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Content Marketing Strategy in Building Purchasing Power of MSME Products in Surabaya

[1]Lilik Rokmawati Ningsih, [2]Rudi Wibowo, [3]Erna Nur Faizah
Faculty of Economics and Business, Muhammadiyah University of Lamongan
Email: lilirokma@gmail.com; rudiw@umla.ac.id

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ABSTRACT

The rapid growth of TikTok as a short video-based social media platform has opened up new opportunities for Micro, Small, and Medium Enterprises (MSMEs) to conduct low-cost, yet broad-reaching marketing communications. This study aims to examine and synthesize the concept of content marketing on TikTok and its role in shaping consumer purchasing power for MSME products, with a specific focus on the context of MSMEs in Surabaya. The method used is a systematic literature review guided by PRISMA 2020 by identifying, filtering, and analyzing 22 scientific articles published between 2021 and 2026 from national and international journals indexed by Google Scholar with verifiable Digital Object Identifiers (DOIs), then synthesized through thematic analysis. The results of the synthesis indicate that informative and entertaining content, live streaming, collaboration with influencers, and the TikTok Shop feature are generally associated with higher consumer engagement, trust, and purchase intention, although the strength and pathways of influence vary depending on outcome measures, model specifications, and respondent characteristics. Evidence from six studies in the Surabaya context points in the same direction: authentic, locally relevant, and interactive content is relevant for MSMEs, although the evidence remains limited and mixed. This synthesis suggests that a structured TikTok content marketing strategy is a relevant and affordable option for strengthening MSME competitiveness in urban markets like Surabaya. Because most studies are cross-sectional and measure perceived purchase intention, the findings are interpreted as associations rather than causal influences. This study recommends collaboration between MSMEs and local governments to improve digital content literacy.

1. Introduction

Digital transformation has fundamentally changed the way businesses communicate with consumers. Social media is no longer just a means of personal interaction but has evolved into a primary marketing channel, including for Micro, Small, and Medium Enterprises (MSMEs) that have traditionally had limited capital to promote through conventional media. One platform that has experienced significant growth in recent years is TikTok, a short-form video-sharing app that has positioned Indonesia as one of the world's largest user markets (Aji et al., 2023). TikTok's characteristics, which rely on the For You Page (FYP) algorithm, short-form video format, and interactive features like duets, hashtag challenges, and live streaming, make this platform highly potential as a low-cost yet impactful content marketing medium.

Content marketing is essentially a marketing approach focused on creating and distributing relevant, consistent, and valuable content to attract and retain a defined audience, with the ultimate goal of driving profitable consumer action for the business. In the context of TikTok, content produced by MSMEs can include educational videos about products, trend-following entertainment videos, behind-the-scenes content about the production process, and even live sales broadcasts through the TikTok Shop feature. Various studies have shown that content characteristics, both informational and emotional, have different influences on audience engagement on social media,

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making the selection of a content strategy crucial to the success of MSME marketing on TikTok.

On the other hand, MSMEs play a strategic role in the Indonesian economy, including in Surabaya, one of the largest economic centers in East Java. Surabaya has a highly diverse MSME population, spanning the culinary, fashion, crafts, and beauty product sectors, most of which compete fiercely for the attention and purchasing power of increasingly digital-savvy urban consumers. Several previous studies have confirmed that digital marketing strategies, including the use of social media, have an impact on increasing MSME sales in Surabaya, and that viral marketing strategies and brand awareness contribute to shaping consumer purchase intentions in the city.

Previous research on TikTok and MSME marketing can be categorized into three groups. The first group examines the influence of specific forms of marketing communication on purchase interest and decisions, such as influencer marketing, live streaming, and price promotions on TikTok Shop. The second group examines content characteristics, such as the comparison of informational and emotional content on engagement . The third group is a Surabaya-based study. Studies of MSMEs in this city generally discuss social media or viral marketing in general, while studies that specifically highlight TikTok are still limited to one brand or one business actor (Agustin et al., 2024; Novitaloka & Muda, 2025; Shobach & Norhabiba, 2026) or surveys of TikTok Shop consumers (Rahmayanti & Dermawan, 2023).

This mapping reveals three limitations. First, most studies examine one or two variables separately through cross-sectional surveys, thus failing to explain how various content strategies work together in a single flow from engagement to purchase. Second, the outcome indicators used are generally purchase intention or purchase decisions according to respondents' perceptions, while actual purchasing power is rarely measured. Third, the findings are spread across diverse subjects, sectors, and respondents (e.g., students, Generation Z, and global brands), making it unclear under what conditions a strategy is effective for urban MSMEs, particularly in Surabaya.

More specifically, the previous studies mentioned above generally focus on a single variable in isolation, such as the influence of live streaming on purchase intention, the influence of viral marketing and brand awareness on purchase intention in Surabaya, or the influence of digital marketing strategies in general on MSME sales, without fully synthesizing how various elements of TikTok's content marketing strategy informational content, emotional content, live streaming, influencer collaboration, and the TikTok Shop feature work simultaneously in shaping MSME product purchasing power. Another limitation of previous studies is the regional coverage, which mostly focuses on MSMEs in Greater Jakarta (Jabodetabek) or other major cities on Java Island, so that the specific context of MSMEs in Surabaya City with different consumer characteristics and business ecosystems has not been touched on in depth.

Departing from this gap, the novelty offered by this research lies in three main aspects: first, this research comprehensively synthesizes various elements of TikTok's content marketing strategy that have been studied separately into one complete framework; second, this research explicitly contextualizes the findings in MSMEs in Surabaya City, a context that has rarely been the focus of separate studies; and third, this research formulates managerial implications that are applicable and can be directly adopted by MSME actors, accompanying academics, and policy makers in Surabaya, which has not been offered by many previous studies that tend to stop at the level of testing relationships between variables.

The emerging phenomenon in the field shows that not all MSMEs in Surabaya have successfully utilized TikTok optimally . Many MSMEs have TikTok accounts but have not implemented a planned content strategy, resulting in low engagement and minimal impact on product purchasing power. This gap between TikTok's immense potential as a marketing medium and MSMEs' limited capacity to design effective content strategies is the primary urgency of this research. Based on a review of various relevant previous studies from 2021 to 2026, this article aims to address this gap through a comprehensive literature review.

The urgency of this study is further reinforced by changes in consumer information search patterns, particularly among young urbanites, who now rely more heavily on short video content as a reference source before making purchases than on conventional search engines or print media. This shift in behavior requires MSMEs to go beyond

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passively presenting themselves on TikTok and to develop content strategies that are measurable, consistent, and relevant to the characteristics of their local audiences. Without a thorough understanding of content types, delivery formats, and appropriate upload times, TikTok's potential as a tool for increasing MSME product purchasing power risks underutilization and could even lead to wasting MSMEs' already limited resources.

The academic significance of this research lies in its attempt to systematically summarize and map the fragmentation of previous research findings that have been scattered across various journals with different objects, methods, and theoretical perspectives, into a coherent and applicable synthetic framework for the context of MSMEs in Surabaya City. Meanwhile, its practical significance lies in its contribution in the form of strategic recommendations that can be directly adopted by MSME actors, academics assisting MSMEs, and local government stakeholders in designing digital empowerment programs for MSMEs based on the use of TikTok.

Based on the description above, this study aims to: 1) examine the concept and forms of content marketing strategies on the TikTok platform that are relevant for MSMEs; 2) analyze the mechanism of influence of TikTok content marketing on consumer purchasing power based on the synthesis of previous research findings; 3) identify the challenges and opportunities for implementing TikTok content marketing for MSMEs in Surabaya City; and 4) formulate managerial implications in the form of recommendations for TikTok content marketing strategies that can be adopted by MSMEs in Surabaya City to increase purchasing power for the products they offer.

The novelty of this article lies in three aspects. First, it does not test a single strategy in isolation, but rather synthesizes five forms of TikTok content marketing strategies (informational content, emotional content, live streaming, influencer collaboration, and TikTok Shop) into a coherent flow of mechanisms, from engagement, brand awareness, and trust to purchase intention and purchasing power, by integrating the Stimulus-Organism-Response (SOR) framework and the Theory of Planned Behavior (TPB). Second, it does not stop at the conclusion that a strategy has a "positive effect," but compares findings across studies to identify conditions that make a strategy effective or produce different findings, namely content type, consumer journey stage, model specifications, and respondent characteristics. Third, the synthesis is directed at the context of MSMEs in Surabaya by mapping six Surabaya-contextual studies into the framework, resulting in contextual recommendations for MSME actors and regional policymakers. To the author's knowledge, syntheses with this scope are not widely found in the literature reviewed.

2. Literature Review

2.1. Conceptual and Theoretical Foundations

2.1.1. Content Marketing

Content marketing is defined as a marketing strategy that emphasizes the creation and distribution of valuable, relevant, and consistent content to attract and retain a clearly defined audience with the goal of driving profitable consumer action. Unlike conventional advertising, which is interruptive in nature, content marketing primarily provides added value to the audience before leading to a commercial message. On short-video platforms like TikTok, content can be categorized into two main characteristics: informational content that directly highlights product attributes and benefits, and emotional content that relies on humor, storytelling, or entertainment to build rapport with the audience. Research in the context of MSMEs shows that a content marketing strategy combined with influencer marketing significantly influences consumer purchasing decisions among TikTok users.

The conceptual basis of content marketing in this study refers to the definition put forward by Pulizzi (2012) through the Content Marketing Institute, which defines content marketing as a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, with the ultimate goal of driving profitable consumer action for the business. This concept aligns with the digital marketing communications model that emphasizes a shift from interruptive marketing to permission-based marketing, where audiences voluntarily engage with brands through content perceived to provide added value, whether in the form of information, entertainment, or inspiration. On short-video platforms like TikTok, this content marketing framework specifically

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operates through two main channels: content-driven engagement (content that encourages active audience involvement in the form of likes, comments, shares, and duets) and content-driven trust building (content that builds audience credibility and trust in the brand), both of which are prerequisites for the formation of purchase intention, as further explained through the Stimulus-Organism-Response approach in the next subsection.

From a marketing communications perspective, the process can be understood through the marketing communications model (Kotler & Keller, 2016): MSMEs act as senders, content as messages, TikTok as a channel, and consumers as recipients who provide feedback in the form of likes, comments, shares, and purchases. The differences in the effects of informational and emotional content can be explained through the uses and gratifications theory (Katz et al., 1973), namely that audiences choose content to fulfill cognitive (information) or affective (entertainment) needs. Thus, this study uses content marketing (Pulizzi, 2012), the 5A customer path (Kotler et al., 2017), and the marketing communications model (Kotler & Keller, 2016) as the main conceptual foundations, while SOR and TPB are used to explain the psychological mechanisms that connect content with interest and purchasing power.

2.1.2. TikTok as a Digital Marketing Platform

TikTok is a short video-sharing app that has experienced rapid user growth in Indonesia, with Indonesia listed as one of the countries with the largest TikTok user base in the world (Aji et al., 2023). TikTok's advantages for MSMEs lie in its relatively low content production costs, its content distribution algorithm based on user interests (not just follower count), and the availability of the TikTok Shop transactional feature that allows consumers to make purchases without switching apps. Various studies confirm that TikTok Live and TikTok Shop are important instruments for MSMEs to increase sales volume and strengthen branding in the digital market. Furthermore, the live streaming feature has been shown to influence consumer trust and repurchase intentions of products marketed through TikTok Shop.

To ensure the discussion doesn't stop at feature descriptions, TikTok's characteristics in this study are interpreted through a framework that connects platform features with psychological processes and consumer behavior. Using the Stimulus-Organism-Response framework (Mehrabian & Russell, 1974; Jacoby, 2002), TikTok's features act as stimuli (S). The interest-based For You Page algorithm increases the chances of MSME content being exposed to relevant audiences, while short videos, music, and visual trends stimulate attention. These stimuli are processed at the organism level (O), namely engagement, brand awareness, and trust, then generate a response (R) in the form of purchase interest and purchases, which on TikTok Shop can occur without switching applications.

The mapping of features to consumer behavior can be detailed as follows. First, the FYP algorithm and short video format correspond to the attention stage in the AIDA model (Strong, 1925) and the awareness stage in the 5As. Second, interactive features such as comments, duets, and hashtag challenges facilitate engagement while demonstrating other users' responses, which in the TPB relates to subjective norms (Ajzen, 1991). Third, live streaming provides real-time interaction, product demonstrations, and Q&A that reduce uncertainty and thus build trust, in line with the ask stage. Fourth, TikTok Shop reduces barriers to action, thereby increasing perceived ease of transaction (perceived behavioral control in the TPB), in line with the act stage. Fifth, reviews, testimonials, and user-generated content serve as social proof that drives e-WOM and brand advocacy, in line with the advocate stage.

The relationship between TikTok features and consumer behavior can be explained more systematically through the Uses and Gratifications Theory (UGT) approach, which argues that consumers actively choose and use certain media to fulfill specific needs, including information, entertainment, social interaction, and ease of transaction. In the context of TikTok, the FYP algorithm fulfills consumers' need for personalized content tailored to their interests, the live streaming feature fulfills the need for real-time social interaction with sellers, while the TikTok Shop feature fulfills the need for practicality and ease of transactions without switching applications. Fulfilling these various needs cumulatively increases the intensity of consumer engagement with MSME content, which in turn strengthens brand awareness and trust—two key prerequisites before consumers

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move towards the purchase intention stage. Thus, TikTok features function not only as content distribution channels but also as instruments for fulfilling consumers' psychological and functional needs, which theoretically explains why TikTok has a stronger influence than conventional social media in shaping MSME purchasing behavior.

2.1.3. Consumer Purchasing Power and Buying Interest

Purchasing power in the context of consumer behavior is generally defined as a consumer's ability and tendency to make a purchase transaction for a product, which in the marketing realm is closely related to the concepts of purchase intention and purchase decision. Purchase intention is formed through a series of cognitive and affective processes in consumers, starting from attention, interest, desire, to action (Strong, 1925), which in the realm of digital marketing communications is often explained through the Stimulus-Organism-Response (SOR) approach, where the stimulus in the form of marketing content on social media influences the psychological condition of consumers (organisms) before finally producing a response in the form of purchasing intentions or decisions (Mehrabian & Russell, 1974; Jacoby, 2002) . Several studies have shown that social media marketing through TikTok has a significant influence on consumer purchasing intention, and that the quality of products communicated through TikTok content also strengthens this influence on purchase intention.

In addition to the SOR approach, some studies also use the Theory of Planned Behavior (TPB) framework to explain that purchase intention is influenced by attitudes toward behavior, subjective norms, and perceived consumer behavioral control, which in the context of TikTok are reflected in consumer attitudes toward displayed content, the influence of digital communities or friendship circles, and the ease of accessing and transacting through the TikTok Shop feature. This approach is relevant to explaining why content featuring reviews from other users (user-generated content) or testimonials from fellow consumers tends to be more persuasive than content that is purely one-way promotion from MSMEs.

2.1.4. Micro, Small, and Medium Enterprises (MSMEs)

MSMEs are productive business units owned by individuals or business entities that meet certain criteria based on the amount of assets and turnover as stipulated in Indonesian laws and regulations. MSMEs play a strategic role as pillars of the national and regional economies, including in the city of Surabaya, one of the centers of economic growth in East Java Province. Limited resources, both in terms of capital, human resources, and marketing capacity, make MSMEs highly dependent on promotional strategies that are cost-efficient yet still effective in reaching the target market. The digitalization of MSMEs, including through the use of social media as a marketing tool, has been proven to contribute to increasing MSME sales in the Surabaya area.

2.1.5. The Relationship between TikTok Content Marketing and Purchasing Power

Based on a synthesis of various previous studies, there is a relatively consistent relationship between content marketing strategies on TikTok and consumer purchasing power. Informative content tends to generate higher levels of social media engagement than purely emotional content, which in turn serves as a prerequisite for building consumer trust in the brand or MSME in question. This trust then mediates the formation of purchase intention, as found in research on the influence of live broadcasts and perceived benefits on purchase intention through consumer trust in TikTok Shop. At the same time, viral marketing elements and the use of influencers or Key Opinion Leaders (KOLs) also strengthen the reach and credibility of marketing messages, while promotions in the form of discounts, free shipping, and flash sales on TikTok Shop have been shown to be additional triggers for purchasing decisions.

2.2. Review of Empirical Studies

A synthesis of 22 articles published between 2021 and 2026 revealed five main thematic clusters in research on TikTok content marketing and MSME consumer purchasing behavior. The first cluster discusses content characteristics and quality. Informational content generated higher social media engagement than emotional content, although their study focused on global brands, so generalizations to MSMEs require caution. Meliawati demonstrated that product quality communicated through TikTok content strengthens purchase intention, while

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Pasaribu confirmed the positive influence of content marketing on skincare product purchase interest among college students.

The second cluster examines viral marketing and influencers. Ariasih and Putra reported that influencer marketing has a positive effect on TikTok users' purchase intentions. The third cluster focuses on live streaming and TikTok Shop. Juliana found that the influence of live streaming on purchase intentions is mediated by consumer trust.

The fourth cluster addresses price promotions and transaction convenience. Sari demonstrated that content appeal, coupled with price incentives (flash sales, free shipping), plays a significant role in triggering purchasing decisions. The fifth cluster includes studies in the Surabaya context. Six relevant studies were identified: Mulyaputri and Sanaji on viral marketing and brand awareness on purchase intention; Rahmayanti and Dermawan (2023) on live streaming and content marketing on purchasing decisions at TikTok Shop Surabaya.

Methodologically, the majority of studies (around 82%) used a quantitative cross-sectional survey approach, with outcome variables being purchase intention or purchase decisions based on respondents' perceptions, while real sales indicators only appeared in a handful of case studies (Novitaloka & Muda, 2025).

2.3. Identification of the Research Gap

Based on the synthesis of the theoretical foundations and empirical review above, three main research gaps were identified. The first gap is conceptual: most studies examine one or two variables separately, for example, the effect of live streaming on purchase intention, the effect of viral marketing on purchase intention, or the effect of digital marketing strategies on sales, without fully synthesizing how the various elements of TikTok's content marketing strategy informational content, emotional content, live streaming, influencer collaboration, and the TikTok Shop feature work simultaneously in a single flow mechanism from engagement to purchasing power.

The second gap is methodological: the outcome indicators used are generally purchase intention or purchase decisions as perceived by respondents through cross-sectional surveys, while real purchasing power, which reflects actual purchasing ability and actions, is rarely measured directly. The third gap is contextual: previous studies have largely focused on MSMEs in Greater Jakarta (Jabodetabek) or other large cities, so the specific context of MSMEs in Surabaya, with its digital-savvy urban consumer characteristics, diverse business ecosystem, and highly variable MSME population, has not been explored in depth.

These three gaps cumulatively justify the novelty *of* this research, namely the need for a comprehensive synthesis that integrates various elements of TikTok content marketing into a complete mechanism framework, explicitly contextualized to MSMEs in Surabaya City.

2.4. Development of the Conceptual Framework

Based on the integration of theoretical foundations (SOR, TPB, UGT, and content marketing) and the synthesis of empirical findings, this study develops the following conceptual framework.

The stimulus variables consist of five forms of TikTok content marketing strategies: (1) informational content, which directly highlights product attributes and benefits; (2) emotional/entertainment content, which relies on humor, stories, and trends to build closeness; (3) influencer/KOL collaboration, especially micro-influencers relevant to MSMEs; (4) live streaming, which allows real-time interaction and product demonstrations; and (5) the TikTok Shop feature, which integrates content with transactions in one platform.

These five stimuli influence three consumer-level organizational variables: engagement (likes, comments, shares), brand awareness (awareness and recognition of MSME brands), and trust (trust in the product and seller). These three organizational variables, according to the TPB framework, shape positive attitudes, supportive subjective norms, and perceived adequate behavioral control.

The response variable includes purchase intention, which ultimately translates into actual purchasing power for MSME products. The Surabaya City context, including urban consumer characteristics, the diversity of the MSME sector, and the digital maturity level of business actors, serves as a contextual variable that moderates the relationship between the variables.

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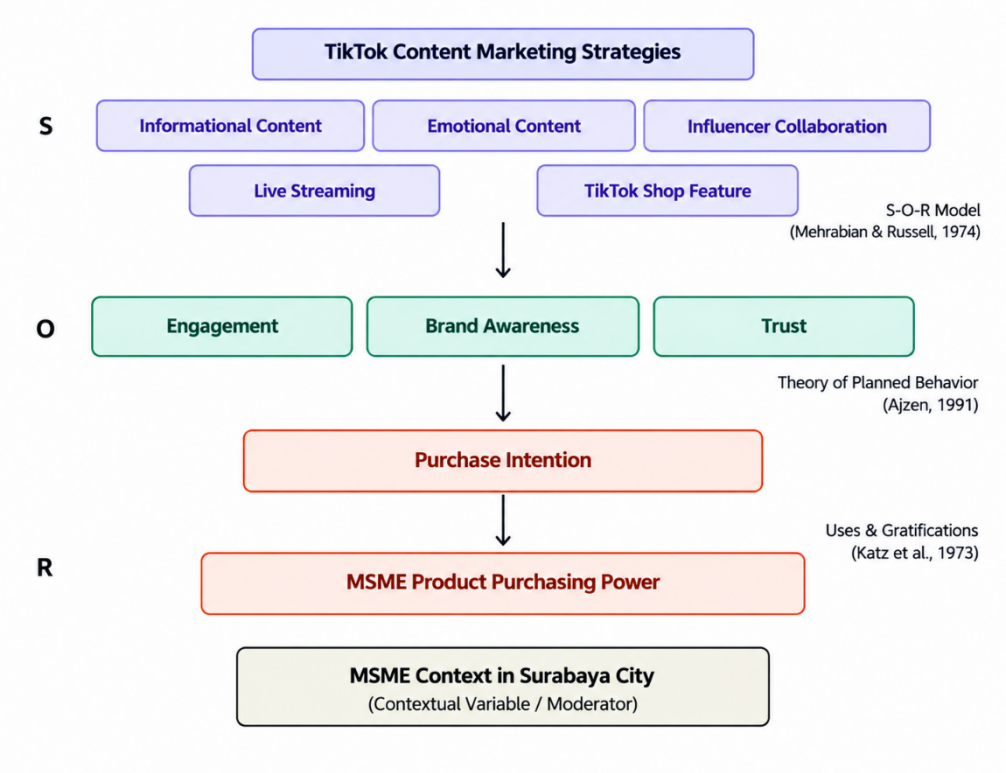


Fig. 1. Framework of Thought

2.5. Hypotheses or Research Propositions

Considering that this research uses a *systematic literature review approach* (qualitative), the research propositions are formulated *as* follows:

Proposition 1: Informational content and emotional content on TikTok have different influence paths on purchasing behavior. Informational content is more relevant at the awareness and engagement stages, while emotional and interactive content is more relevant at the trust and purchase action stages.

Proposition 2: Live streaming and TikTok Shop features shorten the consumer customer journey from content exposure to purchase transactions, with consumer trust serving as a key mediating variable between content and purchase intention.

Proposition 3: Collaboration with local micro-influencers results in a stronger influence on purchase intentions in the young urban consumer segment (Generation Z) compared to more demographically heterogeneous consumer segments.

Proposition 4: The effectiveness of TikTok's content marketing strategy for MSMEs is not solely determined by the type of strategy chosen, but is also influenced by the interaction between product categories, audience characteristics, and the level of digital maturity of MSME actors.

Proposition 5: In the context of MSMEs in Surabaya City, authentic, locally relevant content combined with TikTok Shop's transactional features is the most relevant strategy combination to strengthen consumer purchasing power for local MSME products.

3. Research Methods

3.1. Research Design

This study employed a qualitative approach with a literature review method, specifically a narrative-thematic systematic literature review (SLR) approach. This method was chosen because the objective of the study was to synthesize and analyze findings from various previous studies related to TikTok content marketing strategies and the purchasing power of MSME products, rather than to collect primary data from respondents. The SLR procedure in this study followed the PRISMA 2020 guidelines (Page et al., 2021), which consisted of four stages: identification, screening, eligibility, and inclusion. The focus of the study was formulated in three questions: (1) what forms of TikTok content marketing strategies were studied in MSMEs; (2) how do the mechanisms influence consumer interest and purchasing power; and (3) under what conditions do the results differ, particularly in the context of Surabaya City. In addition to the 22 primary articles synthesized, this study referred to classic books and theoretical articles solely as a conceptual foundation

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in the theoretical review section; these theoretical references were not counted in the 22 articles analyzed.

3.2. Research Context and Setting

This research takes the context of Micro, Small, and Medium Enterprises (MSMEs) in the city of Surabaya, East Java Province. This context was chosen based on several considerations. First, Surabaya is the second-largest metropolitan city in Indonesia and the center of economic growth in East Java, with a highly diverse MSME population spanning the culinary, fashion, craft, beauty products, and general retail sectors. Second, the characteristics of Surabaya's *digital-savvy urban consumers* , who actively use social media, particularly TikTok, as a reference source before making purchases, making this city relevant for examining the effectiveness of short video-based content marketing.

Third, despite TikTok's enormous potential as a marketing medium for MSMEs in Surabaya, on-the-ground research indicates that not all MSMEs in the city have successfully utilized TikTok optimally due to limited content production capacity and digital literacy. Fourth, previous studies specifically examining TikTok content marketing among MSMEs in Surabaya are limited in number and scope, requiring further in-depth exploration. The relevance of the Surabaya context to the literature lies in its potential to yield unique findings for large urban MSMEs in Indonesia, distinct from those in Greater Jakarta (Jabodetabek) and cities outside Java.

3.3. Population and Sample / Research Participants

The population of this study was all scientific journal articles discussing TikTok content marketing, social media marketing, and consumer purchasing power or interest in MSME products, published between 2021 and 2026. The sample was obtained through a systematic selection process following the PRISMA 2020 protocol. In the identification stage, a search of four databases yielded 164 records: Google Scholar (97), the Garuda/Sinta portal (41), ScienceDirect (17), and SAGE Journals (9).

After removing 19 duplicate records, 145 records were screened based on title and abstract, and 88 records were excluded for being thematically irrelevant. A total of 57 articles were assessed for eligibility through full-text reading, and 35 articles were excluded because: DOI could not be verified (14), not a peer-reviewed article (8), outside the year or language range (3), and not addressing relevant variables (10). The final sample consisted of 22 articles that met all inclusion criteria.

Inclusion criteria include: (1) published between 2021 and 2026; (2) written in Indonesian or English; (3) peer-reviewed journal articles with verified DOIs and indexed by Google Scholar; and (4) thematically relevant to content marketing, TikTok, MSMEs, or consumer purchasing power/interest. Exclusion criteria include articles published before 2021, non-scientific articles, and duplicate articles.

3.4. Data Sources and Data Collection

This study uses secondary data in the form of scientific journal articles collected through a systematic literature search. The data sources consist of four academic databases: Google Scholar as the primary database, the national journal portal indexed by Sinta/Garuda, and the international databases SAGE Journals and ScienceDirect. The search was conducted using a combination of keywords with Boolean operators, namely: ("content marketing" OR "social media marketing") AND TikTok AND (UMKM OR "micro-enterprises") AND ("purchase interest" OR "purchase decision" OR "purchase intention" OR "purchasing power"), as well as additional variations with the keyword "Surabaya" to capture studies with a local context. The single keywords used include: "content marketing TikTok", "TikTok marketing MSMEs", "TikTok purchase intention", "MSME purchasing power", "social media marketing TikTok Indonesia", and "digital marketing MSMEs Surabaya".

Data extracted from each article included: author identity and year of publication, research context and location, focus of studied variables, research methods used, and key findings. All data were extracted into an analysis matrix to facilitate cross-study comparisons. In addition to the 22 primary articles synthesized, this study also referred to classic books and theoretical articles solely for conceptual foundation; these theoretical references were not included in the 22 articles analyzed.

3.5. Measurement of Research Variables and Instruments

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Considering that this research is *a systematic literature review*, variable measurement is not carried out using primary instruments such as questionnaires, but rather through a data extraction and codification framework from the reviewed articles. The main variables extracted from each article include: (1) the type of TikTok content marketing strategy studied (informational content, emotional content, live streaming, influencer collaboration, TikTok Shop feature); (2) identified mediating variables (engagement, brand awareness, trust); (3) outcome variables (purchase intention, purchase decision, sales increase); and (4) contextual variables (research location, MSME sector, respondent characteristics). The main instrument used is a data extraction matrix containing the following columns: author and year, research context, variable focus, research method, and main findings. This matrix serves as a standardization tool for data collection across studies to ensure consistency and systematization of the analysis process. The extracted indicators are aligned with the conceptual framework of SOR, TPB, and the 5A customer path that was developed in the literature review section.

3.6. Data Analysis Techniques

Data from 22 articles that met the inclusion criteria were analyzed using thematic analysis techniques *as* developed by Braun and Clarke (2006). Thematic analysis was chosen for its ability to systematically identify, analyze, and report emerging patterns (themes) from the data. The analysis process followed six steps: (1) thoroughly rereading all articles to build familiarity with the data; (2) assigning initial codes *to* emerging variables, findings, and patterns of relationships; (3) grouping these codes into broader themes; (4) reviewing the themes against the data to ensure internal coherence and differences between themes; (5) defining and naming each theme specifically; and (6) organizing the themes into a narrative synthesis and cross-study comparison to address the research objectives. The five main themes generated included: content characteristics and quality, viral marketing and influencers, live streaming and TikTok Shop, price promotions and ease of transactions, and the digital context of Surabaya's MSMEs. In addition to thematic analysis, cross-study comparisons were conducted to identify conditions that make strategies effective or produce divergent findings.

3.7. Validity, Reliability, and Trustworthiness

Research quality assurance refers to the concept of *trustworthiness*, which encompasses four criteria. First, credibility is maintained through the use of the standardized PRISMA 2020 protocol in the article selection process, the use of four different academic databases for source triangulation, and full-text reading of all articles that passed the screening stage. Second, dependability is ensured through transparent documentation at each stage of the PRISMA selection process (identification, screening, eligibility, and inclusion) so that the research process can be traced and replicated by other researchers. Third, *transferability* is demonstrated through a detailed description of the research context, namely MSMEs in Surabaya City, and the presentation of a data extraction matrix that allows readers to assess the extent to which the findings can be applied to other contexts. Fourth, confirmability is *achieved* through *the* transparent presentation of data in the form of a summary table of previous research, allowing readers to verify the authors' interpretation of the findings across studies. It should be noted as a limitation that the quality assessment of articles was conducted descriptively based on the clarity of the design, sampling criteria, and analysis techniques; this study did not use a formal quality *appraisal score*.

3.8. Ethical Considerations

As a literature-based study that does not directly involve human subjects (no primary data collection from respondents), this study does not require ethical clearance *from* a research ethics committee. However, several academic ethical principles are strictly adhered to. First, all referenced and analyzed sources are listed completely and accurately in the bibliography, with citations in accordance with APA 7th edition standards, to respect the intellectual property rights of previous researchers. Second, the synthesis and interpretation process is conducted honestly and transparently, without manipulating or distorting the findings of the reviewed articles to support a particular argument. Third, the findings are presented with attention to the balance between supporting and disparate or conflicting evidence, so that readers obtain an objective picture. Fourth, the limitations of the study are openly acknowledged and not hidden.

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3.9. Research Procedures

The research procedure followed the four-stage PRISMA 2020 protocol (Page et al., 2021) and was implemented sequentially. The first stage (Identification): a search was conducted across four academic databases using a combination of Boolean keywords, resulting in an initial 164 records. The second stage (Screening): after removing 19 duplicate records, 145 records were screened based on title and abstract; 88 records were excluded due to thematic irrelevance, leaving 57 articles for eligibility assessment.

Stage three (Eligibility): 57 articles were read in full (*full-text assessment*) and assessed against inclusion and exclusion criteria; 35 articles were excluded because the DOI was not verified (14), not peer-reviewed (8), outside the year or language range (3), and did not address relevant variables (10). Stage four (Inclusion): 22 articles that met all criteria were included in the synthesis. After selection, data from each article were extracted into an analysis matrix, then analyzed using a six-step thematic analysis technique (Braun & Clarke, 2006). The results of the analysis were compiled into a synthesis narrative that answered the four research objectives.

3.10. Methodological Limitations

Several methodological limitations inherent in this research design should be acknowledged. First, this review only includes articles indexed by Google Scholar, Garuda/Sinta, ScienceDirect, and SAGE Journals. Therefore, articles published in other databases such as Scopus, Web of Science, or ProQuest are excluded, potentially introducing selection bias. Second, the language coverage is limited to articles in Indonesian and English, thus potentially relevant studies in other languages are excluded. Third, the timeframe is limited to 2021–2026, which, while reflecting a relevant period following the massive adoption of TikTok in Indonesia, may exclude early studies that serve as the foundation for research on this topic.

Fourth, the quality assessment of the articles was conducted descriptively without the use of formal, standardized *quality appraisal instruments* (such as the JBI Critical Appraisal Tools or the CASP Checklist), so there was no quality score available to weight the findings. Fifth, as a literature review, this study did not produce primary empirical data, so all conclusions are interpretive syntheses of previous research findings and not direct tests of causal relationships. These limitations need to be considered in interpreting the findings and determining the direction of further research.

4. Results and Discussion

4.1. Research Results

4.1.1. Sample Description and Descriptive Statistics

This study reviewed 22 articles examining TikTok marketing strategies for Micro, Small, and Medium Enterprises (MSMEs), published between 2021 and 2026. Approximately 82% of the reviewed articles employed quantitative survey approaches, while the remainder used descriptive qualitative approaches and case studies. The studies covered various MSME sectors, including culinary, fashion, beauty/skincare, and general retail products, with research locations spanning Greater Jakarta (Jabodetabek), Central Java, and East Java, particularly Surabaya.

The distribution of publication years indicated an increasing trend in research on TikTok as a marketing medium for MSMEs from 2022 to 2026. This pattern reflects growing academic attention to TikTok marketing alongside the increasing adoption of TikTok Shop in Indonesia.

4.1.2. Data Quality and Preliminary Analysis

As a literature review, this study synthesized findings from 22 articles rather than analyzing primary survey data. The preliminary assessment focused on identifying the main research themes, variables examined, and contextual characteristics reported in the reviewed literature. The synthesis grouped the findings into five thematic categories: characteristics and quality of content; viral marketing and influencers; live streaming and TikTok Shop; price promotions and convenience; and the digitalization context of Surabaya MSMEs. The distribution of these themes is presented in Table 2.

4.1.3. Main Analytical Results

Of the 22 articles analyzed, the majority were quantitative studies using a survey approach (approximately 82%), while the remainder used descriptive qualitative approaches and case studies. The research subjects were spread across various MSME sectors, including culinary, fashion, beauty/skincare, and general retail products, with research locations ranging from Greater Jakarta

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(Jabodetabek), Central Java, to East Java, particularly Surabaya. The distribution of publication years shows an increasing trend in the number of studies on TikTok as a marketing medium for MSMEs from 2022 to 2026, indicating that this topic is a growing area of study as the adoption of TikTok Shop in Indonesia increases. Table 2 summarizes the grouping of key themes emerging from the 22 literatures and the number of supporting articles.

Table 2. Summarizes the Grouping of Key Themes

Main Theme	Variables Studied	Number of Supporting Articles
Characteristics and quality of content	Informational content, emotional content, product quality	6
Viral marketing and influencers	Viral marketing, influencer/KOL, e-WOM	6
Live streaming and TikTok Shop	Live broadcast, trust, transaction features	5
Price promotions and convenience	Flash sale, free shipping, ease of use	3
The context of digitalization of Surabaya MSMEs	Digital marketing strategy, local brand awareness	2

Source: synthesized by the authors from 22 reviewed articles (2021-2026) (TNR, 10pt)

4.1.4. Hypothesis Testing Results / Key Findings

a. Forms of TikTok Content Marketing Strategy for MSMEs

A literature synthesis identified several forms of content marketing strategies commonly implemented by MSMEs on TikTok. First, educational content that highlights product information, such as raw materials, production processes, and functional advantages, has been shown to generate higher levels of social media engagement than purely entertainment content. Second, entertaining or relatable content that follows music trends, challenges, or comedy formats is effective in building emotional connection with audiences, although its impact on purchase conversions is relatively lower than informational content. Third, live broadcasts (TikTok Live), which enable real-time interaction between MSMEs and potential consumers, have been shown to increase the effectiveness and appeal of MSME marketing strategies (Aji et al., 2023) and foster trust that leads to purchase intention. Fourth, collaboration with influencers or micro-scale Key Opinion Leaders (KOLs), which are considered more affordable for MSMEs but still have a significant influence on purchasing decisions. Fifth, the use of TikTok Shop's transactional features combined with price promotions such as flash sales and free shipping has been shown to be an additional driver of consumer purchasing decisions.

b. Critical Analysis: Variation in Success Conditions Across Strategies

Although the reviewed literature generally indicates a positive direction of influence, a critical review of 22 articles indicates that the magnitude and consistency of this influence are not uniform, but rather influenced by a number of contextual conditions. First, the effectiveness of informational content compared to emotional content appears to depend on the product category: for functional products such as skincare and beauty products, informational content that emphasizes product benefits and ingredients has been shown to be more persuasive, while for culinary and fashion products, emotional content that emphasizes experiences and stories tends to generate higher engagement. Second, the impact of influencer collaborations is not always consistent in magnitude; studies on college students and Generation Z have shown stronger effects (Putri et al., 2026) than studies on more heterogeneous consumer populations, indicating that the effectiveness of influencer strategies is highly dependent on matching the demographic characteristics of the target audience. Third, a number of studies showing a significant influence were generally conducted on MSMEs that already have relatively mature content production capacity (Aji et al., 2023), while the phenomenon in the field as mentioned in the introduction shows that the majority of MSMEs in Surabaya are still in the early stages of TikTok adoption with limited content capacity.

These differences in conditions indicate that

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the success of TikTok's content marketing strategy is not solely a function of the type of strategy chosen, but also the interaction between the type of strategy, product characteristics, audience characteristics, and the level of digital maturity of the MSME actors themselves—a nuance that needs to be taken into account when formulating strategic recommendations for MSMEs in Surabaya in the following managerial implications section.

4.1.5. Visual Presentation of Results

Table 2 presents the distribution of the five principal themes identified in the 22 reviewed articles and the number of articles supporting each theme. The table provides a structured overview of the research focus within the reviewed literature. The accompanying synthesis identifies informational and emotional content, influencer collaborations, live streaming, and TikTok Shop features as recurring marketing strategies, while the critical analysis highlights differences in their reported effectiveness across product categories, audience groups, and MSME digital maturity levels.

4.2. Discussion Research

4.2.1. Interpretation of Key Findings

a. The Mechanism of Content Marketing's Influence on Purchasing Power

A thematic analysis of the reviewed literature reveals a relatively consistent mechanism. TikTok marketing content first generates consumer engagement through likes, comments, and shares, which then contributes to increased brand awareness of MSMEs among TikTok users. This brand awareness then interacts with trust and product quality communicated through the content, resulting in purchase intention. In the next stage, this purchase intention is converted into an actual purchase decision, which, in the context of TikTok Shop, can occur directly without switching platforms, thus accelerating the cycle from content exposure to purchase. This pattern is consistent with the finding that social media marketing and electronic word-of-mouth (e-WOM) simultaneously have a positive effect on TikTok users' purchase intention.

b. The Role of TikTok Shop and Live Streaming in Shaping Purchasing Power

TikTok Shop plays a crucial role as a bridge between marketing content and transactions. Research shows that the live streaming feature on TikTok Shop influences consumer repurchase intentions, while also providing a platform for MSMEs to showcase products more convincingly through live demonstrations, interactive Q&A sessions, and exclusive promotions during the broadcasts. Consumers, particularly younger generations, perceive the ease and practicality of the TikTok Shop feature, further strengthening their preference for direct transactions through the platform. For MSMEs in Surabaya, this opens up significant opportunities to bypass conventional distribution barriers and reach consumers beyond the geographic reach of their physical stores.

Beyond the transactional aspect, TikTok Shop also plays a role in shortening the customer journey. In conventional marketing models, consumers generally go through a relatively long process, from viewing an advertisement, searching for additional information on other platforms, comparing prices, and finally deciding to purchase in a physical store or a separate marketplace. By integrating content and transactions within the TikTok ecosystem, these stages can be significantly shortened, thus increasing the opportunity for impulse buying. For MSMEs in Surabaya, which generally have limitations in managing multiple sales channels simultaneously, this characteristic provides a distinct advantage because the process from content exposure to transactions can be managed within a single platform, thereby reducing the complexity of digital marketing operations.

c. The Context of MSMEs in Surabaya City

As a metropolitan city with a high digital-savvy population, Surabaya presents a unique market context for the implementation of TikTok content marketing. Research on MSMEs in South Surabaya shows that social media and digital marketing strategies are positively correlated with increased MSME sales in the region. Similarly, a study on consumer purchase intentions in Surabaya confirms that viral marketing strategies combined with efforts to build brand awareness effectively increase consumer purchase intentions for a brand. The use of social media in general, including TikTok, has also been identified as an important tool for MSMEs in marketing products online. These three findings, when synthesized, indicate that the characteristics of Surabaya's urban consumers who are active on social

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media make authentic, creative, and consistent TikTok content marketing strategies a relevant approach to strengthening purchasing power for local MSME products, especially when combined with elements of Surabaya's local wisdom or identity as a differentiator from competitors.

d. Challenges and Opportunities

Despite TikTok's enormous potential as a content marketing medium, a number of challenges were identified through the literature review. The first challenge is the limited human resource capacity of MSMEs to produce consistent, high-quality content, given that TikTok's algorithm relies heavily on upload frequency and quality. The second challenge is dependence on the platform's dynamic algorithm, meaning that strategies that are effective in one period may not necessarily yield similar results in the next. The third challenge is the increasing level of content competition as the number of MSMEs utilizing TikTok as a promotional medium increases. On the other hand, available opportunities include relatively low content production costs compared to conventional advertising media, the potential for organic virality that doesn't rely solely on follower count, and direct integration with the transaction feature through TikTok Shop, which shortens the consumer journey from awareness to purchase.

Furthermore, another relevant challenge for MSMEs in Surabaya is the digital literacy gap between generations of entrepreneurs. Younger generations of MSMEs are generally more adaptable in understanding TikTok content trends and formats, while older generations often face psychological and technical barriers in producing and managing video content independently. This gap has the potential to widen the disparity in competitiveness among MSMEs if not balanced with adequate mentoring. On the opportunity side, the characteristics of TikTok's algorithm, which prioritizes content relevance to user interests, rather than solely relying on advertising budgets, open up a more equitable space for small-scale MSMEs to compete with large businesses, as long as the content they produce can provide authentic value or entertainment for their audiences.

e. Managerial Implications

Based on the synthesis of the findings above, there are several managerial implications that MSMEs in Surabaya can adopt. First, MSMEs are advised to create a content calendar that combines informational and entertainment content proportionally, considering that both types of content have complementary functions in building engagement and trust. Second, MSMEs should regularly utilize the TikTok Live feature to build direct interactions with consumers and capitalize on the momentum of live broadcasts to offer exclusive promotions. Third, collaborating with local micro-influencers in Surabaya can be a more cost-efficient strategy than partnering with national-scale influencers, while also strengthening emotional closeness with local audiences. Fourth, MSMEs need to optimize the TikTok Shop feature by ensuring that product descriptions, prices, and promotions are presented clearly and attractively. Fifth, support is needed from the local government and MSME support institutions to provide ongoing digital content literacy training, considering that limited content production capacity is one of the main obstacles identified in this study.

Overall, the synthesis of the 22 literature reviewed confirms that purchasing power for MSME products in the digital era is no longer determined solely by product quality or price, but also by the extent to which MSMEs are able to build an authentic narrative and digital presence on the platforms that are part of their consumers' daily lives. TikTok, with its unique algorithmic characteristics and content format, offers a space for MSMEs in Surabaya to compete more equally with large-scale businesses, as long as the implemented content strategy is designed reflectively based on an understanding of local consumer behavior and preferences.

4.2.2. Comparison with Previous Studies

The findings are consistent with Meliawati and Saputra, who highlighted the relevance of consumer engagement, brand awareness, and trust in explaining purchase intention. Saputra and Pahlawan further demonstrated the contribution of social media marketing and e-WOM to purchase intention. Regarding platform functionality, Rifani found that TikTok Shop live streaming influences consumer repurchase intentions, while Sa'adah highlighted consumers' perceptions of the convenience and practicality of TikTok Shop features. In the Surabaya context, Pratama reported a positive relationship

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between social media and digital marketing strategies and MSME sales in South Surabaya. Mulyaputri and Sanaji also found that viral marketing combined with brand awareness effectively increases purchase intention, while Silajadja identified social media as an important tool for MSMEs to market products online. Collectively, these findings support the relevance of digital marketing while emphasizing the importance of integrating content strategies with interactive and transactional features.

4.2.3. Theoretical Contributions

This study contributes conceptually by integrating the Stimulus–Organism–Response (S-O-R) perspective with the consumer decision-making process in TikTok marketing. Content marketing strategies, influencer collaborations, live streaming, and promotional features can be understood as stimuli that generate consumer responses, including engagement, brand awareness, and trust. These responses may subsequently contribute to purchase intention and purchasing behavior. The findings also offer a complementary perspective through the Theory of Planned Behavior, which helps frame purchase intention, and Uses and Gratifications, which provides a basis for understanding consumers' motivations for engaging with TikTok content. This integration offers a framework for examining how content exposure, consumer perceptions, and platform convenience may interact in the marketing activities of MSMEs.

4.2.4. Practical and Policy Implications

For MSMEs in Surabaya, the findings suggest several practical priorities. First, businesses should develop a balanced content calendar combining informational and entertaining content to communicate product benefits while maintaining audience engagement. Second, regular TikTok Live sessions can be used to demonstrate products, answer consumer questions, build trust, and offer relevant promotions. Third, collaboration with local micro-influencers may help MSMEs reach relevant audiences while managing promotional costs. Fourth, TikTok Shop product descriptions, prices, and promotional information should be clear and accurate to facilitate purchasing decisions. At the policy level, local governments and MSME support institutions should provide ongoing digital literacy training, content production assistance, and guidance on platform-based marketing. These initiatives are particularly relevant for MSMEs with limited digital skills and resources.

4.2.5. Integration with the Research Gap

The findings address the research gap concerning the application of TikTok content marketing strategies to the context of MSMEs in Surabaya. Although previous studies have examined social media marketing, viral marketing, purchase intention, and digital marketing performance, the reviewed findings suggest the importance of considering these elements together with engagement, brand awareness, trust, and platform-based transactions. The study therefore synthesizes these relationships into an integrated perspective that connects TikTok marketing strategies with consumer purchasing behavior while considering the local business context. Its contribution lies in consolidating existing findings and identifying contextual factors relevant to Surabaya MSMEs, rather than establishing causal relationships beyond the evidence available in the reviewed literature.

4.2.6. Acknowledgement of Study Limitations

The findings should be interpreted in light of the scope and characteristics of the reviewed literature. Differences in research settings, MSME sectors, consumer demographics, and digital capabilities may limit the comparability of findings across studies. Furthermore, the reviewed evidence does not necessarily establish that every stage of the proposed process, from engagement to actual purchasing behavior, occurs consistently across all MSMEs. The implications for Surabaya also require careful interpretation because findings from other geographical settings may not fully represent local market conditions. Future research should examine these relationships directly among Surabaya MSMEs, compare different product categories and consumer groups, and investigate how digital maturity influences the effectiveness of TikTok content marketing strategies.

5. Conclusion

5.1. Summary of Key Findings

Based on a synthesis of 22 reviewed articles, this study shows a relatively consistent relationship pattern between content marketing strategies on the TikTok platform, which include informational

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content, entertainment content, live streaming, influencer collaboration, and the use of the TikTok Shop feature, and consumer purchasing power for MSME products. It should be emphasized that this relationship pattern is the result of the researcher's synthesis and interpretation of previous literature-based research findings, not the result of direct empirical testing conducted in this study. Therefore, conclusions regarding the mechanism of influence through the formation of engagement, brand awareness, and consumer trust to the formation of purchase interest and actual purchase decisions need to be interpreted as a plausible conceptual framework based on literature evidence, not as a statistically tested causal relationship. In the context of Surabaya City, the characteristics of urban consumers who are active on social media indicate that an authentic, consistent, and locally-proximity-based TikTok content marketing strategy has the potential to be a relevant approach to strengthening the competitiveness of MSMEs, although the magnitude and consistency of this potential, as described in the discussion section, still depend on contextual conditions such as product category and the level of digital maturity of the MSME in question.

5.2. Theoretical Contributions

This study provides three major theoretical contributions to the literature on content marketing and MSME consumer behavior. First, this study contributes by comprehensively synthesizing five forms of TikTok content marketing strategies informational content, emotional content, live streaming, influencer collaboration, and TikTok Shop that have been studied separately in individual studies, into a single, coherent mechanism framework by integrating the Stimulus-Organism-Response theory (Mehrabian & Russell, 1974; Jacoby, 2002) and the Theory of Planned Behavior (Ajzen, 1991). The integration of these two frameworks enriches the understanding of how content stimuli do not directly influence purchases, but rather through internal processes such as engagement, brand awareness, and trust that shape attitudes, subjective norms, and perceived behavioral control.

Second, this study extends the 5A customer path framework (Kotler et al., 2017) by mapping TikTok-specific features to each stage of the FYP algorithm at the *aware stage* , interactive features at the *appeal* and *ask stages, live streaming at the ask* and *act* stages, TikTok Shop at the *act stage*, and user-generated content at the *advocate stage*, which has not been done explicitly in previous literature.

Third, by identifying that strategy effectiveness varies by content type, consumer journey stage, model specification, and respondent characteristics, this study challenges the common simplification of "positive impact" findings and emphasizes the importance of reading findings across studies contextually and conditionally.

5.3. Practical and Policy Implications

The findings of this study yield several practical implications that can be followed up by MSMEs in Surabaya and policymakers. For MSMEs, first, it is recommended to create a content calendar *that* combines informational and entertainment content proportionally, with informational content to build awareness and engagement, and emotional and interactive content to build closeness and trust. Second, utilizing the TikTok Live feature should be made a routine activity to build direct interactions, demonstrate products, and offer exclusive promotions during broadcasts. Third, collaborating with local micro-influencers in Surabaya is considered more cost-effective than with national-scale influencers, while also being more capable of building emotional closeness with local audiences. Fourth, optimizing the TikTok Shop feature with clear product descriptions, transparent pricing, and targeted promotions (flash sales, free shipping) needs to be done selectively to avoid relying solely on price incentives as the sole purchase trigger.

For policymakers at the Surabaya City government level, this study recommends implementing a sustainable digital content literacy training program for MSMEs, given the intergenerational digital literacy gap identified as a key obstacle. Furthermore, collaboration between local governments, academics assisting MSMEs, and digital platforms needs to be facilitated to create a mentoring ecosystem that helps MSMEs increase their independent content production capacity.

5.4. Limitations of the Study

This study is limited by its literature coverage, which only covers articles published between 2021 and 2026 in Indonesian and English. Therefore, it does not cover all research developments on this

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topic globally. Therefore, it is recommended that future research conduct direct empirical testing with consumers and MSMEs in Surabaya, for example through a quantitative survey using a Structural Equation Modeling (SEM) approach, to validate the conceptual framework generated from this literature review and broaden understanding of the dynamics of TikTok content marketing in the local MSME context.

5.5. Future Research Directions

Based on the identified limitations and unanswered questions, several future research directions are recommended. First, direct empirical testing of consumers and MSMEs in Surabaya through a quantitative survey using a *Structural Equation Modeling* (SEM) approach is needed to validate the conceptual framework and propositions generated from this literature review and to statistically measure the magnitude of the influence between variables.

Second, longitudinal research that tracks changes in consumer behavior over time rather than just *a snapshot* at a single point in time is needed to more comprehensively understand the dynamics of the relationship between TikTok content marketing and purchasing power, as well as to build stronger causal claims.

Third, studies that use real purchasing power indicators (e.g., actual sales data, transaction volume, or MSME revenue) rather than just purchasing interest based on respondents' perceptions will provide a more accurate picture of the effectiveness of TikTok content marketing on MSME economic performance.

Fourth, a comparative study between MSMEs in Surabaya and other major cities in Indonesia (e.g. Jakarta, Bandung, Makassar) needs to be conducted to identify whether different urban contexts produce different patterns of content marketing effectiveness.

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