

ABSTRACT

Influence of Intensity of Watching Promotional Content on TikTok on Buying Interest (Correlation Study on @natasha.surya Account among Followers)

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This study is entitled the effect of the intensity of watching promotional content on TikTok on buying interest (correlation study on the @natasha.surya account among TikTok followers). This research is important to do because it can add to the study of communication science as a means of using the concept of the Integrated Marketing Communication Model and in order to enrich the correlation between viewing intensity and buying interest on TikTok media as well as the dimensions that exist in variables X and Y. This study uses a quantitative approach. with correlation studies. The sample in this study was taken using a survey method with non-probability sampling technique, with a sample of 100 respondents, and data collection techniques using a questionnaire. The results of this study indicate that the intensity of watching content on Tiktok has a relationship and influence on buying interest of 0.336 with a weak but positive correlation level because the margin used is 10%. Based on the results of the coefficient of determination formula, the contribution given by the watching intensity variable (X) to buying interest (Y) results in a figure of 11.28% while the other 88.72% is influenced by other factors outside the variables contained in this study. The hypothesis in this study that Ho is rejected and Ha is accepted, it can be concluded that there is an effect resulting from the intensity of watching TikTok content on buying interest.

Keywords: *Watching Intensity, TikTok Promotional Content, Buying Interest.*

References : 86

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