

The Influence of Content Marketing and Free Shipping Promotions on Consumers' Purchase Intention for Jiniso Jeans Products on TikTok Shop

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ABSTRACT

This study investigated followers of the @jiniso.id TikTok account to examine the influence of content marketing and free shipping promotions on consumers' purchase intention for Jiniso Jeans products on TikTok Shop. Content marketing and free shipping were used as independent variables, while purchase intention served as the dependent variable. A total of 50 respondents were selected using purposive sampling. Data were collected through Google Form questionnaires and literature studies. Quantitative descriptive analysis, multiple linear regression, and hypothesis testing using the t-test, F-test, and coefficient of determination (R^2) were conducted via SPSS 20. The findings indicate that respondents generally perceived content marketing and free shipping promotions very positively. The multiple regression equation obtained was $Y = -3.029 + 0.619X_1 + 0.390X_2 + 2.916$. Both variables significantly influenced purchase intention, as confirmed by the t-test and F-test results. The adjusted R^2 value of 0.705 shows that content marketing and free shipping promotions explain 70.5% of purchase intention, while the remaining 29.5% is affected by other factors, such as influencer marketing, brand image, and brand trust. Future studies are encouraged to explore these additional factors.

Keywords: content marketing, free shipping promotions, customer purchase intention, TikTok Shop

INTRODUCTION

Technological advancement has rapidly transformed business practices, leading to a global shift from conventional to digital marketing. Social media platforms, in particular, have become central to these strategies, providing businesses with cost-efficient ways to reach wider audiences and build long-term relationships [1]. Among the many platforms, TikTok has emerged as a dominant force in shaping consumer behaviour due to its interactive features, viral trends, and integrated shopping functions.

Indonesia stands out as the country with the largest TikTok user base, reaching 157.6 million users as of July 2024 [2]. This extraordinary adoption highlights TikTok's dual role as both an entertainment and e-commerce platform. Through TikTok Shop, businesses can directly market and sell their products within the application, creating a seamless pathway from content consumption to purchase. This phenomenon has particularly benefited local brands, enabling them to compete with global players by leveraging creative content and digital-native strategies.

TikTok has not only altered consumer entertainment habits but has also redefined the fashion industry's marketing landscape. One prominent example is Jiniso Jeans, a local denim brand established in 2018, which targets young, creative Indonesians. By positioning itself as an affordable yet stylish fashion brand, Jiniso has gained substantial popularity, ranking as the number one local fashion brand on TikTok with 1.9 million followers, while also leading on Shopee with 3.1 million followers [3].

This success demonstrates how TikTok can serve as both a marketing and sales channel. Jiniso utilises two key strategies: content marketing and free shipping promotions. Content marketing involves creating engaging and relevant content to build brand awareness and maintain consumer trust. Effective content must be accurate, valuable, easy to understand, and consistently updated [4]. Meanwhile, free shipping (promo free ongkir) has proven highly attractive for Indonesian consumers, significantly influencing online purchase decisions. Surveys show that free delivery remains the most preferred promotion among online shoppers [5], as it reduces perceived risk and enhances the overall value of purchase [6,7].

Purchase intention refers to a consumer's mental commitment to buy a specific product or brand, which goes beyond mere desire and becomes a planned decision [8]. In online environments, purchase intention is shaped by a combination of psychological and promotional factors. Schiffman and Kanuk [9] identify several dimensions of purchase intention, including interest in seeking information, consideration of purchase, curiosity about the product, willingness to try, and ultimately the desire to own the product.

Both content marketing and free shipping directly relate to these dimensions. Content marketing contributes to brand trust and consumer engagement, fostering a favourable perception that increases the likelihood of purchase. Free shipping, on the other hand, acts as a tangible financial incentive, lowering transaction costs and motivating consumers to complete their purchase. Previous studies have shown that these two strategies significantly and positively influence purchase intention [10–12]. However, few studies have specifically examined the interaction of these variables in the TikTok Shop ecosystem, especially in the context of Indonesian fashion brands such as Jiniso.

Literature Review

Content marketing has become a fundamental strategy for engaging consumers in the digital era. It refers to the creation and dissemination of valuable, relevant, and consistent content designed to attract and retain a clearly defined audience, ultimately driving profitable customer action [12]. Unlike traditional advertising that focuses heavily on persuasive messaging, content marketing provides consumers with useful information, thereby establishing trust and long-term relationships.

For fashion brands in particular, content marketing enables them to present their products in ways that resonate with young, trend-conscious audiences. Tjiptono (2018, as cited in Palullungan et al.) [12] emphasises that successful content marketing must always be up-to-date, original, and aligned with ongoing social and cultural trends. This is especially relevant on social media platforms such as TikTok, where viral challenges, music, and storytelling formats can amplify brand messages far beyond conventional advertising reach.

Milhinhos [4] proposed six indicators of effective content marketing: relevance, accuracy, value, clarity, discoverability, and consistency. These indicators collectively determine whether content resonates with consumers, builds credibility, and sustains engagement. When implemented effectively, content marketing enhances brand awareness and strengthens consumers' purchase intentions by creating a perception of authenticity and reliability.

Price-related promotions remain among the strongest motivators of consumer behaviour in e-commerce. One of the most prevalent is the free shipping promotion, which removes the delivery cost often considered a hidden or additional expense by online shoppers. Chandran and Morwitz [13] define free shipping as a form of price promotion where delivery charges are waived, thereby influencing consumer perceptions of overall purchase value.

Research has shown that consumers are highly sensitive to shipping costs, and free shipping can serve as a decisive factor in completing an online purchase. According to Tjiptono [7], free shipping functions as both a persuasive tool and an incentive mechanism, encouraging customers to purchase immediately or to increase the volume of products in their cart. Novita Sari (as cited in Yaziid & Syabrus) [14] further operationalised the concept of free shipping promotions into four dimensions: attention, attraction, desire, and action. These stages mirror the classic AIDA model in consumer behaviour, beginning with awareness of the promotion and culminating in actual purchase decisions.

In highly competitive e-commerce markets such as Indonesia, free shipping promotions are not only about reducing transaction costs but also about shaping consumer perceptions of fairness and value. Brands that consistently offer free shipping are likely to see higher customer loyalty, repeat purchases, and positive word-of-mouth referrals.

Purchase intention refers to a consumer's mental statement that reflects their plan to buy a certain product or brand [15]. It is not merely an expression of preference but rather a concrete plan formed in the consumer's mind. Schiffman and Kanuk [9] describe purchase intention as an attitudinal reflection that predicts actual consumer behaviour, making it a crucial variable for marketers aiming to assess the likelihood of conversion.

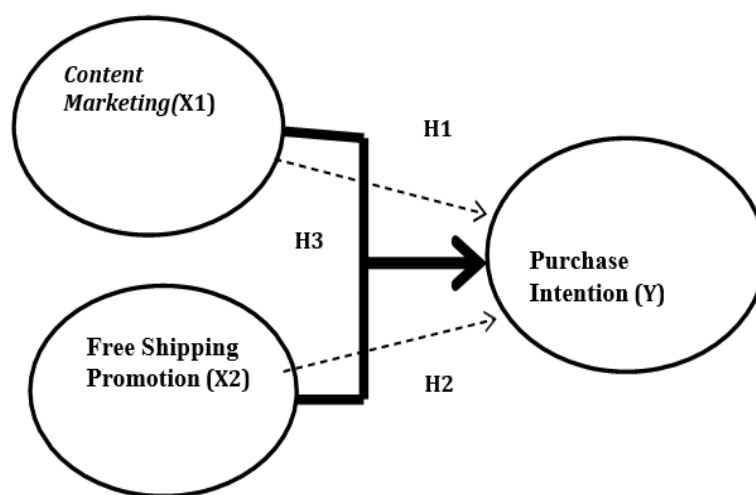
Several dimensions underpin purchase intention. According to Schiffman and Kanuk (as cited in Jesslyn et al.) [16], these include: (1) interest in searching for product information, (2) consideration of making a purchase, (3) desire to understand the product more deeply, (4) interest in trying the product, and (5) intention to own the product. These dimensions provide a structured way of measuring the transition from consumer awareness to the decision to purchase.

Both content marketing and free shipping promotions have been empirically linked to purchase intention. Content marketing enhances consumer trust and creates emotional connections with brands through informative and engaging narratives [13]. Meanwhile, free shipping reduces perceived financial risk and increases the perceived value of the transaction [10,11]. Together, these strategies operate synergistically: content marketing builds demand and consumer interest, while free shipping serves as a final motivator to convert interest into actual purchases.

Based on the literature reviewed, the present study proposes a framework in which content marketing and free shipping promotion act as independent variables influencing purchase intention as the dependent variable. Content marketing contributes by enhancing

brand trust, delivering relevant information, and fostering consumer engagement, whereas free shipping serves as a direct economic incentive reducing transaction barriers.

The theoretical model is grounded in consumer behaviour theory, particularly the hierarchy-of-effects model, which posits that consumer decisions evolve from cognitive awareness to affective interest and finally to conative purchase behaviour. In this context, content marketing primarily drives cognitive and affective stages by shaping perceptions and attitudes, while free shipping catalyses the conative stage, translating intent into purchase. Based on the explanation above, the proposed conceptual framework is as follows: Content Marketing and Free Shipping Promotion as the independent variables (X), and Purchase Intention as the dependent variable (Y).



The following hypotheses are developed:

- H1: Content marketing has a positive and significant effect on consumers' purchase intention of Jiniso Jeans products on TikTokShop.
- H2: Free shipping promotion has a positive and significant effect on consumers' purchase intention of Jiniso Jeans products on TikTokShop.
- H3: Content marketing and free shipping promotion simultaneously have a positive and significant effect on consumers' purchase intention of Jiniso Jeans products on TikTokShop.

Methodology

The Method section describes in detail how the study was conducted, including conceptual and operational definitions of the variables used in the study. Different types of studies will rely on different methodologies; however, a complete description of the methods used enables the reader to evaluate the appropriateness of your methods and the reliability and the validity of your results. It also permits experienced investigators to replicate the study. If your manuscript is an update of an ongoing or earlier study and the method has been published in detail elsewhere, you may refer the reader to that source and simply give a brief synopsis of the method in this section.

The population of this study consists of all followers of the TikTok account @Jiniso.id, which has reached approximately 3 million followers as of 2024 [2,3]. Given the very large population, it was not possible to survey all followers. Therefore, this research employed a sample survey method. The determination of the sample size was based on Roscoe's guideline, cited in Sugiyono [17], which suggests that an appropriate sample for most behavioural research falls between 30 and 500 respondents. Following this guideline, the researchers selected 50 active followers as the representative sample.

The choice of 50 respondents was considered adequate for the purpose of this research because (1) it ensures statistical sufficiency for regression analysis, (2) it is manageable within the constraints of time, resources, and budget, and (3) it represents a segment of the target population that is directly engaged with Jiniso's content on TikTok. Sampling was conducted using a purposive sampling technique, focusing on followers who were active, responsive, and had previously engaged with Jiniso's promotional content on TikTok Shop [10,11].

This study used both primary and secondary data sources. The primary data were collected through a structured online questionnaire administered via Google Forms. The link to the questionnaire was distributed to respondents through direct messages (DMs) on TikTok. The instrument consisted of closed-ended questions measured using a five-point Likert scale (ranging from 1 = strongly disagree to 5 = strongly agree), covering the variables of content marketing, free shipping promotion, and purchase intention. Secondary data were gathered through a review of scholarly literature, official reports, online publications, and prior empirical studies related to digital marketing, TikTok commerce, consumer behaviour, and promotional strategies [1,3,4,6,9–11]. These secondary data sources provided theoretical and empirical support for the conceptual framework and hypotheses of the study.

To ensure validity and reliability, the questionnaire was designed following established indicators from previous research [4,6,9]. A pilot test with a small group of respondents was also conducted to refine the clarity of questions before the final distribution.

The first step of the analysis involved using descriptive statistics to summarise respondent characteristics and variable distributions. Descriptive statistics helped in understanding the demographic profile of respondents (e.g., gender, age, and frequency of TikTok usage) as well as the general tendency of responses toward each variable.

The interpretation of mean scores for each variable followed the criteria provided by Arikunto [18].

Table 1. Criteria for Score Interpretation

No	Score Range	Interpretation/Category
1	1.00 – 1.80	Very Low
2	1.81 – 2.60	Low
3	2.61 – 3.40	Moderate
4	3.41 – 4.20	High
5	4.21 – 5.00	Very High

This categorisation allowed the researchers to interpret how respondents evaluated the effectiveness of content marketing strategies, free shipping promotions, and their purchase intention.

To test the research hypotheses, the study employed multiple linear regression analysis. This technique was chosen because it enables the examination of the relationship between more than one independent variable (predictors) and a single dependent variable (outcome).

The regression model was specified as follows:

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

Where:

- Y = Purchase Intention
- a = Constant
- b_1 = Regression coefficient of Content Marketing
- b_2 = Regression coefficient of Free Shipping Promotion
- X_1 = Content Marketing
- X_2 = Free Shipping Promotion
- e = Error term

This model allowed the study to measure both the partial effects (individual contribution of each independent variable) and the simultaneous effects (combined contribution of both variables).

Two types of hypothesis tests were performed:

1. Partial Contribution Test (t-test):

This test assessed whether each independent variable (content marketing and free shipping promotion) had a statistically significant effect on purchase intention individually. A significance level of 0.05 ($\alpha = 5\%$) was used as the decision criterion. If the calculated p-value was below 0.05, the null hypothesis (H_0) was rejected, indicating a significant effect.

2. Simultaneous Contribution Test (F-test):

The F-test examined whether both independent variables, when considered together, significantly affected purchase intention. This test was crucial to determine the overall fit of the regression model.

In addition, the coefficient of determination (R^2) was used to explain how much variation in purchase intention could be explained by the two independent variables. A higher R^2 value indicated that content marketing and free shipping promotions strongly explained consumers' purchase intention toward Jiniso products on TikTok Shop.

Findings

4.1. Overview of Research Results

This research was conducted to investigate the influence of Content Marketing (X_1) and Free Shipping Promotion (X_2) on Consumers' Purchase Intention (Y) for Jiniso Jeans products sold through TikTok Shop. The study focused on followers of the @jiniso.id TikTok account, which actively engages its audience through digital content strategies and sales campaigns. The sample comprised 50 respondents, selected using purposive sampling techniques, to represent active users exposed to both the brand's marketing content and promotional offers.

Data were collected through a structured questionnaire distributed via Google Forms and supported by a literature review of previous studies on digital marketing, e-commerce, and consumer behaviour. The data were processed using SPSS version 20, employing descriptive quantitative analysis, multiple linear regression, and hypothesis testing via the t-test, F-test, and coefficient of determination (R^2).

The main objective was to determine both the partial and simultaneous effects of the two independent variables—content marketing and free shipping promotion—on consumers' purchase intention. The findings revealed that both variables have significant positive effects, either individually or jointly, on consumers' willingness to purchase Jiniso Jeans products.

4.2. Descriptive Statistical Analysis

4.2.1 Content Marketing (X_1)

Content marketing is defined as a strategic approach to creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience [19]. In this study, the variable was measured using six indicators: relevance, accuracy, value, comprehensibility, accessibility, and consistency.

The mean score for this variable was 4.29, which falls into the “very high” category. This suggests that respondents perceived Jiniso's content marketing as highly engaging and effective in influencing their interest in the product. The brand's use of TikTok as a short-video platform allows it to deliver creative, informative, and emotionally resonant content that aligns with consumer values and fashion preferences.

According to Chaffey and Smith [20], high-quality content marketing enhances brand credibility and facilitates stronger emotional connections with consumers. The findings in this study reinforce that concept, as participants rated Jiniso's content highly for its relevance and value, indicating strong message alignment and audience engagement.

4.2.2 Free Shipping Promotion (X_2)

The second variable, Free Shipping Promotion, was measured using four indicators: attention, attraction, desire, and action. The mean score obtained was 4.39, also classified as very high.

Free shipping serves as a powerful promotional tool that directly reduces perceived transaction costs, thereby encouraging purchase decisions. In digital retail platforms such as TikTok Shop, where competition among brands is intense, eliminating shipping costs

can provide a psychological advantage and create a stronger purchase impulse [21]. Respondents in this study rated free shipping as a decisive factor in their willingness to purchase, suggesting that Jiniso's strategy effectively meets consumer expectations for cost efficiency and convenience.

4.2.3 Purchase Intention (Y)

The dependent variable, *Purchase Intention*, was measured through five indicators: interest in seeking product information, consideration to buy, curiosity about the product, desire to try, and overall intention to purchase. The average score was 4.21, indicating a very high level of purchase intention among respondents.

This implies that Jiniso's marketing communication strategy—combining engaging content and practical promotional incentives—has successfully stimulated positive consumer responses along the purchase decision journey.

4.3. Multiple Linear Regression Analysis

The multiple linear regression equation generated from the data is as follows:

$$Y = -3.029 + 0.619X_1 + 0.390X_2 + 2.916$$

This equation indicates that both Content Marketing (X_1) and Free Shipping Promotion (X_2) have positive coefficients, meaning that an increase in either variable leads to a corresponding increase in consumers' purchase intention.

4. Partial Effects (t-Test Results)

Table 2. Results of Partial Test (t-Test)

Variable	t-count	t-table	Sig.
Content Marketing	4.660	2.011	<0.000
Free Shipping Promo	2.196	2.011	<0.033

At a significance level of 0.05, both t-values exceed the t-table value, confirming that each independent variable has a significant partial influence on purchase intention.

4.3.1 The Effect of Content Marketing

The t-value for Content Marketing (4.660) exceeds the critical value (2.011), and the significance value is below 0.05. This demonstrates that Content Marketing exerts a significant positive influence on purchase intention. Practically, this means that the more frequently and effectively Jiniso produces creative, informative, and emotionally appealing content, the greater the likelihood of converting followers into potential buyers. The results align with Palullungan et al. [12], Pratiwi et al. [11], and Abdjul et al. [22], all of whom found that well-executed content marketing positively impacts consumers' purchasing behaviour.

Jiniso's content appears to fulfil three core dimensions of persuasive communication: informativeness, entertainment, and interaction. Informative content satisfies consumers' rational needs for product knowledge, while entertaining visuals and storytelling engage emotions. Interactive features such as comments and duets create two-way communication, reinforcing consumer engagement.

Moreover, TikTok's algorithm favours creative user engagement, meaning that frequent, consistent, and relevant posting amplifies brand exposure organically. This amplification enhances brand salience, positioning Jiniso Jeans as a memorable and trustworthy fashion label among young consumers.

4.3.2 The Effect of Free Shipping Promotion

The t-value for Free Shipping Promotion (2.196) also exceeds the critical value (2.011), with a significance level below 0.05. This confirms that Free Shipping Promotion significantly affects purchase intention.

In behavioural economics, reduced transactional friction—such as waived shipping costs—serves as a strong purchase motivator. According to studies by Marpaung & Lubis [10] and Basalamah & Millaningtyas [23], free shipping functions as both an economic and psychological incentive, reducing perceived risk and increasing purchase probability.

Respondents in this study rated free shipping highly for its ability to attract attention and drive action, confirming its importance in e-commerce strategies. TikTok Shop's dynamic promotional features, such as time-limited offers or vouchers, further enhance this effect by creating urgency.

4.4. Simultaneous Effects (F-Test Results)

Table 3. Results of Simultaneous Test (F-Test / ANOVA)

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	1010.731	2	505.366	59.442	<0.000
Residual	399.589	47	8.502		
Total	1410.320	49			

The F-value (combination of Content Marketing and Free Shipping Promotion simultaneously exerts a significant influence on consumers' purchase intention.

This result implies that the synergy between creative content and promotional incentives enhances overall marketing effectiveness. While content marketing builds brand engagement and emotional resonance, free shipping promotions provide the final rational nudge needed to convert interest into actual purchasing behaviour.

These findings corroborate Pratiwi et al. [11], who found that integrated marketing communication—combining emotional appeal and financial incentives—creates a stronger impact than either element alone. 59.442 exceeds the critical value (3.20), and the significance level is below 0.05.

4.5. Coefficient of Determination (R^2)

Table 4. Model Summary and Coefficient of Determination (R^2)

Model	R	R^2	Adjusted R^2	Std. Error of Estimate
1	0.847	0.717	0.705	2.916

The Adjusted R^2 value of 0.705 indicates that 70.5% of the variation in purchase intention is explained by Content Marketing and Free Shipping Promotion. The remaining 29.5% is attributed to other variables not examined in this study, such as influencer marketing, brand image, and brand trust.

The high R^2 value underscores the robustness of the model, suggesting that the selected variables account for a substantial portion of consumer decision-making behaviour in this context.

Discussion

The findings of the study reveal that content marketing (X_1) exerted a significant, positive influence on consumers' purchase intention (Y), which aligns with extant literature emphasising the power of content in shaping consumer attitudes and behaviours. For instance, research on short-video platforms demonstrated that informative, entertaining and interactive content positively influence purchase intention by enhancing perceived value and trust [24]. In the present context, where the subject brand leverages the TikTok Shop environment, high-quality content that is relevant, accurate, valuable, understandable, discoverable and consistent (as measured) likely strengthens brand identity and fosters engagement—both of which lead to elevated purchase intention [25,26]. The average score of 4.29 for the content-marketing variable supports the notion that respondents perceived the brand's content strategy as effective, thus reinforcing the findings of previous studies such as Liu [27] and Hidayat et al. [28] on digital content marketing's role in stimulating e-commerce purchase intent.

Moreover, the mechanism by which content marketing affects purchase intention is not merely direct; rather it often works by fostering trust, perceived value or brand resonance [28,25]. The empirical model suggests that when consumers are exposed to relevant, accurate and consistent content, they develop stronger brand resonance and greater confidence in the brand, which reduces perceived risk and in turn boosts intention to purchase [29]. For the brand under study, this suggests that content efforts not only assist in attracting attention but also in converting that attention into intention and eventually purchase behaviour.

Turning to the second independent variable, free shipping promotion (X_2) was also shown to have a significant positive partial effect on purchase intention. This finding corroborates the broader promotional literature which posits that free-shipping offers act as powerful stimuli by reducing perceived transaction cost, thereby lowering a key barrier to online purchase [30,31]. In the Indonesian marketplace context, research on platforms such as Shopee has demonstrated that free-shipping promotions increase consumer enthusiasm for purchasing because they reduce the cost burden and create perceptions of extra value [32,33]. The mean score of 4.39 for the free shipping variable in this study underscores the strength of this promotional lever in the minds of respondents.

From a behavioural perspective, the effect of free shipping can be explained through the “zero-price effect” [34] and behavioural economics frameworks: when shipping costs are removed, consumers often view the entire transaction as more favourable, reducing friction and enhancing the subjective value of the offer [30,35]. The present data indicate that for the audience of the TikTok Shop variant, free shipping works as a rational incentive (cost savings) and as an emotional cue (feeling of gain) which together drive stronger purchase intention.

Importantly, the simultaneous effect of both content marketing and free shipping promotions showed a substantial combined impact: with an adjusted R^2 of 0.705, the model explains 70.5 % of the variance in purchase intention. This high explanatory power underscores the complementary nature of value-based content strategy and promotion-driven incentives. Content marketing primes the consumer by building engagement, brand awareness and perceived value, while free shipping offers the final “push” that removes cost-barriers and converts intention into action. This integrated effect aligns with the principles of integrated marketing communication (IMC) and the stimulus-organism-response (S-O-R) framework, where stimulus elements (content and promotion) influence internal states (trust, value perception) leading to response (purchase intention) [24,25].

From a managerial perspective, these results suggest several actionable insights. Firstly, the brand should sustain and enhance its content marketing efforts by ensuring content remains aligned with consumer needs, up-to-date, interactive and visually appealing. Literature shows that content which appeals to both rational and emotional persuasion routes is more effective in changing attitudes and intentions [29]. Secondly, free shipping offers should be timed and structured thoughtfully—given that these promotions both reduce cost barriers and symbolically signal value to the consumer [36]. Additionally, combining these two tactics—e.g., launching creative content campaigns concurrently with free shipping events—can maximise conversion rates by engaging consumers and reducing transactional friction at the same moment.

However, the discussion must also acknowledge boundary conditions and caveats. Although free shipping is influential, research indicates it may also lead to unintended consequences such as increased return rates when consumers purchase riskier items because of the lower cost barrier [30]. For higher-priced items, the differential impact of free shipping relative to discounts may decrease [37]. Similarly, while content marketing is powerful, its effect may be moderated by product involvement, consumer prior experience, and the quality of platform engagement [25,26]. Future research should therefore consider variables such as influencer marketing, brand trust, consumer involvement and platform algorithm effects, which may explain the remaining 29.5 % of variance in purchase intention not accounted for in the current model.

In the specific context of a TikTok Shop environment, the short-form video content and socially interactive nature of the platform adds unique dynamics: content must capture attention rapidly and incorporate engaging features (e.g., duets, comments, hashtags) to succeed [38]. Moreover, younger audiences tend to respond favourably to such dynamic formats, meaning that brand strategies need to be tuned accordingly. The role of free shipping on a mobile-commerce platform also interacts with consumer mindsets: many users expect instant gratification, low cost and minimal friction, thus making free shipping especially effective [31].

Overall, this study contributes to both academic literature and practical marketing strategy by demonstrating how content marketing and free shipping promotions operate jointly to influence purchase intention in a social-commerce setting. From a theoretical perspective, it supports and extends models of digital marketing effectiveness in the age of mobile-commerce and social platforms. From a practical viewpoint, it provides evidence that brands should adopt a dual-approach: engaging, relevant content plus cost-relief promotions, to maximise their impact on consumer behaviour.

Conclusion

Based on the results of the descriptive variable analysis, the majority of respondents gave a very high rating for all three variables: Content Marketing (X_1), Free Shipping Promotion (X_2), and Purchase Intention (Y). This indicates that consumers’ perceptions of content marketing, free shipping offers, and purchase intention are very positive and fall into the favourable category.

The results of the t-test show that the content marketing variable has a significant effect on consumers’ purchase intention towards Jiniso Jeans products on TikTok Shop. This implies that the more frequently @jiniso.id uploads creative and engaging content, the stronger the consumers’ purchase intention becomes towards Jiniso Jeans products on the platform.

Similarly, the t-test results for the free shipping promotion variable indicate a significant influence on consumers' purchase intention towards Jiniso Jeans products on TikTok Shop. This finding suggests that the more often @jiniso.id offers free shipping promotions, the lower the cost barriers perceived by consumers, thereby increasing their intention to purchase Jiniso Jeans products on TikTok Shop.

Furthermore, the F-test results demonstrate that the independent variables—content marketing and free shipping promotion—jointly exert a significant influence on consumers' purchase intention towards Jiniso Jeans products on TikTok Shop.

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