



## THE EFFECT OF CONTENT MARKETING AND INFLUENCER ON PURCHASE DECISIONS PRODUCT *FASHION* AT PLATFORM TIKTOK (Study On Campus II Khairun University Students)

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Article Info	Abstract
<b>Article History</b>  Received: 02 June 2023  Accepted: 16 June 2024  Published: 30 June 2024	<p><i>The purposes of this research are: To find out and analyze how the partial influence of content marketing and influencer variables on purchasing decisions for fashion products on the Tiktok platform studies on Campus II Unkhair students and to determine the simultaneous influence of content marketing and influencer variables on purchasing decisions fashion products on the tiktok platform studies on Campus II Unkhair students. The number of research samples is 80 respondents and data collection using a questionnaire. The test tool used is multiple linear regression analysis using the statistical package for social scientists (SPSS) as a statistical test tool. The results of the study show that content marketing and influencer variables have a partially positive and significant effect on purchasing decisions. Meanwhile, simultaneously that the variables of content marketing and influencer have a positive and significant effect on purchasing decisions.</i></p> <p><b>Keywords:</b> Content Marketing, Influencer, Purchase Decision, Product Fashion, Tiktok.</p>

## INTRODUCTION

The existence of businesses and enterprises today is demanded to innovate, seize available opportunities, and develop strategies aligned with technological advancements to reach consumers more effectively and efficiently while attracting them to purchase the offered products. The importance of marketing strategies in facing intense business competition requires companies to sustain their operations through various marketing approaches. Social commerce has emerged as a highly effective alternative in the business world today, serving as a reference for developing

innovations in product marketing (Meydila & Cempena, 2024). One example of social commerce in Indonesia is TikTok. TikTok is a social networking application and video music platform that enables users to create, edit, and share short videos with filters and music (Meydila & Cempena, 2024). This application allows users to quickly and easily create unique short videos for sharing.

Based on data from Business of Apps in 2023, Asia has the largest number of TikTok users globally, accounting for 60% of the total users. Europe ranks second with 15%, followed by North America, Latin America, and Africa & the Middle East, which account for 10%, 8%, and 7%, respectively. The distribution is illustrated in the figure below.

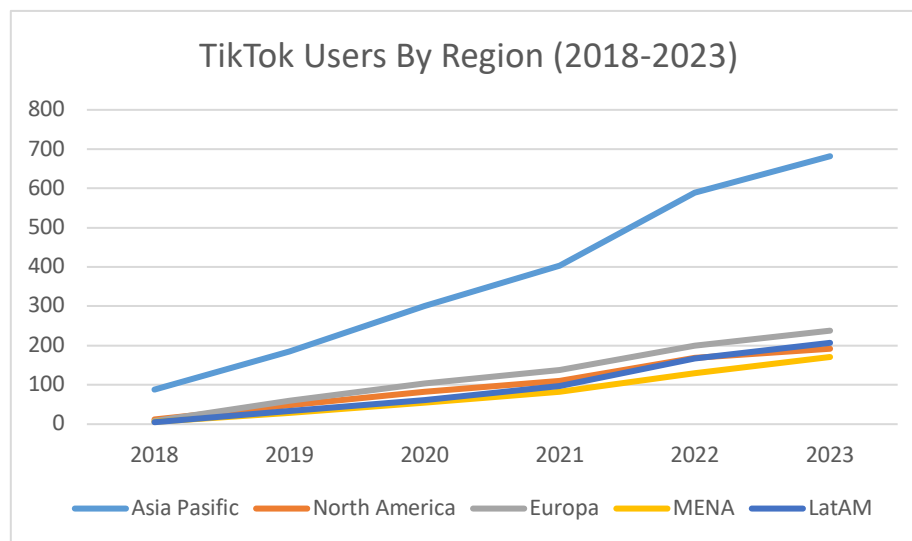


Figure 1: TikTok User By Region: Business of Apps tahun 2023

Since 2020, the phenomenon of TikTok as a digital marketing platform has surged, with many online shops utilizing creative content and influencers to promote their products. This platform significantly expands market reach. TikTok targets sales across various demographics, including university students. Observing consumer behavior, students, with their diverse needs, prioritize clothing as one of their essential items. Therefore, it is unsurprising that many fashion-related contents are created by influencers and TikTok content creators to promote fashion products (Nada et al., 2023). Fashion refers to a style of clothing that can shape an individual's appearance. The fashion industry has been increasingly aggressive in offering products favored by society, particularly teenagers, who are considered quick to adapt to changing fashion trends.

Fashion products on TikTok leverage innovative short video formats, such as styling guides, unboxing videos, and participation in trending fashion challenges. Content like "Outfit of the Day" (OOTD) and collaborations with content creators help fashion brands remain relevant and capture the attention of a wide audience. In Indonesia, approximately 80% of sales through TikTok Shop occur via the live streaming feature. This format allows sellers and buyers to interact directly,

fostering consumer trust and encouraging impulsive purchases. One of the most sought-after product categories on this platform is women's clothing, including lingerie.

Research findings indicate that promotion through TikTok can effectively attract buying interest and ultimately convince consumers to make purchases (Ahmad & Rusdianto, 2020). Darmatama & Erdiansyah (2021) further explain that advertising on TikTok has a partially strong and significant influence on consumer purchasing decisions. This implies that enhancing beauty product advertisements on TikTok by focusing on dimensions such as ad content (credibility of information, creativity, and novelty) and promotional sales content (e.g., discounts, gifts, and price reductions) will further increase consumer purchasing decisions.

Content marketing is a management process where companies identify, analyze, and meet customer demands to generate profits by utilizing digital content distributed through electronic channels. Content marketing aims to promote businesses or brands through valuable content, such as text, video, or audio, delivered online or offline to attract consumer interest and engage target markets (Cici Ijan & Ellyawati, 2023). According to Rizki & Kussudyarsana (2023), content marketing is a marketing and business process that creates and shares high-quality, engaging content to interact with, acquire, and engage target audiences with the goal of driving profitable customer actions. Content marketing serves as a communication medium between sellers and buyers, influencing consumers' purchasing decisions.

To make it easier for customers to decide on purchasing fashion products on TikTok Shop, sellers must develop content marketing strategies that are appealing and relevant to the theme of the products being sold (Nada et al., 2023). Creative content aligned with the product's character can enhance its appeal and encourage customers to make purchasing decisions. Salasbila & Ramdhan (2021) found that TikTok content marketing significantly impacts purchasing decisions. Rosmika et al. (2023) highlight that social media promotions on TikTok meet good criteria. Product promotions on TikTok, such as branding, engaging content with interactive concepts, and clarity in content descriptions, have been perceived positively by consumers. The completeness and clarity of product promotions on TikTok have been deemed satisfactory, leading to positive promotional feedback and increased product sales through the platform.

Apart from content marketing, another factor influencing purchasing decisions is the role of influencers. Influencer marketing is a strategy that leverages the influence of individuals with significant followings on social media or other platforms to promote products or services (Johansen & Guldvik, 2017). An influencer is someone capable of influencing their followers' purchasing decisions based on their reputation or image. Typically, influencers possess knowledge or insights in a specific subject or field. Aligned with Afifah & Rusnani (2024), the emergence of

various social media platforms such as Facebook, Twitter, Instagram, and YouTube has also given rise to new endorsers, including Instagram personalities (selebgram), YouTubers, and vloggers. These endorsers are believed to have a substantial impact in delivering messages to the millennial generation and significantly influence purchasing decisions.

## **LITERATURE REVIEW**

### **Purchasing Decision**

Kotler & Keller (2016) define purchasing decision as an integration process that combines knowledge to evaluate two or more alternative options and select one. Kotler & Keller (2012) further explain that decision-making is a phase consumers go through before making a purchase, which includes identifying a problem, seeking information, evaluating alternatives, making a purchasing decision, and influencing post-purchase behavior. After going through these processes, consumers proceed to make a purchase. Amilia & Nst (2017) define purchasing decision as consumer behavior when deciding whether or not to buy a product with the intention of purchasing. Purchasing decision is the process consumers undergo when selecting, buying, and using products or services to fulfill their needs. It involves recognizing needs, searching for information, evaluating alternatives, making the purchase decision, and post-purchase evaluation. Various factors, such as preferences, needs, social values, and marketing strategies, influence the purchasing decision.

### **Content Marketing**

Content marketing is a strategic approach that focuses on the planning, creation, and distribution of valuable and relevant content to attract and engage a target audience. Its primary goal is to convert potential customers into loyal ones by providing informative and engaging content. Content can be presented in various formats, such as videos, audio, images, or written articles, allowing marketers to reach their audience through media that align with their preferences and consumption habits (Meydila & Cempena, 2024). In general, Rowley in Weerasinghe (2018) defines content marketing as a management process where companies identify, analyze, and meet customer demands to generate profits using digital content distributed through electronic media. Content marketing is a strategy that involves creating and publishing content from a company on websites and social media platforms (Frost & Strauss, 2016). Claesson & Jonsson (2017) define content marketing as a managerial process where companies strive to identify, evaluate, and fulfill the desires of buyers by utilizing content distributed electronically through the internet. Content can include conversations, phrases or sentences, and visual elements designed to inform or elaborate on a subject to capture the interest and focus of the targeted potential buyers (Meydila & Cempena, 2024).

## **Influencer**

According to Pratiwi & Patrikha (2021), an influencer is a public figure with a large number of followers on social media, whose credibility is highly regarded by the public in spreading information, enabling them to reach many other social media users. Influencer marketing is a strategy that uses and leverages social media platforms as a venue for promoting products (Chetioui et al., 2020). Chetioui et al. (2020) explain that an influencer is an individual or figure on a social media platform with a large following. Influencers have the ability to influence the behavior of their followers. Influencer marketing is the process of identifying and activating individuals who have the ability to influence a specific target audience to become part of a product campaign, with the aim of increasing reach, sales, and consumer relationships (Afifah & Rusnani, 2024).

## **Development of Hypothesis**

### **The Effect of Content Marketing on Purchase Decision**

Content marketing is a marketing strategy focused on creating and distributing valuable, relevant, and consistent content. According to research by Rahmayani et al. (2020), content marketing has a significant impact, which is also supported by the study conducted by Claesson & Jonsson (2017), which found that content marketing on Instagram significantly influences purchasing decisions. Content marketing is a strategy that utilizes digital platforms for promotion, which is closely linked to the activities of influencers in encouraging consumers to make purchases. This aligns with research by Chetioui et al., (2020), which found that content marketing and influencers, when combined, have a significant impact on purchasing decisions. Similarly, research by Mahardini et al. (2022) discovered that both content marketing and influencer marketing significantly and positively influence the purchasing decisions of TikTok users, particularly in the DKI Jakarta area.

H1: Content Marketing affect Purchase Decision

### **The Effect of Influencer Purchase Decision**

According to research by Ambarwati et al. (2019), influencers have an impact on purchasing decisions. A study by Shadrina & Yoestini Sulistyanto (2022) found a positive and significant influence between the influencer variable and the purchasing decisions of Instagram or TikTok users in Magelang City. Additionally, research conducted by Afandi et al. (2021) stated that the influencer factor significantly affects the purchasing decisions of Generation Z on Instagram social media.

H2: **The effect of Influencer on Purchase Decision**

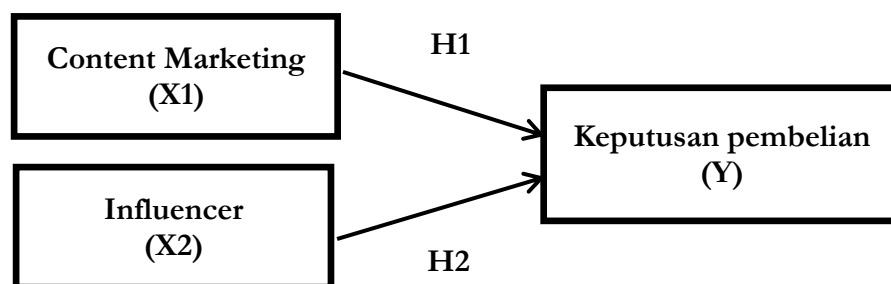


Figure 1. Research Framwork

## METHODOLOGY

### Population, Sample, and Sampling Technique

According to Sugiyono (2018), the population refers to the generalization area consisting of objects or subjects that have specific quantities and characteristics determined by the researcher for study and subsequent conclusions. The population size in this study is 10,007 students from the second campus of Khairun University who have made fashion product purchases on the TikTok platform. In this study, there are a total of 16 indicators across all variables. Therefore, the sample size used in this study is calculated as:  $5 \times 16 = 80$ . Based on this calculation, the required sample size is 80 respondents. The sampling technique used is non-probability sampling with purposive sampling.

### Types and Sources of Data

The type of data in this research is quantitative data. According to Sugiyono (2018), quantitative data refers to research methods based on positivism (concrete data), where the research data consists of numbers that are measured using statistical tools for testing calculations, related to the problem being studied to draw conclusions.

Sugiyono (2018) further explains that primary data is data directly provided to the data collector. The primary data used in this study is sourced from questionnaires obtained directly from respondents, specifically students from the second campus of Khairun University. Secondary data refers to research data that does not directly provide information to the data collector (Sugiyono, 2018). In this study, secondary data consists of supporting data in the form of documents and articles sourced from the internet and literature references.

### Data Collection Technique

This research uses a questionnaire (survey) as the data collection technique. According to Sugiyono (2018), a questionnaire is a data collection method conducted by providing a set of written questions to respondents for them to answer. The data collection process in this study is carried out by directly distributing questionnaires to the respondents.

### Data Analysis Model

The data analysis model used in this study is multiple linear regression. The model built

in this research is as follows:

According to Ghozali (2013), multiple linear regression analysis aims to answer the third hypothesis, which is to determine the simultaneous effect of the independent variables (X1, X2, and so on) on the dependent variable (Y). Multiple linear regression analysis in this study is performed using computer software, specifically Statistical Product and Service Solutions (SPSS), to draw conclusions.

### Data Analysis Technique

According to Sugiyono (2017), descriptive analysis is a statistical technique used to analyze data by describing or portraying the collected data as it is, without intending to draw general conclusions or generalizations.

## RESULT & DISCUSSION

### Test of Validity

**Table 1.** Validity Test

Variabel	No. item	Coefficient r	Criterion
Content marketing	X1.1	0,564	valid
	X1.2	0,560	valid
	X1.3	0,620	valid
	X1.4	0,663	valid
	X1.5	0,748	valid
	X1.6	0,555	valid
	X1.7	0,620	valid
Influencer	X2.1	0,692	valid
	X2.2	0,743	valid
	X2.3	0,746	valid
	X2.4	0,774	valid
	X2.5	0,687	valid
Purchase Decision	Y.1	0,711	valid
	Y.2	0,554	valid
	Y.3	0,617	valid
	Y.4	0,514	valid
	Y.5	0,722	valid

Source: Processed Data, (2023)



Based on the table above, it is shown that each item of the variables content marketing (X1), influencer (X2), and purchase decision (Y) has a value greater than 0.05. This indicates that each item correlates with its total score, and all items are declared valid.

### Test of Reability

**Table 2.** Reability Test

No	Variabel	Croanbach Alpha	R critical	Status
1	Content marketing	0,728	0,6	Reliable
2	Influencer	0,779	0,6	Reliable
3	Purchase Decision	0,681	0,6	Reliable

Source: Processed Data, (2023)

From Table 2, it can be seen that the Cronbach's Alpha value for the content marketing variable is 0.728, the influencer variable is 0.779, and the purchase decision variable is 0.681. Since these Cronbach's Alpha values are greater than 0.60, the variables are considered reliable or dependable.

### Clasical Assumption Testing

#### Normality Test

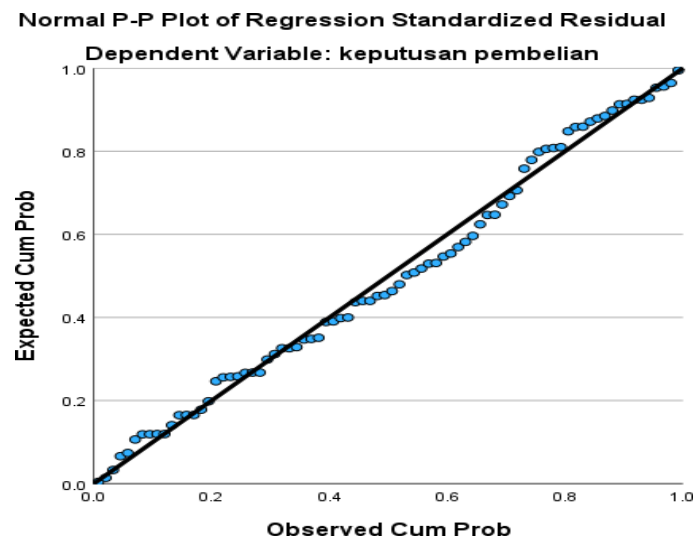


Figure 2. Normality Test Results

Source: Processed Data, (2023)

Based on the figure above, it can be observed that the data is spread and follows the direction of the diagonal line. This indicates that the regression model is normally distributed.



### Multicollinearity Test

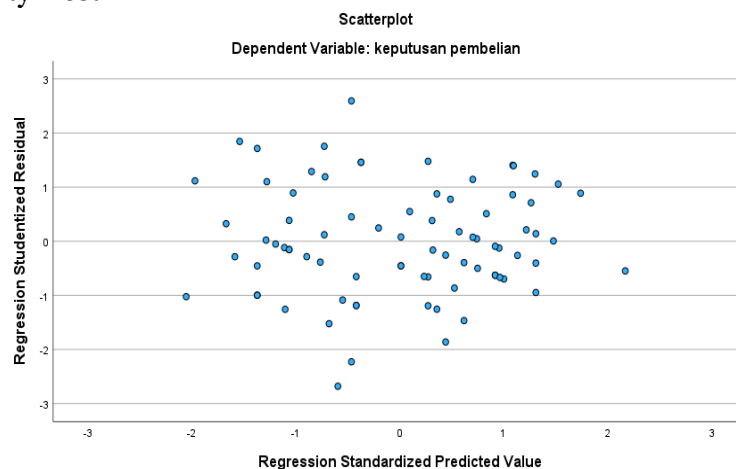
**Table 3.** Multicollinearity Test

Variabel	Collinearity Tolerance	Statistics VIF
Content marketing	0.737	1.357
Influencer	0.737	1.357

Source: Processed Data, (2023)

Based on Table 3, the tolerance values for the content marketing and influencer variables are greater than 0.1, and the VIF values are less than 10. This confirms that there is no multicollinearity detected in this regression model.

### Heteroscedasticity Test



**Figure 3.** Heteroscedasticity Test Results

Source: Processed Data, (2023)

Based on figure 3, the scatterplot shows that the points are distributed randomly and do not form a clear pattern above or below the Y-axis at zero. This indicates that heteroscedasticity is not present in this study.

**Table 4.** Simultaneous Hypothesis Testing  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	167.926	2	83.963	23.513	<,001 <sup>b</sup>
	Residual	274.962	77	3.571		
	Total	442.887	79			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), influencer, content marketing

Source: Processed Data, (2023)

The results in table 4 show that the F-statistic value is 23.513, which is greater than the F-critical value of 3.11. Additionally, the significance value is <0.001, which is less than 0.05. This indicates that the variables content marketing and influencer, when considered

simultaneously, have a significant effect on purchase decisions.

Table 5. T Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.275	1.893		2.022	.047
<i>Content Marketing</i>	.313	.068	.480	4.587	0,001
<i>Influencer</i>	.190	.094	.211	4.371	0,001

a. Dependent Variable: Purchase Decision

Source: Processed Data, (2023)

Based on Table 5, the multiple linear regression equation can be expressed as follows:

$$Y = 8.275 + 0.313 X_1 + 0.190 X_2$$

From the multiple linear regression equation above, the explanation is as follows:

H1: The regression coefficient for content marketing is 0.313, meaning that if the content marketing variable increases by one unit, the purchase decision will increase by 0.313. A significance value of 0.001, which is less than 0.05 (5%), indicates that H1 is accepted, meaning content marketing significantly influences purchase decisions.

H2: The regression coefficient for influencers is 0.190, meaning that if the influencer variable increases by one unit, the purchase decision will increase by 0.190. A significance value of 0.001, which is less than 0.05 (5%), indicates that H2 is accepted, meaning influencers significantly influence purchase decisions.

## Discussion

Based on the results of the analysis and testing, it can be concluded that content marketing and influencers simultaneously have a significant effect on purchasing decisions for fashion products on the TikTok platform, with a study conducted on students from Campus II, Khairun University (UNKHAIR). This indicates that content marketing and influencer factors are crucial and impactful on purchasing decisions. This finding aligns with the research by Zhang & Huang (2024), which states that effective visual marketing can significantly increase consumer interest in purchasing, extend the time consumers spend in stores, and turn potential shopping needs into actual purchases.

The analysis and testing results also reveal that content marketing has a positive and

significant effect on purchasing decisions for fashion products on the TikTok platform in the same study. This finding indicates that content marketing can influence purchasing decisions. It aligns with the research by Li et al. (2022), which highlights that digital content marketing (DCM) fosters customer engagement and increases long-term purchase intentions. Brand trust is built through continuous customer interaction and engagement. DCM enhances familiarity and reduces uncertainty for customers, with customer engagement positively influencing brand trust.

Based on the results of the analysis and testing, it can be concluded that influencers have a positive and significant effect on purchasing decisions for fashion products on the TikTok platform, with a study conducted on students from Campus II, Khairun University (UNKHAIR). This indicates that influencers can influence purchasing decisions. According to the research by Shadrina & Yoestini Sulistyanto (2022), there is a positive and significant effect of the influencer variable on purchasing decisions among Instagram or TikTok users in Magelang City. Similarly, Hou et al. (2023) highlight that influencer marketing significantly impacts purchasing decisions, particularly among teenagers, as demonstrated in their study. The teenagers surveyed were influenced by positive exposure to marketing, leading to the consumption of non-alcoholic beer.

## CONCLUSION

Based on the research findings and discussion, it can be concluded that content marketing has a positive and significant effect on purchasing decisions for fashion products on the TikTok platform among students at Campus II UNKHAIR. This indicates that content marketing can influence purchasing decisions. Influencers also have a positive and significant effect on purchasing decisions for fashion products on the TikTok platform among students at Campus II UNKHAIR. This suggests that influencers can influence purchasing decisions. Content marketing and influencers, when combined, have a positive and significant effect on purchasing decisions for fashion products on the TikTok platform among students at Campus II UNKHAIR.

The recommendation from this study is for the TikTok platform to improve the stability of its shopping features in order to maintain consumer trust and loyalty, and to enhance the platform's image by being more selective in curating marketing content for consumers. Display content that is relevant and attractive, reflecting the values, style, and uniqueness of fashion products, accompanied by high-quality visuals and messages tailored to the target audience. By utilizing creative and informative short videos on platforms like TikTok, it will capture more attention and encourage interaction. Additionally, there is a need to increase collaboration with influencers who have a relevant audience to build trust and attract buyers. Reviews from customers or influencers

should also be incorporated to provide evidence that strengthens purchasing decisions. Furthermore, interactive promotions such as giveaways, live streaming with product demos, or challenges involving the audience should be implemented to increase customer engagement.

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