

SHORT-FORM VIDEO MARKETING AND ITS EFFECT ON PURCHASE INTENTION: EVIDENCE FROM MIE GACOAN

Ira Bella Novita¹ and Puspo Dewi Dirgantari²

¹Faculty of Economics and Business Education, Universitas Pendidikan Indonesia, Jalan Dr. Setiabudi No.229

E-mail: irabellanovita@upi.edu ; puspodewi@upi.edu

ABSTRACT

The growing popularity of short-form video platforms such as TikTok, Instagram Reels, and YouTube Shorts has transformed how consumers interact with digital content. Short and visually appealing videos are capable of creating strong emotional triggers and viral effects that shape consumer perceptions and behaviors. In Indonesia, *Mie Gacoan* has emerged as a viral culinary brand among Generation Z, largely driven by short-form video content on TikTok, showcasing its restaurant atmosphere and distinctive spicy menu. Despite the widespread use of social media in marketing, limited research has examined how short-form video content directly influences purchase intention, especially within the context of local “low-involvement” culinary products. This study aims to analyze the effect of short-form video marketing on the purchase intention of Business Education students at Universitas Pendidikan Indonesia (UPI) who have viewed *Mie Gacoan* content on short-form video platforms. Employing a quantitative explanatory design, this research uses a purposive sampling technique with 81 respondents, determined through the Slovin formula with a 10% margin of error. Data were collected via a questionnaire using a 5-point Likert scale and analyzed using simple linear regression with a significance level of 0.05. The study is expected to demonstrate that exposure to short-form video content significantly influences students’ purchase intention, highlighting the effectiveness of this digital marketing format among young consumers. The findings are anticipated to contribute to the growing literature on digital consumer behavior and provide practical insights for local brands in optimizing short-form video marketing strategies.

Key words: short-form video marketing; purchase intention; TikTok; digital marketing; Mie Gacoan

INTRODUCTION

The rise of short-form video platforms such as TikTok, Instagram Reels, and YouTube Shorts has transformed the way consumers engage with digital content (Park & Ko, 2023). Short-duration videos that are creatively packaged can generate strong emotional triggers and viral effects within a short time span (He & Yang, 2023). These platforms allow users to receive visual messages quickly, concisely, and emotionally, prompting many brands to adopt this format to build product appeal and drive purchase intention (Sheng et al., 2025).

This phenomenon is also rapidly growing in Indonesia. One prominent example is *Mie Gacoan*, a culinary brand that has gone viral among university students and Generation Z due to the abundance of TikTok content showcasing the restaurant’s atmosphere, extreme spicy menus, and consumer reactions that often trigger appetite and curiosity. The influence of social media on Indonesian culinary consumer behavior has been demonstrated by Amilatuazzakiyah & Evelina (2023), who found that promotion and electronic word of mouth (e-WOM) significantly affect purchasing decisions. Similarly, Turmudi & Agustini (2025) revealed that Gen Z’s consumption of viral food is largely influenced by social media content emphasizing product uniqueness and authenticity.

However, previous studies have primarily focused on promotion, e-WOM, or conventional advertising content, rather than exposure to short-form video content as a digital stimulus that directly affects purchase intention. Moreover, most prior studies have examined fashion products (Park & Ko, 2023) or general e-commerce platforms (He & Yang, 2023), while research on local culinary products categorized as “low-involvement” goods, such as *Mie Gacoan*, remains limited. This gap highlights the need to explore how exposure to short-form video content can trigger purchase intention among university students—who often represent the main audience of viral culinary content on TikTok.

Theoretically, this study refers to the stimulus–response theory (Kotler & Keller, 2024) which explains that marketing stimuli (products, promotions, and digital content) influence consumer responses in the form of attitudes and purchase intentions. In the current social media context, short-form video content serves as a marketing stimulus that evokes both emotional responses (e.g., hunger, curiosity) and cognitive responses (e.g., perceived value and interest in the product).

Therefore, this study offers novelty by examining the influence of short-form video content on students’ purchase intention in the context of viral local culinary products—an area that has received limited attention in Indonesian digital marketing literature. The study also seeks to provide empirical evidence of the effectiveness of short-form video content as a marketing tool among young consumers. Based on the foregoing discussion, the objective of this study is to analyze the effect of short-form video content on the purchase intention of Business

Education students at Universitas Pendidikan Indonesia (UPI) who have watched *Mie Gacoan* content on TikTok, Instagram Reels, or YouTube Shorts.

METHOD

This study uses a quantitative explanatory design with the independent variable Short-Form Video Content (X) and the dependent variable Purchase Intention (Y). The quantitative approach was chosen because it enables measurable and objective testing of causal relationships between variables through a questionnaire instrument (Turner, 2020).

The population of this study consists of all active undergraduate students of the Business Education Study Program, Universitas Pendidikan Indonesia (UPI), aged 18–25 years. This population is relevant because university students, particularly Generation Z, represent the most active users of TikTok and other short-form video platforms (Obadã, 2024).

The sampling technique employed is *purposive sampling*, with the following inclusion criteria:

1. Active Business Education students at UPI.
2. Have watched Mie Gacoan content on Tiktok, Instagram Reels, or Youtube Shorts within the last three months.
3. Willing to complete the questionnaire in full.

The sample size was determined using the Slovin formula with a 10% margin of error, resulting in $n = 81$ respondents. According to Taherdoost (2018) the Slovin formula is an acceptable approach for determining sample size in survey research with a known population. As this study employs a simple regression model, the Slovin-based sample size is considered adequate and statistically valid for the analysis.

Data were analyzed using simple linear regression to test the causal relationship between short-form video content and purchase intention. The regression model used is expressed as:

$$Y = \alpha + \beta X + e$$

Where:

Y = Purchase Intention

X = Short-Form Video Content

α = Constant

β = Regression coefficient

e = error term

Hypothesis testing was conducted using SPSS version 26 with a significance level of $\alpha = 0.05$. Decisions were made based on the *p-value*: if $p < 0.05$, H_0 is rejected and H_1 is accepted. The hypotheses are formulated as follows:

H0 (Null Hypothesis): Short-Form Video Content has no significant effect on Purchase Intention among Business Education students at UPI.

H1 (Alternative Hypothesis): Short-Form Video Content has a significant effect on Purchase Intention among Business Education students at UPI.

This research model is grounded in the consumer behavior theory proposed by Kotler and Keller (2024), which states that marketing stimuli (such as advertising, digital content, and promotions) influence consumer responses in the form of attitudes and purchase intentions. In this study, short-form video content functions as a digital marketing stimulus that can trigger emotional and cognitive responses, ultimately shaping purchase intention toward viral local culinary products.

The research instrument was a questionnaire using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). Measurement indicators were developed based on relevant literature on short-form video marketing and purchase intention. The indicators were divided into:

X (Short-Form Video Content): visual appeal, message clarity, information relevance, and entertainment value.

Y (Purchase Intention): purchase desire, likelihood of purchase in the near future, and intention to seek more information about the product.

Instrument reliability was tested using Cronbach's Alpha ($\alpha > 0.70$), and validity was assessed through item-total correlation and construct validity analysis before conducting the main statistical test.

RESULTS AND DISCUSSION

Based on the results of the validity test, all questionnaire items (18 items) have an r-count value greater than the r-table (0.217; $n = 81$, $\alpha = 0.05$) with a significance value < 0.05 . Thus, all statement items are declared valid, which means that each indicator is capable of accurately measuring the construct of its variable. This result aligns with the guidelines for validating social research instruments, which emphasize that validity reflects the extent to which an instrument truly measures what it is intended to measure and is relevant to the research variable context (Kalkbrenner, 2021). These findings are also supported by Kusmaryono et al (2022) who state that validity testing is a crucial stage to ensure construct representation and measurement accuracy in Likert-scale instruments.

The reliability test showed a Cronbach's Alpha value of 0.897, indicating high reliability ($\alpha > 0.70$). This demonstrates internal consistency among the items within each variable, suggesting that the obtained data are trustworthy. High reliability reflects the consistency of the measurement instrument toward respondents' answers within the same context. Therefore, the questionnaire in this study meets the reliability standards appropriate for quantitative survey-based research (Hidayana & Fuzi, 2025)

Descriptive statistical analysis revealed that the average respondent score for the short-form video content variable (X) was 47.86, while the average for the purchase intention variable (Y) was 22.89. These results indicate that respondents generally have a positive perception of short-form video content and a relatively high purchase intention toward Mie Gacoan products. This reflects the effectiveness of social media—especially short videos like TikTok and Instagram Reels—in shaping young consumers' buying interest. These findings support Amilattuzakiyah & Evelina (2023), who found that social media exposure strongly influences the culinary consumption behavior of young generations in Indonesia.

Classical assumption tests also confirmed that the data were suitable for regression analysis. The Kolmogorov–Smirnov normality test showed that the data for variable X were normally distributed (Sig. = 0.200 > 0.05), while variable Y showed slight deviation (Sig. = 0.004 < 0.05). However, since the number of respondents exceeded 30 ($n = 81$), this deviation can be ignored based on the Central Limit Theorem. As explained by Kusmaryono et al (2022), ordinal Likert-scale data can still be considered approximately normal if the sample size is sufficient. The linearity test indicated a linear and significant relationship between the two variables (Sig. Linearity = 0.000 < 0.05; Deviation from Linearity = 0.441 > 0.05), thereby meeting the basic assumptions of simple linear regression.

The results of the simple linear regression analysis showed an R value of 0.611 with $R^2 = 0.373$, meaning that 37.3% of the variation in purchase intention can be explained by short-form video content, while the remaining 62.7% is influenced by other unexamined factors. The F value = 47.059 (Sig. = 0.000) indicates that the regression model is significant as a whole. The β coefficient = 0.432 and $t = 6.860$ (Sig. = 0.000) confirm that short-form video content has a positive and significant effect on purchase intention. The resulting regression equation is:

$$Y = 2.226 + 0.432X$$

This means that every one-point increase in perception of short-form video quality increases purchase intention by 0.432 points. These results support the Stimulus–Organism–Response (S–O–R) theory as described by Kotler & Keller (2024), which posits that marketing stimuli such as visual videos can evoke cognitive and emotional responses in consumers that subsequently influence their purchasing intentions. This finding also aligns with He and Yang (2023), who showed that entertainment elements and strong visual messages in short videos significantly affect consumers' purchase intentions. Moreover, (Dong et al., 2024) assert that short branded videos with engaging narratives can enhance engagement and strengthen purchasing decisions.

Overall, the findings of this study indicate that short-form video content plays a crucial role in shaping consumer purchase intentions, particularly among university students who are active on social media. However, since only 37.3% of purchase intention variation is explained by the short-form video variable, future research is recommended to include additional factors such as price, brand image, and consumer trust to gain a more comprehensive understanding of purchasing behavior.

Table 1. Summary of Statistical Analysis Results

Test / Variable	Statistic	Value	Sig.	Interpretation
Validity	r-count > r-table (0.217)	-	< 0.05	All 18 items are valid
Reliability (Cronbach's Alpha)	α	0.897	-	Reliable ($\alpha > 0.70$)
Correlation (X → Y)	Pearson r	0.619	0.000	Strong and significant correlation
Linearity	F (linearity)	47.484	0.000	Relationship is linear
Regression Coefficient	β	0.432	0.000	Positive and significant effect
Coefficient of Determination	R^2	0.373	-	37.3% of Y explained by X

(Source: *Processed data (2025)*)

CONCLUSION

Based on the results of the analysis, this study concludes that short-form video marketing has a positive and significant effect on purchase intention among Business Education students of the 2022–2025 cohorts at Universitas Pendidikan Indonesia who have viewed Mie Gacoan content on platforms such as TikTok, Instagram Reels, and YouTube Shorts. The regression coefficient ($\beta = 0.432$, Sig. = 0.000) indicates that an increase in the perceived quality and attractiveness of short-form video content will enhance consumers' intention to purchase. The coefficient of determination ($R^2 = 0.373$) shows that 37.3% of the variation in purchase intention can be explained by short-form video content, while the rest is influenced by other factors. These findings confirm the Stimulus–Organism–Response theory (Kotler & Keller, 2024), emphasizing that marketing stimuli in the form of engaging short videos can trigger cognitive and emotional responses that lead to stronger purchase intentions. Future research is recommended to include other variables such as price perception, brand image, and consumer trust to develop a more comprehensive understanding of consumer behavior in the context of viral culinary marketing.

REFERENCES

- Amilatuazzakiyah, M., & Evelina, T. Y. (2023). Pengaruh Promosi Social Media Instagram Dan Electronic Word of Mouth Terhadap Keputusan Pembelian Pada Mie Gacoan. *Jurnal Aplikasi Bisnis*, 9(2), 153–159. <https://doi.org/10.33795/jab.v9i2.3029>
- Dong, X., Liu, H., Xi, N., Liao, J., & Yang, Z. (2024). Short video marketing: what, when and how short-branded videos facilitate consumer engagement. *Internet Research*, 34(3), 1104–1128. <https://doi.org/10.1108/INTR-02-2022-0121>
- He, C., & Yang, J. (2023). The Influence of Mobile Short Video Content Marketing on Consumers' Purchase Intention: A Test of Two-Mediation Model. *Academic Journal of Business & Management*, 5(19), 107–115. <https://doi.org/10.25236/ajbm.2023.051916>
- Hidayana, N., & Fuzi, A. M. (2025). *Assessment of Validity, Reliability, and Normality in Quantitative Study: A Survey Instrument Analysis with IBM SPSS*. February, 26–42.
- Kalkbrenner, M. T. (2021). A Practical Guide to Instrument Development and Score Validation in the Social Sciences: The Measure Approach. *Practical Assessment, Research and Evaluation*, 26, 1–18.
- Kotler, P., & Keller, K. L. (2024). Management & Marketing. In *Journal of Clinical Orthodontics* (Vol. 58, Issue 1).
- Kusmaryono, I., Wijayanti, D., & Maharani, H. R. (2022). Number of Response Options, Reliability, Validity, and Potential Bias in the Use of the Likert Scale Education and Social Science Research: A Literature Review. *International Journal of Educational Methodology*, 8(4), 625–637. <https://doi.org/10.12973/ijem.8.4.625>
- Park, J., & Ko, E. (2023). How Short-form Videos Influence Customer Intention Toward Fashion Product Purchase and e-WOM: Focusing on Generation Z. *Fashion & Textile Research Journal*, 25(6), 690–703. <https://doi.org/10.5805/sfti.2023.25.6.690>
- Sheng, M., Kamal Basha, N., Subramaniam, A., & Raja Yusof, R. N. (2025). Effective Short-Video Platform Advertising on Chinese Consumers' Online Purchase Intention. *Al-Qantara*, 11(1), 26–52. <https://alqantarajournal.com/index.php/Journal/article/view/662>
- Taherdoost, H. (2018). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *SSRN Electronic Journal*, September. <https://doi.org/10.2139/ssrn.3205035>
- Turmudi, I., & Agustini, P. M. (2025). Perilaku Konsumen dalam Mengonsumsi Makanan Viral: Studi Kasus Tren Kuliner Mie Gacoan di Kalangan Gen Z di Media Sosial. *Jurnal Cendekia Ilmiah*, 4(4), 2239–2254.
- Turner, D. P. (2020). Sampling Methods in Research Design. *Headache*, 60(1), 8–12. <https://doi.org/10.1111/head.13707>