

The Influence of Content Marketing in the Tiktok Application and Online Customer Reviews on Purchasing Decisions for Skincare Skintific (Case Study of Generation Z in Jambi City)

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ABSTRACT

This research aims to determine the influence of content marketing in the Tiktok application and online customer review on purchasing decisions for Skintific skincare (case study of Generation Z in Jambi City). This research uses quantitative methods with data collection techniques by distributing likert scale questionnaires. The type of data used is primary data obtained from filling out questionnaires via google forms. The analytical method used is multiple linear analysis using SPSS version 26 software. The sample in this research was 100 consumers who had purchased Skintific skincare using a purposive sampling method. The results show that content marketing and online customer review have a positif and significant influence on purchasing decisions, both simultaneously and partially, and the variable that dominates the influence is online customer review.

INTRODUCTION

In this time of technological advancements and current lifestyle trends, to have healthy, soft, clean and bright skin has become a beauty standard for some people (Ayuningtyas et al., 2019). With the development of facial skin care or skincare products that are increasingly emerging, getting a lot of attention by the public. With the development of facial skin care or skincare products that are increasingly emerging, getting a lot of attention by the public. According to HealthGuide, skincare is a set of products used regularly to treat and protect the skin from the outside and maintain the balance of the internal organs (CNN, 2021). Based on data from statistics, the growth of beauty products globally is growing again around 6.46% in 2021 due to online sales, which reached 25.2% this year (Adisty, 2022).

Based on a survey by Kompas Dashboard, skincare sales during the second quarter of 2022 reached Rp. 292.4 billion, dominated by local sellers. Statista reported that the predicted profit from skincare brands in Indonesia in 2022 reached US\$ 2.05 billion by local skincare brands and it is estimated that skincare products will continue to increase.

Here's a survey by daya on skincare profit data in Indonesia:

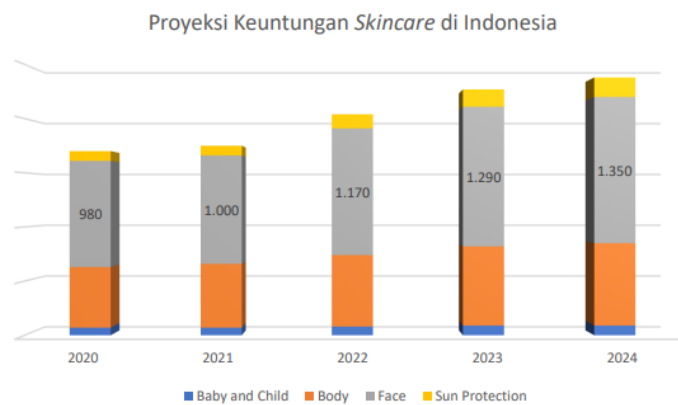


Figure 1.1 Projected Skincare Profits in Indonesia

Source: Daya.id, 2023

Skincare is facial skincare that can be used by women, men, and all ages and generations. According to Fetriani Chung (*vice marketing and sales ZAP clinic*) said, one of the generations that cares about the ingredients contained in the composition of skincare products and has a high interest in facial care is generation Z (Fundrika & Varwati, 2021). According to the ZAP Beauty Index 2020, states that generation Z (13-22 years old) could spend all their income on beauty (Anjani, 2020).

Based on data from Kompas (2022), stated that the best-selling facial care brand in Indonesia in the second quarter of 2022 managed to penetrate total sales of Rp. 772.2 billion in e-commerce. The following data according to Kompas regarding the best-selling facial care brand data in e-commerce:

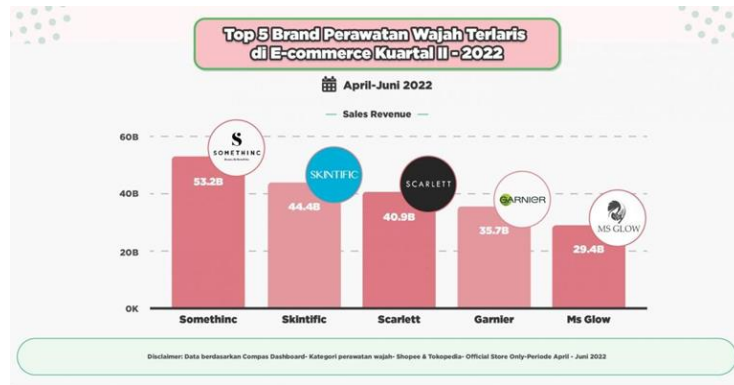


Figure 1.2 Projected Top 5 Best-Selling Facial Care Brands in e-commerce
 Source: *Compas.id, 2023*

Based on Figure 1.2, Somethinc occupies the first position with sales of Rp. 53.2 billion, Skintific occupies the second position with sales of Rp. 44.4 billion, Scarlett occupies the third position with sales of Rp. 40.9 billion, Garnier occupies the fourth position with sales of Rp. 35.7 billion, and MS Glow occupies the fifth position with sales of Rp. 29.4 billion. Skintific is one of the most purchased brands by skincare lovers in Indonesia. Skintific is a Canadian brand founded by Kristen Tveit and Ann-Kristin Stokke. However, skintific is under the license of PT May Sun Yvan which is manufactured in China and distributed to Indonesia. Skintific is one of the most sought-after brands in Indonesia because Skintific provides skincare products that focus on improving the skin barrier (outer layer) and also provides products with smart formulation using TTE (trilogy triangle effect) Patated Technology.

One of the strategies used by Skintific to promote products is through social media marketing. By utilizing social media marketing as a place for digital marketing, it can make it easier to promote on social media such as Instagram, Facebook, Twitter, TikTok and other platforms.

The following data on social media platforms are widely used:

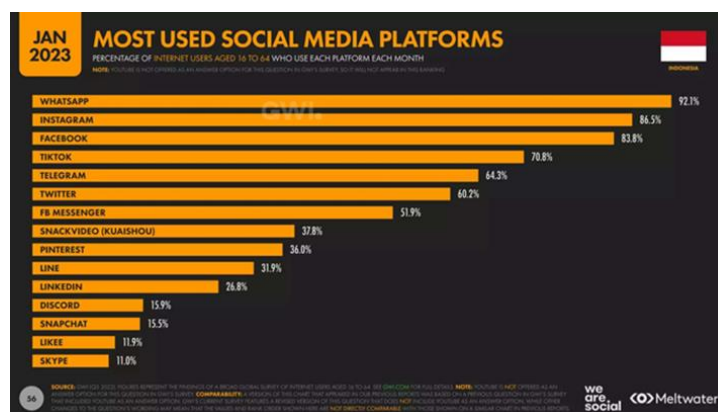


Figure 1.3 Projection of Widely Used Social Media Platforms
 Source: *Andi.link, 2023*

Based on Figure 1.3, Whatsapp is in the first position with 92.1% users, Instagram is in the second position with 86.5% users, Facebook is in the third position with 83.8% users, and TikTok is in the fourth position with 70.8%

users. In 2020, TikTok social media began to be in high demand among global and Indonesian people and of various ages (Dewa & Safitri, 2021). TikTok is one of the most widely used apps by Indonesians. TikTok is a social media platform originating from China that is owned by startup company ByteDance. TikTok is a social media app that creates, watches, and shares short videos that can be recorded and watched on mobile devices (D'Souza, 2023). Promotion that can be done using the TikTok application is the activity of posting video content about a product to show the advantages of the product to its users (Dewi et al., 2023).

Content marketing is a marketing approach that involves creating content and displaying it to consumers with the aim of informing consumers (Dewi et al, 2023). Content marketing is a digital marketing approach that focuses on creating relevant and interesting content in the form of images or videos to be distributed to the public (Nurivananda et al. 2023). Content marketing on TikTok is very diverse according to the goods or services offered to make product purchases easier for users. With changing trends, promoting through content distribution on TikTok is one way to make consumers familiar with goods or services (Pratiwi et al. 2023). Content marketing plays a role in decision-making by helping to attract customers with engaging content (M & Andriana, 2023).

Apart from utilizing TikTok social media promotion as a marketing medium, Skintific also utilizes marketing communication so that information about products can be quickly disseminated to consumers. A form of marketing communication can be done with one form of Electronic Word of Mouth (e-WOM), namely with online customer reviews. Online customer review or online consumer review is information in the form of reviews or reviews given by consumers about a product or service. Online customer reviews can be a powerful promotional tool for marketing communications. Online customer reviews are useful as a source of information so that consumers can consider products (Riadi, 2023). Consumer behavior is important in decision making. Every decision made by consumers must be based on certain reasons, either directly or indirectly. By understanding consumer behavior, companies will easily illustrate how the decision-making process (Sukoco et al. 2020).

Research conducted by (Abdjul et al, 2022; Dewi et al, 2023; Valentina et al, 2023) said that content marketing has a positive and significant influence on purchasing decisions. Research conducted by (Adilla & Hendratmoko, 2023) said that content marketing has no significant effect on purchasing decisions. Research conducted by (Latief & Ayustira, 2020; Mardiyanti & Andriana 2022; Putri & Wijaksana 2021) said that online customer reviews have a positive and significant effect on purchasing decisions. Research conducted by (Amin & Rachmawati 2020) said that online customer reviews have no effect on purchasing decisions.

Based on the description of the phenomenon above, the researchers conducted research because there are important things that can be obtained from this research regarding purchasing decisions. Based on the background

described above, the researcher conducted a study with the title "The Effect of Content Marketing in the TikTok Application and Online Customer Reviews on Skintific Skincare Purchasing Decisions (Case Study on Generation Z in Jambi City)".

THEORETICAL REVIEW

Content Marketing

Content marketing is one of the digital marketing strategies that focuses on the preparation of content in the form of images/video, relevant and interesting to be distributed to the public (Nurivananda et al. 2023). According to Gunelius (2011), Content Marketing is a form of direct marketing used to increase awareness, recognition, recall, and action for brands, businesses, products, people, or other entities (Pratiwi et al. 2023).

Content Marketing Indicators

According to McPheat (2011) in (Leony et al, 2021) content marketing indicators, as follows:

1. Educate
2. Informs
3. Entertains
4. Creates Trustworthiness

Online Customer Review

Online Customer Review is a form of Electronic Word of Mouth (e-WOM) in online sales where potential customers get information about products from consumers who have benefited from these products (Anggraini et al, 2022). With online customer reviews, consumers will find it easier to compare similar products sold at other online sellers through online customer reviews (Ardianti & Widiartanto, 2019).

Online Customer Review Indicator

According to Latifa P. and Harimukti W. (2016) in (Suryani et al, 2022) in measuring the influence of Online Customer Review using the following indicators:

1. Perceived Usefulness
2. Source Credibility
3. Argument Quality
4. Valance
5. Volume of Review

Purchase Decision

According to Kanuk and Suryani, a purchasing decision is a choice of two or more alternative purchasing decision options, meaning that someone can

make a decision must have several alternative choices (Robi'ah & Nopiana, 2022). Decision making can be interpreted as a process of assessing and selecting from various alternative choices according to interests so as to decide on an option that is considered favorable (Amirullah, 2021).

Purchase Decision Indicator

According to Thompson (2016) in (Susanti et al, 2021) There are four indicators in purchasing decisions, namely:

1. As Needed
2. Has Benefits
3. Determination in Buying Products
4. Repeat Purchases

Conceptual Framework

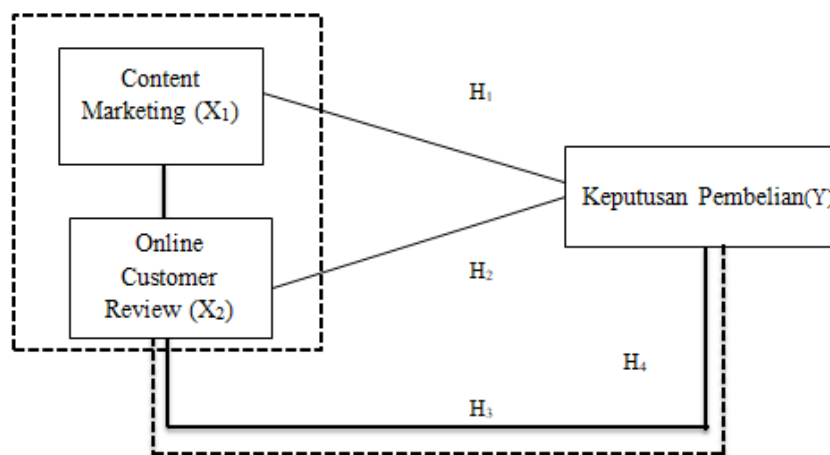


Figure 1. Conceptual Framework

Hypothesis

1. Hypothesis 1 : Content Marketing (X₁) and Online Customer Review (X₂) simultaneously have a significant effect on Purchasing Decisions (Y).
2. Hypothesis 2 : Content Marketing (X₁) has a significant partial effect on Purchasing Decisions (Y).
3. Hypothesis 3 : Online Customer Review (X₂) has a partially significant effect on Purchasing Decisions (Y)
4. Hypothesis 4 : The most influential variable between Content Marketing (X₁) and Online Customer Review (X₂) on Purchasing Decisions (Y)

METHODOLOGY

This research uses a quantitative approach. The population in this study were all generation Z women and men in Jambi City with the assumption that they had used skincare Skintific at least once with an unknown population size. The sample used in this study amounted to 100 people. The sampling method in this study uses a type of non-probability sampling with purposive sampling technique. The sample used was respondents who met the researcher's criteria,

namely generation Z in Jambi City who had used skincare Skintific and had an account on the TikTok application. The data analysis method used is the statistical analysis method using IBM SPSS Statistics 26 software.

RESULTS

Research Instrument Test Results

Validity Test

Based on the results of the questionnaire filled out by the respondents, the validity test results are obtained as follows:

Table 1 Validation Test Results

Variables	Item Inquiry	Coefficient Correlation	Description
Content Marketing (X ₁)	X1.P1	0,791	Valid
	X1.P2	0,766	Valid
	X1.P3	0,773	Valid
	X1.P4	0,761	Valid
	X1.P5	0,810	Valid
	X1.P6	0,509	Valid
	X1.P7	0,740	Valid
	X1.P8	0,697	Valid
Online Customer Review (X ₂)	X2.P1	0,752	Valid
	X2.P2	0,795	Valid
	X2.P3	0,788	Valid
	X2.P4	0,772	Valid
	X2.P5	0,579	Valid
	X2.P6	0,785	Valid
	X2.P7	0,810	Valid
	X2.P8	0,678	Valid
	X2.P9	0,732	Valid
	X2.P10	0,704	Valid
	X2.P11	0,727	Valid
Purchase Decision (Y)	Y.P1	0,793	Valid
	Y.P2	0,797	Valid
	Y.P3	0,758	Valid
	Y.P4	0,832	Valid
	Y.P5	0,794	Valid
	Y.P6	0,830	Valid
	Y.P7	0,761	Valid
	Y.P8	0,734	Valid

Source: Results of data processing SPSS version 26 (2024)

Based on the data above, it shows that the entire coefficient value is greater than the r-Table value of 0.196 on a sample size of 100 and a significant value of 0.05. It can be concluded that all content marketing items, online customer reviews, and purchasing decisions are declared valid.

Reliability Test

Based on the results of the questionnaire filled out by the respondents, the reliability test results are obtained as follows:

Table 2 Reliability Test Results

Variables	Cronbach`s alpha	Description
Content Marketing (X ₁)	0,869	Reliabel
Online Customer Review (X ₂)	0,916	Reliabel
Purchase Decision (Y)	0,912	Reliabel

Source: Results of data processing SPSS version 26 (2024)

Based on the data above, it shows that the Cronbanch'alpha coefficient > 0.80 on content marketing, online customer reviews, and purchasing decisions is greater than 0.80. This shows that the statements submitted again to the respondent will obtain reliable data.

Multiple Linear Regression Analysis

Based on the results of the questionnaire filled out by respondents, the results of multiple linear regression analysis are obtained, as follows:

Table 3 Multiple Linear Regression Analysis Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		standardized Coefficients	t	Sig.
		B	Std.Error	Beta		
1	(Constant)	2,350	2,755		,853	,396
	Content Marketing	,409	,110	,344	3,734	,000
	Online Customer Review	,349	,079	,407	4,415	,000
a. Dependent Variable: Purchase Decision						

Source: Results of data processing SPSS version 26 (2024)

From the above formulation, an explanation of the equation is obtained as follows:

1. Constant value (α) = 2,350

If later all independent variables have a value of zero (0) for Content Marketing and Online Customer Review, so that the total dependent variable that affects purchasing decisions is 2,350. Therefore, the value of the dependent variable purchase decision is 2.350 and if there is no independent variable, the purchase decision will still occur.

2. Coefficient Value Content Marketing (X₁) = 0,409

The coefficient value of content marketing (X₁) has a value of 0.409%, which means that if the content marketing variable (X₁) increases by 1% while other variables remain constant, the purchasing decision variable increases by 0.409%, then the Skintific skincare purchasing decision increases by 0.409%.

3. Coefficient Value Online Customer Review (X₂) = 0,349

The coefficient value of online customer review (X₂) has a value of 0.349%, which means that if the online customer review variable (X₂) increases by 1% with the assumption that other variables are considered consistent, the purchasing decision variable increases by 0.349% with the assumption that other variables are not examined in this study.

Hypothesis Test

Simultaneous Test (F)

Based on the respondents' answers, the simultaneous test results of the content marketing variables, online customer reviews on the dependent variable purchasing decisions are obtained below:

Table 4 Simultaneous Test Results (F)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	641,423	2	320,712	38,560	,000 ^b
	Residual	806,767	97	8,317		
	Total	1448,190	99			
a. Dependent Variabel: Purchase Decision						
b. Predictors: (Constant), <i>Online Customer Review</i> , <i>Content Marketing</i>						

Source: Results of data processing SPSS version 26 (2024)

Based on the data above, it shows that the significance value is obtained 0.000. The independent variable can simultaneously influence the dependent variable because the significance value is obtained <0.05. This shows that the independent variable content marketing and online customer review simultaneously affect the dependent variable purchasing decisions.

Partial Test (t Test)

Based on the respondents' answers, the partial test results (t test) are obtained in the table below:

Table 5 Partial Test Results (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,350	2,755		,853	,396
	<i>Content Marketing</i>	,409	,110	,344	3,734	,000
	<i>Online Customer Review</i>	,394	,079	,407	4,415	,000
a. Dependent Variabel: Purchase Decision						

Source: Results of data processing SPSS version 26 (2024)

Based on the data above, it shows that the partial test results (t test) obtained the t-test results for each variable are as follows:

1. Content Marketing (X₁) on purchasing decisions (Y)

The t-count value of 3.734 is greater than the t table of 1.984 (df = 100-3 = 97α = 5%) and a significant value of 0.000α <0.05 (α = 5%). It can be concluded that there is a positive and significant effect of the independent variable content marketing and the dependent variable on purchasing decisions.

2. Online Customer Review (X₂) on purchasing decisions (Y)

The t-count value of 4.415 is greater than the t table of 1.984 (df = 100-3 = 97α = 5%) and a significant value of 0.000α <0.05 (α = 5%). It can be concluded that

there is a positive and significant effect of the independent variable online customer review and the dependent variable on purchasing decisions.

Coefficient of Determination (R2)

Based on the results of the respondents' answers, the results of the coefficient of determination test data are obtained below:

Table 6 Results of the Coefficient of Determination (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666 ^a	.443	.431	2,884
a. Predictors: (Constant), <i>Online Customer Review</i> , <i>Content Marketing</i>				

Source: Results of data processing SPSS version 26 (2024)

Based on the data above, it shows that the results of the coefficient of determination test obtained the value and R Square is 0.431 or equivalent to 44.3%, this shows that the variation of the independent variables of content marketing and online customer review can explain that it affects the dependent variable of purchasing decisions by 44.3% with the remaining 55.7% being influenced by other factors outside the independent variables studied in this study.

DISCUSSION

Based on the test results conducted in this study, it shows that content marketing and online customer reviews have a positive and significant effect on purchasing decisions. This shows that content marketing and online customer reviews have a significant simultaneous impact on consumer purchasing decisions, especially in generation Z to buy Skintific skincare products. The results of this test indicate that the better the content marketing and online customer reviews about Skintific skincare products, the more people make purchases. Thus, content marketing and online customer reviews have a significant influence on generation Z consumers' decisions to purchase these goods. Content marketing that is strong and gives a positive view can foster trust for generation Z consumers so that it can influence purchasing decisions. Meanwhile, online customer reviews can make it easier for generation Z consumers to find and get information about products through reviews from previous consumers, thus influencing their views on these products.

These results are in accordance with previous research on research (Oktaviani & Haliza, 2023) stated that product reviews and content marketing simultaneously influence purchasing decisions. So it can be concluded that both content marketing and online customer reviews contribute positively to consumer purchasing decisions, and if content marketing and online customer reviews work together can make a stronger impact on increasing purchasing decisions for Skintific skincare products.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results obtained from testing and discussion, the following conclusions can be drawn:

1. Content marketing has a positive and significant effect on purchasing decisions.
2. Online customer reviews have a positive and significant effect on purchasing decisions.
3. Content marketing and online customer reviews simultaneously have a significant effect on purchasing decisions.
4. The dominating factor in making purchasing decisions for Skintific skincare products by generation Z consumers is online customer reviews.

Based on the conclusions obtained by this study, the authors provide the following suggestions:

1. *Academic Advice*

- a. For further researchers, it is hoped that they can further test the content marketing indicators with the lowest percentage, namely the entertains indicator.
- b. For further researchers, it is hoped that they can add or examine other variables such as loyalty, price, or quality that can influence purchasing decisions so that this research can be a reference for continuing research.

2. *Practical Advice*

- a. This research is expected that the company can carry out product marketing by increasing content creation on its products, so that Skintific products are increasingly widely recognized by the public.

This researcher hopes that companies in the beauty industry will increase marketing through online customer reviews to make purchasing decisions so that it will increase sales on products.

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