

The Influence of Product Reviews, Trust, and Marketing Content on Tiktok on Jiniso's Product Purchase Decisions

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ABSTRACT

Internet users in Indonesia are increasing from year to year, based on a report according to APJII (2022) up to 77.02% of Internet users in Indonesia today, this number has slightly increased compared to the previous year. Along with the increasing number of internet users in Indonesia, there are many applications that are a media tool to find information, one of which is the Tiktok application. The popularity of Tiktok is increasing, predicting that Tiktok has active users reaching 755 million people in 2022, The most popular content on the Tiktok application is about fashion. This study aims to determine the influence of product reviews, trust, and marketing content on Tiktok on purchasing decisions for jiniso products. This study used 4 variants, namely product reviews, trust, marketing content and purchase decisions. The data collection technique used a questionnaire distributed to 100 respondents. The data in this study used primary data with data collection carried out by distributing questionnaires using a 5-point Likert scale by measuring 30 questions. The data is then processed with multiple linear regression methods. The results of this study show that product reviews have a positive effect on purchasing decisions. Trust positively influences purchasing decisions. Content marketing has a positive influence on purchasing decisions. Product reviews, trust, and marketing content on Tiktok affect together or simultaneously on purchasing decisions

INTRODUCTION

Internet users in Indonesia are increasing from year to year, based on a report according to APJII (2022) up to 77.02% of Internet users in Indonesia today, this number has slightly increased compared to the previous year. Along with the increasing number of internet users in Indonesia, there are many applications that are a media tool to find information, one of which is the Tiktok application. The Tiktok application is now not only used to exist or find entertainment but has been used for business warriors to beautify their content in the form of videos that will be uploaded in the application.

Jiniso as a local brand of Indonesian Women's jeans which has not been established since 2018. Currently, Jiniso has quite a lot of followers, one of which is on an Instagram account with 1 million followers and Tiktok with 1.5 million followers. Because the large number of followers proves that jiniso products are in great demand and trusted by the people of Indonesia. He said Jiniso did several things, one of which was to do marketing in the form of good content marketing, provide appropriate product reviews both from sellers and from other consumers, and provide trust in consumers as given.

Not all clothes have good quality according to consumer needs and this must be considered by consumers. Therefore, you must pay attention to some reviews about clothing products that can help consumers find out the quality of the brand in deciding to buy the product. Arif & Pramestie (2021) revealed that product reviews are able to influence consumers in a positive direction. Based on the results of Putra's research (2020), it is stated that there is a significant influence between product reviews and purchasing decisions. This happens because the characteristics of product reviews meet consumer expectations and can lead to consumer purchasing decisions.

Providing trust is also very important to consumers. Where this trust is a factor that is considered capable of influencing purchasing decisions. Before consumers decide to make a purchase, there are several things that consumers consider, one of which is trust. Mutiara & Wibowo (2020) stated that trust influences purchasing decisions. This is because consumers believe in the products sold. Based on the results of research Then Fiona et al (2022) said that trust has a strong potential to drive purchasing decisions. This is because trust is a very important tool, by providing trust, consumers will be affected by purchasing decisions.

In addition to product reviews, and trust, content marketing plays an important role because it is one of the strategies to attract consumers. Content marketing is one of the marketing concepts to reach the target market. And how companies create interesting content about a brand. Dharmayanti & Juventino (2020). Based on research conducted by Rahman (2019) states that content marketing influences purchasing decisions. This is because content marketing is

a benchmark for consumers before buying a product, and influences purchasing decisions.

Previous research conducted by Cahyaningtyas & Wijaksana (2021) which discussed product reviews and marketing content on Tiktok had an influence on purchasing decisions. This is similar to research that variables of content marketing and trust that influence purchasing decisions Nurdianto & Kurniawan (2020); Fadhilah & Saputra (2021). However, considering that purchasing decisions are influenced by various varies, this study will discuss product reviews and marketing content on Tiktok on purchase decisions with an additional variable, namely trust. From Cahyaningtyas & Wijaksana's (2021) research, there are only two variables of product review and marketing content. In addition, the lack of research that discusses Jiniso products has an important role because there is currently a lot of competition in the clothing industry that is trending and rising.

The purpose of this study is to determine the influence of product reviews, trust, and marketing content on Tiktok on purchasing decisions. Based on the background, this research will be aimed at consumers of jiniso products in women, and Tiktok users in the DKI Jakarta Area. And it is hoped that this research can increase marketing activities in the company.

LITERATURE REVIEW

Purchasing Decision

According to Cahyono (2018), purchasing decisions are consumer actions to buy a product. Therefore, consumer purchasing decisions are the process of choosing one of several problem-solving alternatives and actually following through. According to Nurliyanti et al (2022), purchasing decisions are the process by which consumers identify products. By searching for information about a particular product or brand and evaluating how good the product is, and its alternatives to decide which product is most desirable. Pratama & Waluyo (2020) define purchasing decisions as problem methods for humans to buy goods or services to meet their needs, including recognition of needs and wants, information retrieval, evaluation of purchase options, purchase decisions, and post-purchase behavior. Kotler & Armstrong (2016) state that purchasing decisions are stages in the buying process where consumers actually buy. Based on Kotler & Keller in Larika et al (2020), purchasing decision indicators consisting of steadiness in a product, namely excellent product quality, building consumer trust and thus supporting consumer satisfaction, habit in buying products, namely the habit of repeating something over and over again when buying the same product, giving recommendations to others, namely giving someone or more, People can be trusted, also recommendations can be

interpreted as suggestions of invitations to join, repurchase i.e. individuals make purchases of products or services and decide to buy again, then the second purchase and hereinafter is called repurchase.

Product Reviews

According to Liu, et al (2020) product reviews are the presentation of product information from a consumer perspective, as well as acting as a recommended provider that shows previous consumer suggestions. According to Yulianto (2018), review is a means of consideration for using work, knowing the advantages and weaknesses of products or services. Comments can be informed, inviting, and can make readers want to know the work. According to Chua, A. Y., & Banerjee (2015) stated that personal opinions and experiences about products and services in the form of reviews (reviews) become one of the most valuable sources of information that can help users when they are interested in buying a product. Product reviews are a medium for consumers to choose and find useful information to influence purchasing decisions Augustisnus, H., Marbun, (2020). Product reviews are displays that show the quality and aspects of a product. As a showcase to show the strengths and weaknesses of a product, product reviews have long been used in online buying and selling to give buyers an idea of what they will get and what this buyer's product will become in Silalahi (2020) product reviews. The dimensions of product reviews according to Weisstein, et al (2017) consist of Compormity, namely reviews that are explained in accordance with reality, understanding (Understandability), namely information in the form of reviews that explain about the product, Expressiveness (Expressiveness), which is information in the form of reviews that provide clear intentions and objectives.

Trust

Trust is believing in the strength of a product having certain traits, consumers express confidence in various brand attributes and the products they value, a step described by measuring consumer trust in the attributes possessed by each brand, Sangadah & Kartawidjaja (2020). According to Helling (2016) trust is the cornerstone of a business. If both parties trust each other, a business relationship is established between two or more parties. According to Wijaya & Wardani (2019), trust is that consumers are willing to take all the risks of a product in the hope that it will have positive results. According to Dewi et al (2016), trust is one of the psychological factors that influence consumer behavior. In online transactions, trust arises when one of the parties involved obtains certainty from the other party and is willing and able to provide its obligations. Trust is also the willingness of individuals to rely on others where we have confidence in that person, Wardoyo & Andini (2017).

The trust dimension according to McKnight & Chervany (2002) consists of perceived web vendors, namely attributes given to sellers based on information

from other people or other sources. Reputation is important for building consumer trust in sellers, and since consumers have no personal experience with sellers, reputation gained through word of mouth can also be of consumer interest. The positive messages consumers hear about sellers can reduce consumers' perceptions of risk and insecurity when dealing with sellers, which can help increase consumer confidence in the integrity, goodness, and competence of sellers, perceived website quality is the perception of website quality from online stores, and the look of the online store will affect the first impression formed. Professional presentation of content makes customers feel comfortable. As a result, customers can make purchases with more confidence and comfort.

Marketing Content

Content marketing is a marketing strategy that is content. Meanwhile, according to Limandono (2018) content marketing is a marketing strategy where we plan, distribute, and create content that appeals to the right target audience and then encourages them to become customers. Content marketing has two important goals, attracting an audience and encouraging the audience to become customers. According to Pratiwi (2018) that in creating interesting and creative marketing content, several factors are needed that must be considered, namely design, current event, the reading, experience, timing, and tone. According to Sofyan & Sastika (2019) a marketing strategy, the role of content marketing turns out to be able to provide added value to the audience through brand identity, such as education, entertainment for the audience and also good promotional media for merchants to promote their products. According to Oktini (2017) said that content marketing is a marketing strategy to plan, create, and distribute to audiences in the form of social media platform content. Content marketing is an important part of marketing communications, especially digital marketing. Content marketing can be aimed at attracting the attention of the audience of Vicenovie & Situmeang (2021). The dimension of content marketing according to Karr (2016) consists of (Reader cognition) namely the distributed content can be understood and attracts the audience, (Sharing motivation) namely the distributed content is expected to have an appropriate value to the target audience to be shared, (Persuasion) namely the content is expected to invite the target audience to know more about the services provided, (Decision making) which is the content distributed can convince the target audience to make decisions to use the products or services provided, (Life factors) namely the content is expected to adjust the external factors of the target audience.

METHODS

Relationships Between Variables and Hypothesis Development

The Relationship of Product Reviews, Trust, and Marketing Content on Tiktok to Purchase Decisions Ghofur, Ainun Najib & Noor Adriana (2022) stated that product reviews have a relationship to purchasing decisions. Yuliawan (2018) mentioned that trust has an important role in influencing commitment. The more popular the online store website, the higher the level of buyer trust in the onlinestore website . Fadhillah & Saputra (2021) stated that marketing content on Tiktok has a greater influence on purchasing decisions. With the above statement, the following hypothesis can be taken:

H1: The relationship between product reviews, trust, and marketing content has a positive effect simultaneously on purchasing decisions

The Relationship of Product Reviews to Purchasing Decisions

Research conducted by Ivadah & Sharif (2021) states that product reviews have a positive and significant influence on purchasing decisions. Because this shows that with product reviews, consumers can perceive product quality before buying products. Luis & Moncayo (2021) stated that product reviews have a positive and significant influence on purchasing decisions. Then this is in line with Rahayu's research, et al (2020) product reviews have a positive and significant effect on purchasing decisions. With the above statement, the following hypothesis can be taken:

H2: product reviews have a positive influence on purchasing decisions

Trust Relationship to Purchasing Decisions

Research conducted by Sartika (2022) shows that trust has a positive and significant effect on purchasing decisions. Because of this, online business actors need to maintain the confidentiality of consumer data properly by establishing the security system of the media used. Increase consumer trust and confidentiality in online purchases. According to S. Rahayu (2021), trust has a positive effect on purchasing decisions. Trust is a trait that has a significant influence on the purchase decision of Lailatul (2021). With the above statement, the following hypothesis can be taken:

H3: trust has a positive influence on purchasing decisions

The Relationship of Content Marketing to Purchasing Decisions

There is a study conducted by Hana & Miranti (2021) in their research stating that content marketing has a positive and significant influence on purchasing decisions. Then in another study conducted by Shadrina & Sulistyanto (2022) also stated that content marketing has a positive influence on the purchase decisions

of Instagram or TikTok users in Magelang City. This is in line with Griselda (2020) stating that content marketing has a positive and significant influence on purchasing decisions. This is for products by consumers by creating and publishing content in offline and online forms can influence consumers to engage with a brand. With the above statement, the following hypothesis can be taken:

H4: Content marketing has a positive influence on purchasing decisions

Research Model

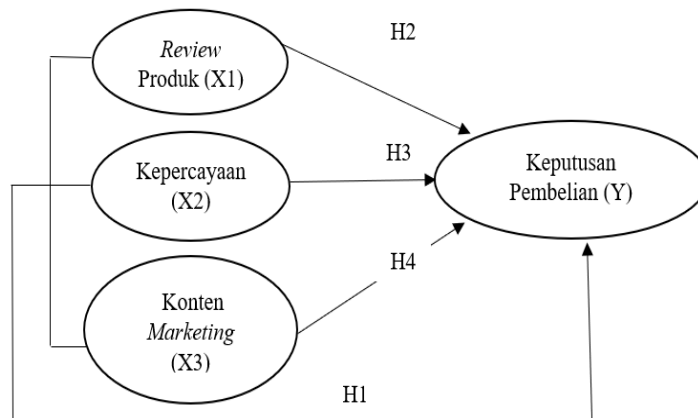


Figure 1. Research Model

Research Methods Measurement

In this study there are three independent variables, namely product reviews, trust, and marketing content, and the dependent variable, namely purchase decisions. Measurement of product review variability using Weisstein et al (2017) indicators consisting of Compormity, Understandability, and Expressiveness. Measurement of trust variables using the dimensions of McKnight & Chervany (2002) consisting of perceived web vendor, and perceived website quality. Measurement of marketing content variables using Karr (2016) indicators consisting of (Reader cognition), (Sharing motivation), (Persuasion), (Decision making), and (Life factors). Measurement of purchasing decision variables using indicators based on Kotler & Keller in Larika, et al (2020) which consists of steadiness in a product, habits in buying products, giving recommendations to others, and making repeat purchases.

Research Design

The research design used in this study is a causal research design. Causal research designs are used to prove cause-and-effect relationships that affect one variable with another variable. The research design used is to use survey measurements, namely questionnaires as a data collection tool. Which will be disseminated online using a google form, the data is taken and collected from respondents' answer scores. Then the data that has been obtained from the survey through questionnaires is primary data, namely data that was initially obtained accurately from the original source.

Population and Sample

The population in this study is consumers of jiniso products in women and users of the Tiktok application in Wilayah DKI Jakarta with a total of 5,260,040 in the female population according to data from the Central Bureau of Statistics BPS (2021). In this study samples were taken using the slovin formula, where the formula used was $n = N / (1 + (N \times e^2))$ so, the description was (n) sample size, (N) population size, and (e) the desired critical value (accuracy limit) (percent allowance) inaccuracy due to sampling errors of 1%, 5%, and 10%. In this study the number of populations with the desired error limit of researchers is 10% or 0.1 because it makes it easier, more practical, and efficient to obtain large samples in the study. Based on the error rate used in sampling, it is 10% or 0.1. So the confidence level of the researcher to 90% with a population of 5,260,040 at error level 10 % is 100 respondents. The sampling technique used in this study uses the nonprobability sampling method, which is a technique that does not provide equal opportunities for each population to be sampled, with side purposive techniques, namely techniques to determine samples by determining special characteristics based on consideration of criteria that have been decided, namely: female consumers aged from 18 and over who use the Tiktok application, have made purchases and used jiniso products domiciled in the DKI Jakarta area.

Data Analysis Methods

In this study, the data analysis method used is quantitative data analysis. Data collection was carried out by distributing questionnaires, the scale used in this study was using the Likert scale (5-point scale). Therefore, there is a need for measuring instruments to measure validity and reliability. Validity tests are carried out using the Product Moment formula and reliability tests using the Cronbach Alpha formula. The classical assumption test consists of normality test, heteroscedasticity test, multicholinerity test, autocholation test. Data analysis in this study used multiple linear regression analysis techniques. Multiple linear regression is designed to examine the effect of two or more independent variables on one dependent variable. To test the hypothesis of this study using F Test (Simultaneous Significance), t Test (Partial Hypothesis Test) and coefficient of determination. Test F was conducted to determine the effect of all independent

variables contained in the model simultaneously on the dependent variable in this study to test whether the variables of product reviews, trust, and marketing content on Tiktok simultaneously affect purchase decisions. The t test is performed to determine the effect of each independent variable (X) on the dependent variable (Y). The coefficient of determination (R²) according to Sinambela et al (2014) is an indicator used to describe how much variation is described in the model.

RESULTS AND DISCUSSION

Results

Analysis of Respondent Characteristics

Respondents in this study are consumers of jiniso products in women and users of the Tiktok application in the DKI Jakarta area who have made purchases and used jiniso products at least 1 purchase in the form of questionnaires distributed online in the form of google forms, then there were 100 total respondents from 30 statements. There are characteristics used in this study consisting of age, occupation, income level / month, domicile, purchase intensity. Based on the results of calculations, it is known that respondents based on age, in this age characteristic the most respondents aged 18-21 years with a total of 59 people (59.4%). Respondents based on the most jobs are a student or university student with a total of 59 people (59.4%) because the average consumer of this jiniso product is in students and college students. Then respondents based on the level of monthly income < Rp. 500,000 with a total of 42 people (41.6%) because some respondents are students and students who do not have jobs. Respondents based on domicile, in this domicile section respondents are evenly divided, amounting to 20 respondents in each of the DKI Jakarta areas. Then respondents based on the intensity of purchase at most 1 purchase on Jiniso products with a total of 47 people (47.5%). (Results can be seen in appendices 4 and 5).

Test Validity and Reliability

In this study, validity and reliability tests were conducted on 100 respondents with the number of statements in the questionnaire of 30 items. Whether or not a statement is valid judging from the value of pearson product moment against the variables product review, trust, marketing content, and purchase decision shows that all 30 statement numbers are declared valid because the calculated r value > 0.196. Furthermore, to measure the level of accuracy in the questionnaire, researchers used reliability tests from product review variables, trust, marketing content, and purchase decisions using Cronbach Alpha looking at a value of > 0.6. The results of testing all statements in this study are in product review variables of 0.699. On a confidence variable of 0.648. In the content marketing

variable of 0.643. On the purchase decision variable of 0.676. Based on the results, the Cronbach alpha value for all variables is declared reliable. (Results can be seen in appendices 7 and 8).

Classical Assumption Test

In the classical assumption test there is a normality test, in the data normality test is carried out using the Kolmogorov smirnov method with a monte carlo approach. So the normality test results obtained monte carlo sig results. (2-tailed) of 0.256 where the result is > 0.05 so that the normality test in this study is normally distributed. Then the results of the multicollinearity test can be known the tolerance value for all variables > 0.10 and the variance inflation factor (VIF) value for all variables < 10.00 , it can be interpreted that there is no multicollinearity of all variables. The results of the heteroscedasticity test seen on the scatter plot graph can be seen from the points on the spread graph above and below the number 0 spread points are not patterned so it can be stated that heteroscedasticity does not occur. Then the last autocholation test where this autocholation test aims to test whether in a linear regression model there is a correlation between the confounding error in the period t with the error of the previous period $t-1$. To say that autocorrelation does not occur is seen from the value if $dU < d < 4 - dU$ then autocorrelation does not occur. (Results can be seen in Appendix 9).

Regression Model Equation Analysis

Based on the results of the constanta value in the multiple linear regression test of 3.005, which means that if the variable factors of product review, trust, and marketing content can be said to be equal to zero (0), then the magnitude of the purchase decision is 3.005. In the product review variable, the result of a positive regression value of 0.158, meaning that where each product review variable increases by 1 score, the purchase decision variable increases by 0.158 assuming other variables are constant. Then the trust variable gets a positive regression value result of 0.218, meaning that each trust variable has an increase of 1 score, then the purchase decision variable also increases by 0.218 assuming other variables are constant. Finally, the content marketing variable gets a positive regression value result of 0.451, which means that each content marketing variable has increased by 1 score, then the purchase decision variable also increases by 0.451 assuming other variables are constant. (Results can be seen in Appendix 10).

Model-Wide Conformity Analysis

Test F in this study to prove the relationship between product review variables, trust, and marketing content on Tiktok to purchase decisions together or simultaneously, to prove the results of the influence of variables simultaneously.

Based on the results of the F test, an F test result of 5,338 was obtained and with a significant level of 0.000 where the value < 0.05 which means, simultaneously the variables of product reviews, trust, and marketing content on Tiktok have a significant effect on the dependent variable, namely the decision to purchase jiniso products. (Results can be seen in Appendix 10).

The following outline of the multiple linear regression variable model and the hypothesis test table below introduce the hypothesis in this study.

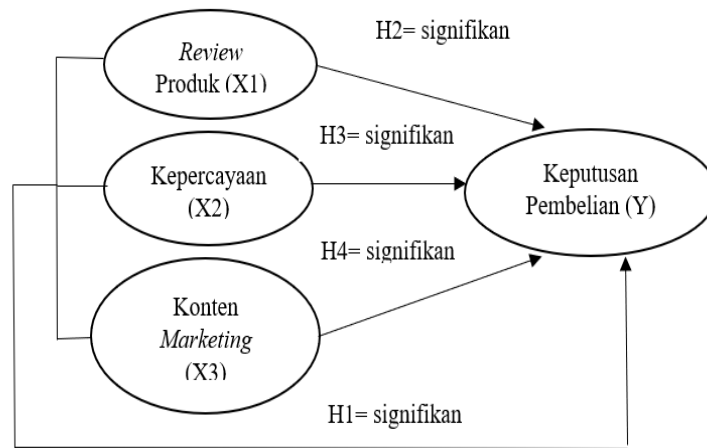


Figure 2. Model Framework with Multiple Linear Regression Variables

Table 1. Results of Research Model Hypothesis Testing

Hypothesis	Hypothesis Statement	Value Sig-value (<0.05)	Information
H1	Simultaneously Product Reviews, Trust, and Content Marketing on Tiktok affect Purchase Decisions	0,000	The data support and the hypothesis is accepted
H2	Partial Product Reviews affect the decision of the purchase	0,024	The data support and the hypothesis is accepted
H3	Partial Trust has an influence on the decision of Pembelian	0,006	The data support and the hypothesis is accepted
H4	Partially Content Marketing has an effect on the decision of Pembelian	0,000	The data support and the hypothesis is accepted

Source : Primary Data Processed by Researchers (2022)

Based on the table above, the product review variable (X1) has a significant value level of $0.024 < 0.05$, thus H_0 is rejected and H_a is accepted, which means that partially product reviews have a positive and significant influence on the purchase decision of jiniso products in female consumers and Tiktok application users in the DKI Jakarta area. The trust variable (X2) has a significant value level of $0.006 < 0.05$ thus H_0 is rejected and H_a is accepted, so it means that partially trust has a positive and significant effect on the purchase decision of jiniso products in female consumers and Tiktok application users in the DKI Jakarta area. And the content marketing variable (X3) has a significant value level of $0.000 < 0.05$ thus H_0 is rejected and H_a is accepted, then partially on the content marketing variable has a positive and significant effect on the purchase decision of jiniso products for female consumers and Tiktok application users in the DKI Jakarta area. (Results can be seen in Appendix 10).

Analysis of the Coleration Coefficient of Determination (R2)

Based on the results of the value of the coefficient of determination (R2) the variables of product reviews, trust, and marketing content on Tiktok simultaneously influence purchase decisions. In the results of data processing, the result of the R2 value of 0.642 can be obtained. So this shows that purchasing decisions are influenced by product reviews, trust, and marketing content on Tiktok by 64.2% while the remaining 35.8% are influenced by other variables that were not studied in this study. (Results can be seen in Appendix 10).

Discussion

In the results of each research hypothesis testing, several results were obtained as follows;

First, Based on the results of research that product reviews, trust, and marketing content on Tiktok have a joint influence on purchasing decisions. This can be interpreted that consumers before making a purchase on a product usually see reviews or reviews given by other consumers so that things do not happen that are not desired by consumers, especially in the quality of the product, then trust is believed to have an important role in influencing purchasing decisions and by presenting informative and interesting marketing content so that it will create consumer purchase decisions. This result is in line with the findings of previous research which said that product reviews, trust, and marketing content have a joint influence on purchasing decisions by Simanjuntak et al (2022). In addition, a similar previous research was conducted by Cahyaningtyas & Wijaksana (2021).

Second, Based on the results of the study, that product reviews affect the purchase decision of jiniso products on female consumers and Tiktok application users in the DKI Jakarta area. It is that reviews on products become one of the important factors that must be considered because a product that has good reviews from previous consumers will provide positive value to the product so that it will make consumers more confident in the jiniso products sold. In getting decisions and trust in buying products, of course, there are several things that need to be known and found out before buying products as consideration in purchasing decisions. Every consumer certainly has differences of opinion on making purchasing decisions on a product, especially the product he wants to buy. The results of this study are in line with the results of Kuswanto & Vikaliana (2020) research. Research shows that product reviews have a positive and significant influence on purchasing decisions. This means that product reviews have an influence on the decision of the cement in deciding to buy the goods they want. Then this research is in line with Putra's research (2020).

Third, This study found that trust has an influence on the purchase decision of jiniso products in female consumers and Tiktok application users in the DKI Jakarta area. It states that one of the most important factors in making purchasing decisions is that it is necessary to build trust in the relationship with customers over a long period of time. Jiniso builds customer trust by always providing professional content, providing accurate information about Jiniso products such as providing quality ingredients, and size polish. Jiniso in this case is very fast and has a good reputation so that it will create customer trust and decisions. This is in line with the research of Oktavia et al. (2022). Shows that one of the components that has the capacity to influence purchasing decisions is consumer confidence because the level of trust of each buyer varies, some have a higher level than others. This refers to the user's perception of the characteristics and benefits of the product. In contrast to Yunitasari's (2022) research that trust does not have a positive effect on purchasing decisions.

Fourth, Furthermore, the results of research on content marketing show that content marketing has an influence on the purchase decisions of jiniso products on female consumers and Tiktok application users in the DKI Jakarta area. Content marketing plays an important role in influencing consumer purchasing decisions. Customers will feel emotionally when they see products and present interesting content, so they buy repeatedly. The better the content presented, the more empathetic consumers will be and have a strong bond with the product being sold. Jiniso presents product content on Tiktok in accordance with the information needed by consumers. Jiniso content always provides detailed knowledge about products in different ways by being wrapped with

entertainment to make it look attractive so as to build good communication between consumers and jiniso. Content marketing that can attract empathy and can educate consumers will be more desirable than conventional promotional methods in buying certain products. This research is in line with the research of Zainurossalamia, et al (2021) and Griselda Enika Noora Rosalyni (2020).

CONCLUSION AND SUGGESTION

Conclusion

This study examines the influence of product reviews, trust, and marketing content on Tiktok on purchasing decisions for jiniso products. Based on the results of the study, it can be concluded as follows: (1) product reviews affect purchasing decisions on jiniso products, meaning that good reviews and have positive values from previous consumers can improve purchase decisions. (2) Trust affects purchasing decisions on Jiniso products, meaning that the more trust consumers have in Jiniso products, the purchase decisions will increase. (3) Content marketing affects purchasing decisions on Jiniso products, meaning that the better the content presented and looks attractive, the purchase decisions will increase. (4) Product reviews, trust, and marketing content on Tiktok simultaneously affect the purchase decision of Jiniso's product, meaning that if reviews, trust, and marketing content on Tiktok are able to provide improvements to consumers, the purchase decision will increase.

Research Limitations

There is a limitation in this study that researchers only focus on product review variables, trust, and marketing content on Tiktok on purchase decisions, while there are many other factors that can influence the purchase decision of jiniso products. This study only took samples on consumers of jiniso products in the DKI Jakarta area. While consumers on Jiniso products in Indonesia are very many. Furthermore, this study only used questionnaires so that the conclusions were based on data collected through the use of questionnaires in writing without interviews.

Suggestion

Suggestions for jiniso companies are expected to maintain consumer trust with product results from appropriate consumers so that it will increase positive jiniso product reviews from users. Suggestions for corporate trust must reevaluate how the company's efforts in building consumer trust and pay attention to and consider the factors that make consumers loyal. Furthermore, suggestions for content marketing, especially on Tiktok, jiniso must improve and develop again a marketing in the form of more interesting content, content messages, visual jiniso content on social media, especially Tiktok to be different from its competitors so that consumers feel interested in seeing more advanced content which will later cause consumer confidence so that it will increase purchase

decisions. Suggestions for future research are to add other variables that were not studied in this study besides product reviews, trust, marketing content, and purchase decisions. For this reason, it is expected that the next researcher will involve more respondents so that the results can be better in a larger group of respondents, in order to explore other possible variables that can influence purchasing decisions. It is hoped that the research that has been carried out can be useful for researchers and as a source of knowledge.

Managerial Implications

The purpose of this study is to determine the influence of product reviews, trust, and marketing content on Tiktok on purchasing decisions. This research resulted in the development of related managerial insights in the field of marketing management science. This research is expected to be able to make a positive contribution to the Jiniso company in an effort to improve services to its users. The results of product review research have an influence on purchasing decisions, so in the future the company is expected to always improve product review services to consumers, therefore, Jiniso companies are expected to update more often about real testimonials from consumers who really use products to further convince potential buyers. Second, trust has an influence on purchasing decisions, so the company always improves and always maintains a sense of trust in consumers. Then the third is content marketing that has an influence on purchasing decisions. Jiniso always improves marketing in the form of more interesting content and product explanations using language that is easy for consumers to understand so that it can improve purchasing decisions. In essence, both providers and sellers of products must always improve quality based on product reviews, trust, and marketing content so that consumers have an increased sense of purchase decisions.

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