchase intention, this study exclusively employs the perceived usefulness (PU) and perceived playfulness (PP) variables to gather the results of this paper (PI).

Future researchers are strongly encouraged to include other variables to the model that fit the topic of discussion well, such as the involvement of influencers that was initially presented in Technology Acceptance Model (TAM) theory, in order to enrich the data and produce more informative results.

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