



Government Policies Moderate the Relationship between Richness Content and Repurchase Intentions on the Tiktok Platforms



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Abstract. Every business innovation that has the potential to have a big impact will be protected by government policies, every existing e-commerce is required to have a business permit, but there is a slight problem with the Tiktok social commerce platform, where the permit is as a social media platform, but in practice implementing e-business commerce, this makes the government form special regulations regarding the prohibition of social commerce. Repurchase intention can be the domination of a market by a company that has succeeded in making its product the only alternative available and there is a possibility that Social commerce without clear regulations will lead to uncontrolled market control. This research uses the SEM PLS analysis method with a total of 100 student respondents. The research results show that the relationship between the content richness variables and repurchase intention is indeed strengthened by existing government policies.

Keywords: Content Richness, Repurchase Intentions, Government Regulations, Tiktok Platform

1. Introduction

The digital era is changing people's social interactions and economic activities simultaneously. Internet use is increasing in Indonesia. The many perceived advantages make the Internet an integral part of human life and a potential marketing opportunity in e-business. This cannot be separated from big data or large amounts of data, structured data and unstructured data, where consumers can take this into account when shopping online. Big data is a term used to describe very large and complex data sets that are too voluminous to be analyzed and processed using traditional techniques and methods. In the era of big data, data information has penetrated all levels of society. Especially in the field of network economics, big data plays an increasingly important role. Capturing consumer demand as its main goal has become one of the operational rules of the modern market economy (Morales, 2020). Therefore, it is important to discuss consumer behavior against the backdrop of big data. Over the years, many scholars at home and abroad have studied consumer behavior in the network economy with fruitful results. His research focus is mostly how to build online consumer behavior models and explore consumer behavior models (Agit et al., 2024; Jamaludin et al., 2023).



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Content marketing plays an important role even though content marketing is one of the factors that guides consumers when planning an online business. The availability of interesting, relevant and valuable content encourages consumers to research products online and make purchasing decisions. Content marketing plays an important role even though content marketing is one of the factors that guides consumers when planning an online business. The availability of interesting, relevant and valuable content encourages consumers to research products online and make purchasing decisions (Duc Le M, 2013).

Several social media platforms that are used as a means of entertainment and creative editing by creators are now starting to add benefits to becoming E-Commerce platforms (Basyirah et al., 2023). The development and increase in the number of Tiktok users has occurred quickly and very significantly since 2020 to 2023. Competition, innovation, various features and services offered by several online shopping or platforms will create new patterns for consumers in choosing the platforms to use (Puteri et al., 2022). Tiktok is a medium that facilitates content creators to be creative by making short videos which make the content interesting compared to having to watch the full video on YouTube (Hsieh & Lee, 2022). Tiktok is easy to use, provides unique and interesting features, there are various challenges Tiktok is a medium that facilitates content creators to be creative by making short videos which make the content interesting compared to having to watch the full video on YouTube (Agit et al., 2024). Tiktok is easy to use, provides unique and interesting features, there are various challenges that can be participated in by all walks of life (Ma & Yu, 2021).

However, every development and innovation will be protected by government regulations, so that every existing e-commerce platform is required to have a business permit (Baker El-Ebiary et al., 2021; Johnkingsley Onyedikachi et al., 2022; Wallison, 2009), but there is a slight problem with the Tiktok social commerce platform, where the permit is as a social media platform, but in practice implementing e-business commerce, this makes the government form special regulations regarding the prohibition of social media being combined with e-commerce, therefore one of the innovation features that is very rich in various content from Tiktok, namely Tiktok Shop, The richness of online media channels can be a useful tool for customers. Media richness theory as well as media synchronicity can be relevant to understand customer processes that will be added value due to different goals at each stage of the service purchasing process by consumers. Channel expansion theory also suggests that a consumer's past experiences influence how he or she develops richness perceptions for a particular channel is temporarily abolished until the platform takes care of permits related to different platforms in the form of e-commerce (Lou & Kim, 2019; Vithayathil et al., 2020). E commerce, this of course has an impact on consumer behavior patterns in online buying and selling transactions which require consumers to be directed to other platforms but with transaction steps and stages that are not as efficient and innovative as before (Ridhah et al., 2023; Rosihana et al., 2024).

Someone who wants to make a repeat purchase on the platform will reconsider their decision, whereas the theory of repurchase intentions itself explains that repurchase intention is a process of returning a decision made by consumers, after purchasing the product offered or needed (Ajzen, 1996; Code, n.d.; Xiao et al., 2019). Repurchase intention can be the domination of a market by a company that has succeeded in making its product the only alternative available. Customer repurchase interest can be identified through indicators such as transactional interest, referral interest, preference interest and

exploratory interest(Meskaran et al., 2013; Morrison, 1979; Peña-García et al., 2020). So the author is interested in researching the effect of content richness on repurchase intentions with government regulations as a moderator.

2. Methods

This research is quantitative research. The method used is SEM PLS with the SMART PLS analysis tool which aims to see whether there is an influence between the independent and dependent variables and moderating variables to weaken and strengthen closely with previously known population characteristics. The sample consisted of 100 students from the Faculty of Economics and Islamic Business, UIN Sjech M.Djamil Djambek Bukittinggi as Tiktok users. Primary data collection technique and researchers distribute questionnaires online via Google Form.

2.1 Participants

A non-probability convenience sampling method(Puteri, n.d.) was used to collect data through an online Google Form survey. Survey material distributed to UIN Bukittinggi students. All participants are users of the Tiktok platform. The online survey link was sent to students via direct message and several social media platforms, of which 110 successfully completed the survey. After filtering the collected data, 10 responses were removed due to inappropriate answers according to the researcher and 100 responses were retained for analysis.

2.2 Measurements

An online survey consisting of two parts was used to measuring the influence of content richness on repurchase intention and continued use of the TikTok platform moderated by government regulations among students. The first part consists of questions related to student demographics, while the second part is items related to the measurement of research model factors. A five-point Likert scale with values ranging from “1 strongly disagree” to “5 strongly agree” was used to elicit responses from the participants(Tanujaya, B., Prahmana, R.C.I., & Mumu, 2022).

Tabel 1 Items and constructs

Constructs	Items
Content Richness	1. Found that the content on the TikTok service is very large and varied 2. The content of the Tiktok service is available in various types and various marketing variations 3. Tiktok has content that other video and social commerce services don't have
Government Policies	1. Response to government regulations regarding the separation of social media and e-commerce 2. Response to government regulations regarding the ban on TikTok shops 3. Support for government programs related to e-commerce regulations and buying and selling transactions 4. Compliance with government regulations regarding the ban on TikTok shops 5. Responses and actions after new regulatory provisions for the TikTok platform 6. Continue to use the platform as before

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Repurchase Intentions	1. There are positive recommendations for products on Tiktok social commerce
	2. There is a desire and need to buy products on Tiktok social commerce
	3. There was an experience in the past when I purchased a product on social commerce Tiktok
	4. I will buy the product again in the future through Tiktok social commerce
	5. I am reluctant to move to another online shop, social commerce Tiktok

2.3 Data Analysis

The method used for analysis is SEM(Dash & Paul, 2021) with the Smart-Pls 03 tool. The test tools used are the outer model (*Measurements Model*), inner model (*Structural Model*), and hypothesis test(Hair et al., 2021). The data analysis that will be carried out and displayed in this research is *Reliability and Convergent Validity*, *Fornell Lacker criterion for discriminant validity*, *Heterotrait-Monotrait Ratio (HTMT) for discriminant validity* and inner model (*Structural Model*)

3. Results and Discussion

3.1. Results

Below are the test results that have gone through the data processing stages and are presented in tabular form.

3.3.1 Reliability and Convergent Validity Results

For this research, convergent validity testing is used through the average variance extracted (AVE). The validity of an indicator is if the AVE value is equal to or more than 0.5. The reliability tests and construct validity had to achieve an acceptable range before the Structural Equation Modelling is applying(Kamis et al., 2020). Our results show that all the items loadings are range from 0,803 to 0.933 and this indicates that all the item loadings are meeting the minimum requirement. Furthermore, the composite validity (CR) and average variance extracted (AVE) values for all the variables were above 0.7 and 0.5 respectively strong valid model covered factor loading above 0.5, CR values above 0.7 and AVE values above 0.5. hence, our analysis results confirmed that the model constructs fulfilled the convergent validity and internal consistency

Table 2 Reliability and Convergent Validity Results

Constructs	Items	Outer Loading	CA	CR	AVE
Content Richness	X103	0,803	0,801	0,883	0,716
	X104	0,861			
	X105	0,873			
Government Policies	Z01	0,921	0,957	0,965	0,821
	Z03	0,904			
	Z04	0,889			
	Z05	0,902			
	Z06	0,933			
Moderating Effect (Z)	Z07	0,888	1,000	1,000	1,000
		0,895			
Repurchase Intentions	Y03	0,878	0,684	0,863	0,760
	Y04	0,865			

CA: Cronbach's Alpha; CR: composite reliability; AVE: average variance extracted.

3.3.2 Result of Fornell Lacker criterion for discriminant validity

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Table 3 shows the result of the square root of the AVE value for each construct has exceeded its correlation with other constructs. This indicates that our model is sufficient to support for discriminant validity at the construct level.

Table 3 *Fornell Lacker criterion for discriminant validity*

	Content Richness	Government Policies	Moderating Effect (Z)	Repurchase Intentions
Content Richness	0,846			
Government Policies	-0,050	0,906		
Moderating Effect (Z)	0,044	0,077	1,000	
Repurchase Intentions	0,619	-0,168	-0,138	0,872

3.3.3 Result of Heterotrait-Monotrait Ratio (HTMT) for discriminant validity

Table 4 illustrates all the values of Heterotrait-Monotrait (HTMT) criteria were lower than the required threshold value of HTMT 0.90 by Gold, Hence, the discriminant validity was verified and proved and this indicates that the proposed hypotheses were accepted.

Table 4 *Heterotrait-Monotrait Ratio (HTMT) for discriminant validity*

	Content Richness	Government Policies	Moderating Effect (Z)	Repurchase Intentions
Content Richness				
Government Policies	0,100			
Moderating Effect (Z)	0,050	0,077		
Repurchase Intentions	0,833	0,198	0,164	

3.3.4 Structural Model Analysis (Inner Model)

R-square test on Repurchase Intentions with the path model using the moderating variable is worth 0.426. This means that the ability of the variables Content Richness, Government Policies and Moderating effect (Z) (the interaction between Content Richness and Government Policies) in explaining Repurchase Intentions is 42%, while 58% is explained by variables outside those studied. Therefore, the model is classified as moderate.

Limits for rejecting or accepting a hypothesis proposed is 1.96. If the t-statistic value is <1.96 then the hypothesis is rejected, but if the t-statistic value is >1.96 then the hypothesis is accepted. Hypothesis testing by looking at the t-statistic value from the Path Coefficients results in the table above is as follows:

H1: The Content Richness variable on Repurchase Intentions: has a t-statistic value amounting to 9,769 > 1.96. So (H0) is rejected and the alternative hypothesis (Ha) or research hypothesis is accepted(significant, with p value 0,000<0.05).

H2: The Government Policies variable on Repurchase Intentions: has a t-statistic value amounting to 2,029 > 1.96. So (H0) is rejected and the alternative hypothesis (Ha) or research hypothesis is accepted(significant, with p value 0,023<0.05).

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H3: Moderating Effect (Z) on Repurchase Intentions: has a t-statistic value of $2.325 < 1.96$. So (H0) is rejected and the alternative hypothesis (Ha) or research hypothesis is accepted (significant, with p value $0.011 < 0.05$).

Tabel 5 *Structural model results.*

Hypotheses	Structural paths	t -Value	p-Value	R ²	R Square Adjusted
				0,426	0,408
H1	Content Richness -> Repurchase Intentions	9,769	0,000		
H2	Government Policies -> Repurchase Intentions	2,029	0,023		
H3	Moderating Effect (Z) -> Repurchase Intentions	2,325	0,011		

3.3.5 Regression Model

Statistical significance can be accessed through the application of the bootstrapping technique. In this study, the minimum number of bootstrap samples is 500 times and the results of the bootstrapping process can be seen through the Structural model testing assessment results based on t-values and p-values below.

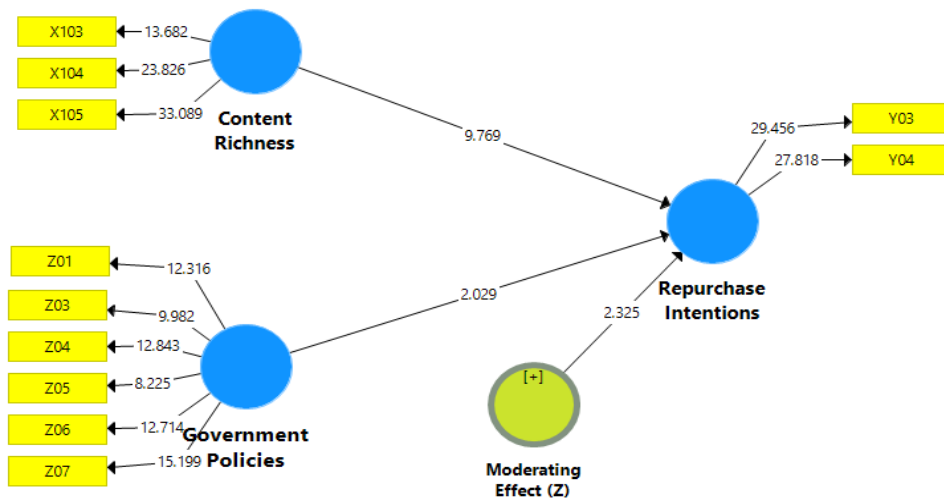


Figure 1 Structural model assessment results based on t-values and p-values.

From the picture above, the analysis model for this research is:

$$Y = 9.769X + 2.029Z + 2.235XZ$$

Y = Repurchase Intention

X = Content Richness variable

Z = Government Policies variable

XZ = interaction between Content Richness and Government Policies

3.2 Discussion

With the popularity of the Internet, e-commerce has become an inseparable part of people's daily lives. Nowadays, more and more consumers are choosing to shop online, providing more business opportunities for e-commerce companies and also giving consumers more choices. However, as competition increases, consumer needs and psychology continue to change (Rahmat et al., 2020). How to increase consumer satisfaction is a problem that e-commerce companies must solve. In this context, the impact of online e-commerce interactions based on big data algorithms on consumer satisfaction has become a highly focused research area. By analyzing big data such as consumer purchasing behavior, interaction data, and feedback, e-commerce companies can better understand consumer needs and psychology, and provide personalized recommendations and services based on the information. This, thereby improving the shopping experience and consumer satisfaction.

At the same time, big data algorithms can also help e-commerce companies better understand consumer preferences and trends, so as to quickly adjust product and service strategies and improve customer satisfaction, product quality, competitiveness and service. In addition, big data algorithms can also help e-commerce companies better manage supply chains and inventory, improve operational efficiency, and reduce costs, thereby providing consumers with higher quality products and services (Alrumiah & Hadwan, 2021). Therefore, the impact of online e-commerce interactions based on Big algorithms to consumer satisfaction is very important. By analyzing big data, e-commerce companies can better understand consumer needs and psychology, provide personalized recommendations and services, thereby increasing consumer satisfaction and loyalty, increasing competitiveness, and achieving sustainable development.

This is what Tiktok doing on its platforms, they are trying a social commerce innovation, but behind that there are quite big dangers and impacts if it is not supported by a government policies, which has issued the latest regulations regarding the prohibition and separation of the Tik Tok social commerce platform. After the regulation was passed, there was another thing that became the focus of researchers, namely whether the existence of this regulation would have an impact on consumers' interest in buying again through the same platform. Based on the regression test carried out, the following results can be found, The regression coefficient for the Content Richness variable on Repurchase Intention is 9.769 which means Content Richness has a positive relationship direction, The regression coefficient for the Government Policies variable on Repurchase Intention is 2.029 which means Government Policies has a positive relationship direction. Regression coefficient for the interaction variable between Content Richness and Government Policies towards Repurchase Intention of 2.235, which means that the interaction between Content Richness and Government Policies has a positive relationship direction.

Thus, consumers are greatly influenced by the richness of content and content innovation of each platform they like, repeated transaction activities will occur if government policies are appropriate. In this research, government policies also strengthen the relationship between innovation and content richness and consumer intentions when making repeat transactions on an e-commerce platform.

4. Conclusions

The development and increase in the number of Tiktok users has occurred quickly and very significantly since 2020 to 2023. therefore one of the innovation features that is very rich in various content from Tiktok, namely Tiktok Shop, The richness of online media channels can be a useful tool for customers. Someone who wants to make a repeat purchase on the platform will reconsider their decision because there are tiktok and tiktokshop. However, every development and innovation will be protected by government policies, with the aim of maintaining data security systems and Indonesian economic activities and MSMEs. Every policy ratification will certainly have an impact, as in this research, there is one party who feels disadvantaged, whether from the consumer side or from the seller side and service provider of online transaction platforms (e-commerce). with the hope that regulation and innovation in the business world can work side by side. suggestions to the government and platform owners to immediately provide better solutions and breakthroughs for the future.

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