

ABSTRACT

This study examines the influence of TikTok influencers' post characteristics on followers' behavioral intentions through peripheral route mechanisms, using the Elaboration Likelihood Model (ELM) and the Stimulus-Organism-Response (SOR) framework. By focusing on Indonesia, the country with the largest number of TikTok users globally, this research addresses the limitations of prior studies conducted in Spain, which had a smaller user base. The study explores how originality, quality, quantity, and humor in influencer posts impact hedonic experiences and perceptions of opinion leadership, subsequently shaping behavioral intentions, such as the intent to follow accounts and advice. Data was collected through a survey of 420 followers of Fadil Jaidi, a top Indonesian TikTok influencer. The findings indicate that originality and humor significantly enhance hedonic experiences and opinion leadership, which positively influence behavioral intentions. The study provides theoretical contributions to influencer marketing research and practical recommendations for influencers to optimize content strategies on TikTok.

Keywords: TikTok, influencers, post characteristics, peripheral route, behavioral intention