



## The Influence of Tiktok as A Social Media Marketing, Consumer Perceptions, and The Role of Consumer Ethnocentrism on Buying Interest in Local Products (Case Study of MSME Consumers in Yogyakarta)

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<b>ABSTRACT</b> <p>This research uses a quantitative approach based on positivist philosophy, specifically utilizing survey-based methods to investigate certain populations or samples. This research aims to dig deeper into data regarding consumers of MSMEs (Micro, Small, and Medium Enterprises) in Yogyakarta. The research methodology involved simple random sampling and incidental sampling to assess the extent to which TikTok, as a social media marketing platform (X<sub>1</sub>), consumer perceptions (X<sub>2</sub>), and the role of consumer ethnocentrism (X<sub>3</sub>) influence purchase intention of local products (Y) among MSME consumers in Yogyakarta. Primary data were obtained through questionnaires filled out directly by respondents, while secondary data came from various sources such as books, journals, and research findings relevant to the object of research. The research population includes TikTok application users who are also MSME consumers in Yogyakarta. Multiple linear regression analysis was used as an analytical tool to reveal the effect of the independent variable on the dependent variable. The results showed that the T-test results confirmed the significant influence of TikTok as a social media marketing platform, consumer perceptions, and the role of consumer ethnocentrism on the purchase intention of local products. The F-test results further reveal that TikTok, consumer perceptions, and consumer ethnocentrism together have a significant influence on the purchase intention of local products among MSME consumers in Yogyakarta.</p> <p><b>Keywords:</b> <i>Consumer perception, TikTok, Social Media Marketing</i></p>			

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## INTRODUCTION

In this era of globalization, the challenges faced by Micro, Small, and Medium Enterprises (MSMEs) are increasingly complex. One of the factors determining the success of MSMEs is their ability to utilize various effective marketing tools, especially in

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the context of the development of information and communication technology. Social media has become one of the main elements in marketing strategies, significantly changing the business landscape. Increased digital connectedness has opened up new opportunities for MSMEs to expand market reach and increase consumer interest.

Along with the growth of social media users, the role of social media in marketing and developing local products is becoming increasingly important. Based on statistical data displayed by Good Stats, it is stated that the significant development of social media usage in Indonesia until later in 2026 is 81.82%, where Indonesians are estimated to have social media accounts. This estimate is based on data that has doubled from the figure in 2017, which was 47.03% of Indonesians as social media users. Data from the report also shows that by 2023, there will be a total of 167 million social media users in Indonesia, with 79.5% of the total population above the age of 18. In addition, another interesting fact from the report data is that 78.5% of internet users are estimated to have at least one social media account, and this figure is expected to continue to increase in the future. Another interesting fact is that one of the social media platforms that dominates the current digital marketing trend is TikTok. TikTok, with its short video feature, has become a global phenomenon and attracted the attention of millions of users from all walks of life, especially young people. According to a report by We Are Social, TikTok, as a social media that is widely enjoyed by global internet users, recorded 1.09 billion users worldwide as of April 2023. Although the United States is the country with the most users, Indonesia ranks second with 112.97 million users, only 3.52 million users behind the US. The analysis shows the dominance of TikTok users comes from the 18-24 age group, with the proportion of women 20.9% and men 17.5%.

Digital developments, especially TikTok as a marketing medium, are very important for local product development. Local products themselves according to Sudaryatmo (Subagyo, 2012) are products whose materials, labor, and brands come from within the country and the ownership of the company is also from within the country. Local products refer to goods or products produced by people in a particular region or country. This concept emphasizes the aspect of production that takes place in a local environment, which can include a place of residence, region, or country. The notion of local products is often associated with the geographical origins and identity of a region. From the explanation above, it can be defined that local products not only include the physical aspects of the goods or products themselves, but also involve elements that create added value for the locality. Local raw materials and labor, as well as locally-rooted company ownership, mark the product as part of a region's identity and economic sustainability. This definition emphasizes the importance of supporting and promoting locally produced products to support local economic development, preserve traditions, and strengthen domestic economic networks. In the Indonesian context, local products are defined as goods or products produced within the country, and are often labeled "made in Indonesia". This definition includes three main elements, namely raw materials, labor, and brands that originate from within the country. In addition, the ownership of the company that produces the product is also domestic.

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The potential of local products in local markets and home industries, such as groups producing food, beverages, handicrafts and others has now become a major focus in efforts to support economic growth in various parts of the world. Particularly in Indonesia, a country rich in cultural diversity and natural resources, local product development is an integral part of efforts to empower Micro, Small and Medium Enterprises (MSMEs). One area that stands out in the advancement of MSMEs is Yogyakarta, which is the center of culture and creativity in Indonesia.

However, people's perceptions of the development and quality of local products that have an impact on consumer buying interest are still a very in-depth aspect to study and are also complex which needs further research. According to Meutia, et al (2020) in their research on analyzing consumer perceptions and satisfaction with Banten's local food products by tourists on Anyer beach, it was found that perception refers to the direct picture a person has and the retrieval of information through the senses, while satisfaction is defined as a sensation that arises after comparing the perception or impression of a product with the expectations they have. Meanwhile, according to Ken Sudarti (2013) to maintain business continuity in the long term, a local brand needs to have equity. Brand equity has a positive correlation with consumer preferences and purchase interest, including purchase interest in local brands. One variable that is significant in influencing purchase intention towards local brands is ethnocentrism. The higher the level of ethnocentrism possessed by a consumer, the greater the tendency to be interested in buying local brands. Some of the factors that influence ethnocentrism include openness to foreign cultures, a sense of patriotism, a tendency to maintain traditional values, and an orientation towards collectivity or individualism. In addition, demographic factors such as age, gender, income, and education level also have a significant influence on one's ethnocentrism.

The description of the previous research above is a benchmark for seeing the development of information and communication technology has created various changes in consumer behavior and marketing strategies which require additional variables to measure buying interest in this local product, namely social media marketing, especially Tiktok. This phenomenon can be seen from the widespread use of TikTok as social media marketing, which is able to influence consumer perceptions and the role of consumer ethnocentrism in the context of local products. Several previous studies have highlighted these aspects, however, there are knowledge gaps or gaps that still need further research. Research by Azizah et al. (2020) and Zeggy (2018) show the positive influence of social media, including TikTok promotions, on purchase intention of local products. However, a deeper understanding of how TikTok specifically influences consumer behavior is still needed, especially in the context of MSMEs in Yogyakarta.

A number of studies, such as Julianto (2022) and Aprianti et al. (2022), also highlight the influence of social media marketing strategies and brand image on consumer purchase intention. However, no study has specifically identified how consumer perceptions of local products can influence purchase intention, especially at the Yogyakarta locality level.

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Furthermore, Muhamad Azriel Ardiansyah et al. (2023) and Sukma & Baihaqi (2013), also discuss the effect of consumer ethnocentrism on purchase intention. However, there is no research that delves deeper into the role of consumer ethnocentrism in MSME consumers in Yogyakarta towards local products.

Based on the gap findings above, this study will focus on the influence of TikTok as a social media marketing, consumer perceptions of local products, and the role of consumer ethnocentrism on local product purchase intention among MSME consumers in Yogyakarta. The main objective of this study is to identify the relationship between these factors and provide deeper insights for local businesses, marketers, and researchers in this field. With a better understanding of these factors, it is expected to make a positive contribution to the development of local product marketing strategies and improve the competitiveness of MSMEs in Yogyakarta.

## **RESEARCH METHODOLOGY**

The research method used in this study is a descriptive method with a qualitative approach through a survey method, which aims to explore in-depth data about MSME consumers in Yogyakarta. The research data comes from two types, namely primary data collected through the use of questionnaires, and secondary data obtained from literature studies and information related to the research topic.

This study uses a sample consisting of TikTok application users who are also MSME consumers in Yogyakarta. The sampling technique in this study is nonprobability sampling, namely by using simple random sampling and incidental sampling. According to Sugiyono (2017) Simple Random Sampling is taking sample members from the population randomly without paying attention to the strata in the population itself. Meanwhile, incidental sampling is a sampling technique based on chance, where anyone who happens to meet the researcher can be used as a sample, with the consideration that the person who happens to be met is considered suitable as a data source.

Meanwhile, to determine the sample size, researchers used a sample size table based on the population size by Krejcie and Morgan (1970). So that it is determined that the number of samples that can be used in this study is 384 samples. So, the sample to be studied in this study is 384 consumers of Yogyakarta MSMEs, which can be a benchmark for determining the level of confidence of 90%.

The analytical method used for data processing and hypothesis testing is multiple regression analysis. Evaluation of consumer responses to indicators using a Likert scale as a measurement technique, where Score 1 for the answer Strongly Disagree (STS), Score 2 for the answer Disagree (TS), Score 3 for the answer Neutral (N), Score 4 for the answer Agree (S), and Score 5 for the answer Strongly Agree (SS). Multiple linear regression analysis was performed using the multiple regression equation as follows:  $Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$ .

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## RESULT AND DISCUSSION

### a. Research Results

#### 1. Validity Test

**Table 1**  
**Validity Test Results**

<b>Variables</b>	<b>r-table</b>	<b><i>Pearson correlation</i></b>	<b>Description</b>
<b>Social Media Marketing (TikTok)</b>			
X1.1	0,098	0,732	Valid
X1.2	0,098	0,639	Valid
X1.3	0,098	0,706	Valid
X1.4	0,098	0,769	Valid
X1.5	0,098	0, 673	Valid
<b>Consumer Perceptions</b>			
X2.1	0,098	0,750	Valid
X2.2	0,098	0,603	Valid
X2.3	0,098	0,687	Valid
X2.4	0,098	0,739	Valid
<b>Role of Consumer Ethnocentrism</b>			
X3.1	0,098	0,714	Valid
X3.2	0,098	0,765	Valid
X3.3	0,098	0,763	Valid
<b>Purchase Interest in Local Products</b>			
Y.1	0,098	0,795	Valid
Y.2	0,098	0,717	Valid
Y.3	0,098	0,745	Valid
Y.4	0,098	0,789	Valid

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Y.5	0,098	0,579	Valid
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Source: Data processed by SPSS

The validity test can be calculated by comparing the calculated r value with the r table value. The validity test assessment criteria used are:

- a) If r count is greater than r table, then the questionnaire component is declared valid.
- b) If r count is smaller than r table, then the questionnaire component is declared invalid.

From the validity test results in table 1 above, it shows that all statement items used to measure variables (X1), (X2), (X3), and (Y) are valid. This is supported by the overall result of rcount > r table (0.098). From these results it can be concluded that the items in the indicators used are valid.

## 2. Reliability Test

**Table 2**  
**Reliability Test Results**

<b>Variables</b>	<b>Total Items</b>	<b><i>Cronbach's Alpha</i></b>	<b>Description</b>
Social Media Marketing (TikTok)	5	0,781	Reliabel
Consumer Perceptions	4	0,773	Reliabel
Role of Consumer Ethnocentrism	3	0,799	Reliabel
Purchase Interest in Local Products	5	0,801	Reliabel

Source: Data processed by SPSS

In measuring reliability, it can be done using the Cronbach Alpha ( $\alpha$ ) statistical test with the reliability test assessment criteria used, namely:

- a) If the alpha coefficient result is greater than 0.60, the questionnaire is declared reliable.
- b) If the alpha coefficient result is smaller than 0.60 then the questionnaire is declared unreliable.

Based on Table 2 above, it can be seen that each question in each variable used is declared reliable. This can be seen by comparing each Cronbach's Alpha value

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and the results show that the Cronbach's Alpha value of each variable is greater than 0.60.

### 3. Classical Assumption Test

#### 1) Normality Test

This normality test aims to find whether the model is normally distributed or not using the Kolmogorov Smirnov method where if the significance value is above 0.05, the statistical value of the data is normally distributed, while if the significance value is below 0.05, the statistical value of the data is not normally distributed.

**Table 3**  
**Normality Test Results**

One-Sample Kolmogorov-Smirnov Test			
			Unstanda rdized Residual
N			384
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		1.013082 19
Most Extreme Differences	Absolute		.074
	Positive		.048
	Negative		-.074
Test Statistic			.074
Asymp. Sig. (2-tailed) <sup>c</sup>			.200 <sup>d</sup>
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.		.200 <sup>d</sup>
	99% Confidence Interval	Lower Bound	.121
		Upper Bound	.138
a. Test distribution is Normal.			



Source: processed SPSS	b. Calculated from data.	Data by
	c. Lilliefors Significance Correction.	
	d. This is a lower bound of the true significance.	
	e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1502173562.	
Based	on the	

results of normality testing using Kolmogorov-Smirnov above, it shows that the sig value is  $0.138 > 0.05$ , so it is concluded that the data is normally distributed.

## 2) Multicollinearity Test

This multicollinearity test aims to determine whether or not the regression model has a correlation between the independent variables. the regression model can be seen from the tolerance value and the Variance Inflation Factor (VIF) value, if the VIF value <0.10 and the tolerance value > 0.1, then the model is said to have no multicollinearity, otherwise if the VIF value >0.10 and the tolerance value value <0.1, then it has multicollinearity. The results of the multicollinearity test can be seen in the table below:

**Table 4**  
**Multicollinearity Test Results**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.278	1.237		2.650	.008		
	Social Media Marketing (TikTok)	.206	.061	.168	3.389	.001	.772	1.295
	Consumer Perceptions	.374	.053	.336	7.095	.000	.852	1.174
	Role of Consumer	.227	.069	.161	3.281	.001	.795	1.2



	Ethnocentri sm							58
a. Dependent Variable: Purchase Interest in Local Products								

Source: Data processed by SPSS

Based on the Coefficients table above obtained:

- a) Tolerance and VIF values for social media marketing variables (Tiktok) are  $0.772 > 0.1$  and  $1.295 < 10.00$ , it can be concluded that there are no symptoms of multicollinearity in the data.
- b) The Tolerance and VIF values for the consumer perception variable are  $0.852 > 0.1$  and  $1.174 < 10.00$ , it can be concluded that there are no multicollinearity symptoms in the data.
- c) The Tolerance and VIF values for the consumer ethnocentrism role variable are  $0.795 > 0.1$  and  $1.258 < 10.00$ , it can be concluded that there are no multicollinearity symptoms in the data.

### 3) Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance and residuals from one observation to another. The heteroscedasticity test with the Glejser method is carried out by regressing all independent variables on their residual values. If the alpha value Sig.  $> 0.05$  then there is no heteroscedasticity (homoscedasticity), if the alpha value Sig.  $< 0.05$  then heteroscedasticity occurs. The following are the results of the heteroscedasticity test:

**Table 5**  
**Heteroscedasticity Test Results**

Coefficients <sup>a</sup>	
Model	Sig.
(Constant)	
Social Media Marketing (TikTok)	0,464
Consumer Perceptions	0,095
Role of Consumer Ethnocentrism	0,112
a) Dependent Variable: RES2	

Source: Data processed by SPSS

Based on the table above, the following information is obtained:

- a) Sig value. social media marketing variable (TikTok)  $0.464 > 0.05$ , which means that there are no symptoms of heteroscedasticity in this variable.
- b) Sig value. consumer perception variable  $0.095 > 0.05$ , which means that there are no symptoms of heteroscedasticity in this variable.
- c) The sig. value of the consumer ethnocentrism role variable is  $0.112 > 0.05$ , which means that there are no symptoms of heteroscedasticity in this variable.

Based on the table above, it is known that all variables have an alpha value of Sig.  $> 0.05$ , it can be concluded that in this study there are no symptoms of heteroscedasticity.

#### 4) Multiple Linear Regression Test

Multiple linear regression analysis is used to determine the effect of independent variables (social media marketing TikTok, consumer perceptions and the role of consumer ethnocentrism) on the dependent variable (purchase intention).

**Table 6**  
**Multiple Linear Regression Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.278	1.237		2.650	.008
	Social Media Marketing (TikTok)	.206	.061	.168	3.389	.001
	Consumer Perceptions	.374	.053	.336	7.095	.000
	Role of Consumer Ethnocentrism	.227	.069	.161	3.281	.001
a. Dependent Variable: Purchase Interest in Local Products						

Source: Data processed by SPSS

Based on the results of multiple linear regression analysis in table 6 above, the equation can be obtained:

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$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 3.278 + 0,206 X_1 + 0,374 X_2 + 0.227 X_3 + \varepsilon$$

Keterangan:

- Y : Purchase Interest in Local Products
- $\beta_0$  : Constant
- $\beta_{1,2,3}$  : Regression coefficients
- X1 : Social Media Marketing Variable (TikTok)
- X2 : Consumer Perception Variable
- X3 : Consumer Ethnocentrism Role Variable
- $\varepsilon$  : Residual or prediction error

The following is an explanation of the regression equation:

- a. The result of the constant  $\beta_0 = 3278$  shows that the level of purchase intention is 3278 with the variables of social media marketing content, consumer perceptions, and the role of consumer ethnocentrism.
- b. The coefficient  $\beta_1 = 0.206$ , is the regression coefficient value of the social media marketing variable (X1) on the purchase intention variable (Y), if social media marketing (TikTok) (X1) increases by 1 unit, the purchase intention (Y) increases by 0.206 or 20.6%,
- c. The coefficient  $\beta_2 = 0.374$ , is the regression coefficient value of the consumer perception variable (X2) on the purchase intention variable (Y), if consumer perception (X2) increases by 1 unit, brand awareness (Y) increases by 0.374 or 37.4%,
- d. Coefficient  $\beta_3 = 0.227$ , is the value of the regression coefficient of the variable role of consumer ethnocentrism (X3) on the purchase intention variable (Y), if the brand image (X3) increases by 1 unit, the purchase intention (Y) increases by 0.227 or 22.7%,

#### **4. Hypothesis Test**

##### **1) Simultaneous Significant Test**

The F test aims to test whether the three independent variables, namely social media marketing (TikTok), consumer perceptions, and the role of consumer

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ethnocentrism simultaneously affect the dependent variable (purchase intention). To prove whether there is an influence or not, an analysis will be carried out on the results of the simultaneous significant test output in the following table:

**Table 7**  
**Simultaneous Significant Test Results**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	101.173	4	25.293	36.336	.000 <sup>b</sup>
	Residual	263.817	379	.696		
	Total	364.990	383			
a. Dependent Variable: Purchase Interest in Local Products						
b. Predictors: (Constant), Social Media Marketing (TikTok), Consumer Perception, Role of Consumer Ethnocentrism						

Source: Data processed by SPSS

Based on the output above, it is known that the significance value for the simultaneous influence of  $X_1$ , and  $X_3$  on  $Y$  is  $0.000 < 0.05$  and the calculated  $f$  value is  $36.336 > F$  table 4.380, so it can be concluded that  $H_4$  is accepted, which means that there is an influence of  $X_1$ ,  $X_2$ , and  $X_3$  simultaneously have a significant effect on  $Y$ .

## 2) Partial T Test

The  $t$  test is used to test the effect of independent variables, namely social media marketing (TikTok), consumer perceptions, and the role of consumer ethnocentrism partially on the dependent variable (Purchase Interest in Local Products).

**Table 8**  
**Partial T Test Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.278	1.237		2.650	.008

	Social Media Marketing (TikTok)	.206	.061	.168	3.389	.001
	Consumer Perception	.374	.053	.336	7.095	.000
	Role of Consumer Ethnocentrism	.227	.069	.161	3.281	.001
a. Dependent Variable: Purchase Interest in Local Products						

Source: Data processed by SPSS

Based on the calculation results as shown in table 8 above with the t-table at a significance level of 0.05 and  $df = n - k = 384 - 4 = 380$  respondents, with these provisions, a t-Table of 1.966 is obtained. Then the results of the independent variables are as follows:

a) Testing the First Hypothesis ( $H_1$ )

It is known that the sig value.  $X_1$ , the effect of social media marketing (TikTok) on buying interest in local products (Y) is 0.001 which is in accordance with decision making if the Sig value.  $< 0.05$ , then there is a significant influence on buying interest in local products (Y). So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, namely that there is a significant influence of social media marketing (TikTok) on buying interest in local products.

b) Second Hypothesis Testing ( $H_2$ )

It is known that the sig value.  $X_2$ , the effect of consumer perceptions on buying interest in local products (Y) is 0.000 which is in accordance with decision making if the Sig value.  $< 0.05$ , then there is a significant influence on buying interest in local products (Y). So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, namely that there is a significant influence of consumer perceptions on buying interest in local products.

c) Third Hypothesis Testing ( $H_3$ )

It is known that the sig value.  $X_3$ , the effect of the role of consumer ethnocentrism on buying interest in local products (Y) is 0.001 which is in accordance with decision making if the Sig value.  $< 0.05$ , then there is a significant influence on buying interest in local products (Y). So it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, namely that there is a

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significant influence of the role of consumer ethnocentrism on buying interest in local products.

## **b. Discussion**

### **1. The Effect of Social Media Marketing (TikTok) on Buying Interest.**

Social Media Marketing (TikTok) has great potential in influencing consumer buying interest. By presenting creative and interesting content, TikTok can create awareness of local products among MSME consumers in Yogyakarta. Through this platform, MSMEs can increase the visibility of their products, create brand awareness, and communicate the unique values of local products to consumers. This can trigger an increase in consumer buying interest due to the significant influence of the marketing strategy through TikTok, which can be proven by the T test results above, namely the effect of social media marketing (TikTok) on buying interest in local products is 0.001 which is in accordance with decision making if the Sig value.  $< 0.05$  has a significant effect on buying interest in local products.

### **2. The Effect of Consumer Perceptions on Purchase Intention.**

Consumer perceptions of local products can have a significant impact on consumer buying interest. If consumers have a positive perception of the quality, sustainability, or other values of local products, then it is likely that consumers will be more interested in buying these products. Therefore, it is important to understand and value local products in order to influence consumer buying interest. Because this can be proven by the results of the T test above, namely the effect of consumer perceptions on buying interest in local products is 0.000, which is in accordance with decision making if the Sig value.  $< 0.05$  then there is a significant influence on buying interest in local products.

### **3. The Effect of the Role of Consumer Ethnocentrism on Purchase Intention.**

The role of Consumer Ethnocentrism reflects the extent to which consumers tend to choose local products over foreign products. If there is a high level of ethnocentrism among MSME consumers in Yogyakarta such as local identity, pride in local products, and support for the local economy, then it is likely that buying interest in local products will increase. Because this can be proven by the results of the T test above, namely the effect of the role of consumer ethnocentrism on buying interest in local products is 0.001 which is in accordance with decision making if the Sig value.  $< 0.05$ , then there is a significant influence on buying interest in local products.

### **4. The Effect of Social Media Marketing (TikTok), Consumer Perceptions, and Consumer Ethnocentrism on Buying Interest.**

The combination of these three variables creates complex dynamics in influencing consumer buying interest. Social Media Marketing (TikTok) can be an initial driver,

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increase consumer perceptions of local products, and strengthen ethnocentrism values. A strong link between these variables can result in a positive synergy, where the use of TikTok as a marketing medium can strengthen positive consumer perceptions and increase ethnocentric identity, which in turn can increase buying interest in local products. This can be proven by the results of the F test output above, it is known that the significance value for the effect of social media marketing (Tiktok), consumer perceptions and consumer ethnocentrism simultaneously on buying interest in local products is  $0.000 < 0.05$  and the value of f count  $36.336 > F$  table 4.380, so it can be concluded that social media marketing (Tiktok), consumer perceptions and consumer ethnocentrism simultaneously have a significant effect on buying interest in local products.

## **CONCLUSION**

Based on the results and discussion of the above research on the influence of TikTok as social media marketing, consumer perceptions, and the role of consumer ethnocentrism on buying interest in local products (case study on Yogyakarta MSME consumers), it can be concluded as follows:

1. Social media marketing variables (TikTok) have a significant effect on buying interest in local products among consumers of Yogyakarta MSMEs.
2. Consumer perception variables have a significant effect on buying interest in local products among Yogyakarta MSME consumers.
3. The variable role of consumer ethnocentrism has a significant effect on buying interest in local products among consumers of Yogyakarta MSMEs.
4. Social media marketing variables (Tiktok), consumer perceptions and the role of consumer ethnocentrism simultaneously have a significant effect on buying interest in local products among Yogyakarta MSME consumers.

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