



Influence of Content Marketing and Influencer Marketing on the Purchase Intention of Somethinc Products on TikTok Gen Z Users in Surabaya

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ABSTRACT

This study investigates the impact of content marketing and influencer marketing on the purchase intention of Somethinc products among TikTok Gen Z users in Surabaya. The research employs quantitative methodology and smart PLS software, with 105 respondents from TikTok Indonesia users, aged 17–26, who saw product content featuring Sisca Kohl as an influencer on TikTok. The results show that content marketing has a positive influence and is significant against purchase intention, while influencer marketing has a positive influence and is significant against purchase intention.

INTRODUCTION

We are now in a global industrial phase known as the Industrial Revolution 4.0, where the main focus is the use of the Internet. The Internet is a part of life that plays a role in everyday affairs. With the internet, everybody can access whatever they want (Schwab, 2019). According to dataindonesia.id, with 99.1 million active users and many interesting features, TikTok is one of the most popular social media sites today (Hariyanti, 2022). Most of the TikTok users are Gen Z. According to Forbes, more than 60% of people who use TikTok are from Generation Z, or people born after 1996 (Anggraini et al., 2022). Also mentioned by Firamadhina & Krisnani is that Generation Z dominates the use of Tiktok (Andriyanti & Farida, 2022). So it shows that the behavior of Generation Z is more likely to be to watch TikTok videos and have a purchase intention than any other generation. In the news in the Java Post newspaper mentioned by M. Imron as the Social Statistics Commission of BPS Surabaya, Gen Z and millennials are the majority of the population of Surabaya, with 25.79 percent of the total population that has been censused by 2020. So the city of Surabaya has 2.874.314 inhabitants, with the number of genes Z being 741.285 (Jawa Pos, 2021). Generation Z is highly motivated to buy things online and offline, and they usually like things that are considered trendy and cool. They also have consistency and loyalty to the brand (Nurhalim, 2022).

The Tempo 2020 newspaper reported that the growth of the cosmetics and skin care industries worldwide was influenced by the industrial growth in Indonesia. In 2019, the Indonesian cosmetics industry has been recorded as growing by 7% and will continue to grow (Sukmawati et al., 2022). Somethinc, founded by Irene Ursula in March 2019, is one of the most successful local skincare brands. Somethinc is considered the best-selling local skincare brand on the online market, with total sales of Rs53.2 billion (Compas, 2022). Because there are many competitors in the same field, Somethinc must have the ability to thrive in order to survive market competition. To market its products, Somethinc uses various social media platforms. TikTok is the main social media platform on the @somethincofficial account, with 2.3 million followers and 26.3 million likes as of July 20, 2023. Thus, it is ideal to use a content marketing strategy as an option to increase purchase intention in Somethinc in order to fill up content for TikTok Somethinc.

According to Pulizz, content marketing is a marketing strategy that involves planning, sharing, and then creating ideas to attract a specific audience and convert them into customers (Mahardini et al., 2022). To market and raise brand awareness of their product, Somethinc not only uses content marketing on TikTok but also uses influencer marketing as their marketing medium. According to Hariyanti & Wirapraja, influencer marketing is an approach that involves famous people on social media who have the power to influence what is delivered by most of their followers. It can also serve as a platform to promote brands by involving such influencers (Alifa & Saputri, 2022). According to Agustin & Amron (2022), for skin care brands, it is better to use influencer marketing more often because the more influencers that promote skin care in Tiktok, the more purchase intention products will also increase. Sisca Kohl is

rated as one of the most influential influencers because she has the highest number of viewers and likes compared to other influencers. Sisca Kohl is rated as one of the most influential influencers because she has the highest number of viewers and likes compared to other influencers. Somethinc also believes Sisca Kohl has the ability to represent and promote the brand. Sisca Kohl is an Influencer born in Tangerang on April 3, 2002. He became viral when he actively created content that showcased his wealth on TikTok and Instagram. Sisca Kohl's content on TikTok (@siscakohl) has 18.7 million followers and 445.9 million likes (on June 13, 2023). Sisca Kohl's content focuses on the world of cooking, buzzing, reviewing, and unboxing, which is packed with the characteristics of her luxury that she shows in a house that looks like a magnificent and large palace.

According to Durianto et al., purchase intention means behavior that occurs in response to an object that shows a customer's desire to buy (Halim & Iskandar, 2019). So with the presence of marketing techniques using content marketing and influencer marketing, it can affect the purchase intention Somethinc products.

Based on the background and phenomena above, influence on purchase intention is measured using content marketing and influencer marketing. This is due to the fact that these factors become consumer considerations when they decide to buy goods in a highly competitive skincare industry. The purpose of this research is to find out the influence of content marketing and influencer marketing on purchase intention among TikTok Gen Z users in Surabaya.

THEORETICAL REVIEW

Content Marketing

Content marketing is an approach that focuses on creating and disseminating valuable and relevant content that is constantly updated in an effort to attract and retain loyal customers and ultimately generate a reliable relationship with them (Joe, 2009) in (Abdurrahim & Sangen, 2019). According to Milhinhos in Nefrida et al. (2022), indicators to be considered when creating content marketing include, among others: 1) Relevance 2) Accuracy 3) Value; 4) Easy to understand; 5) Easy to find 6) Consistent

Influencer Marketing

According to Sudha & Sheena, someone who can influence a specific target audience so that it can be identified and represented to participate in a product campaign with the aim of increasing reach, sales, and customer relationships is called an influencer marketing (Saputra & Lengkawati, 2021). According to Forbes in Carissa & Aruman, (2019), Indicators to measure influencer marketing consist of: 1) Relatability; 2) Knowledge; 3) Helpfulness; 4) Confidence; and 5) Articulation

Purchase Intention

Kotler and Keller say that purchase intention refers to a person's desire to buy or own something based on their judgment of the usefulness, use, and consumption of the goods (Lazuardi & Kaihatu, 2021). According to Priansa in Putri et al. (2022), the measurement of purchase intention consists of: 1) transactional interest; 2) reference interest; 3) preferential interest; and 4) exploratory interest

Effect of Content Marketing On Purchase Intention

According to previous research conducted by Abdurrahim and Sangen (2019), customer purchase intention in Hotel Biuti in Banjarmasin is significantly and positively influenced by content marketing. Furthermore, according to Lazuardi and Kaihatu (2021), purchase intention needs is significantly influenced by content marketing.

H1: Content Marketing has a positive and significant effect on purchase intentions for Somethinc products among TikTok Gen Z Users in Surabaya.

Effect of Infuencer Marketing On Purchase Intention

According to previous research conducted by Iffah et al. (2022), at the Department of State Polytechnic Administration Semarang in 2018–2019, the purchase intention of Sociolla was positively and significantly influenced by influencer marketing. Further, according to Alifa & Saputri (2022), the purchase intention of Sociolla customers in buying is significantly and positively influenced by influencer marketing.

H2: Influencer Marketing has a positive and significant effect on purchase intentions for Somethinc products among TikTok Gen Z Users in Surabaya.

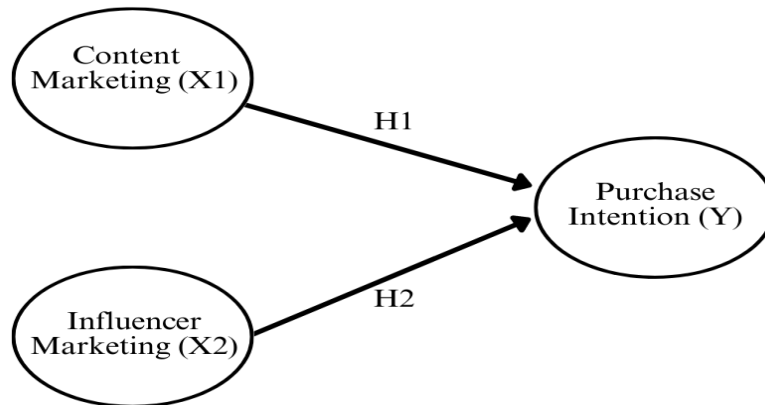


Figure 1. Conceptual Framework

METHODOLOGY

The research method in this study uses quantitative methods using the software Smart-Partial Least Squares (PLS) for data analysis. To get the data, use the Likert weighing scale. The population in this study consists of users of TikTok Gen Z in Surabaya. Data analysis techniques using non-probability methods with purposive sampling: With a population whose data sources are unlimited, multiplying the number of indicators by the estimated number of parameters 5–10 times is a way to determine how many members of the sample there are

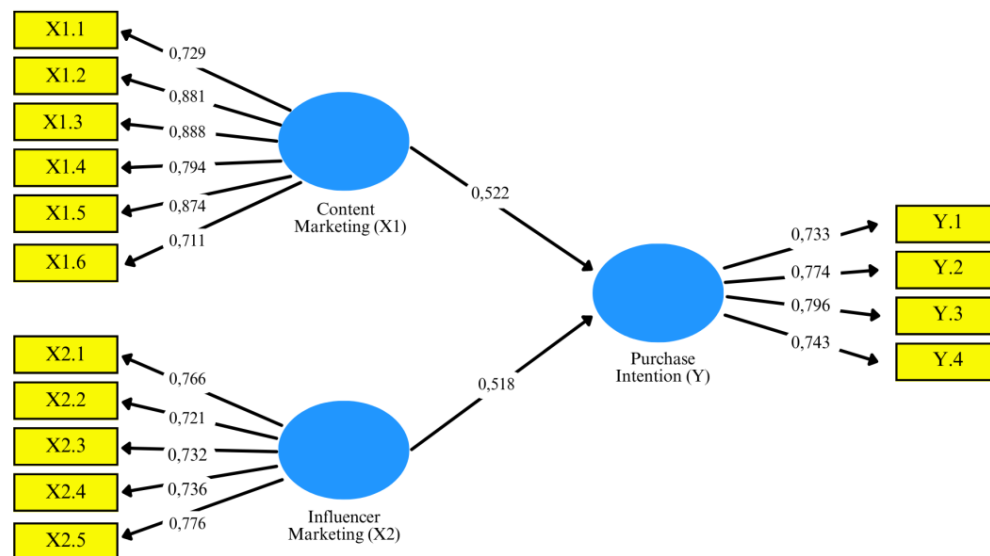
(Ferdinand, 2014). The sample used was an Indonesian TikTok user based in Surabaya who had seen posts or product contents with Sisca Kohl as a Somethinc Influencer on TikTok. The age of the respondent is Generation Z, with an age range of 17–26 years in 2023. The variables used in this study are three, namely: content marketing (6 indicators), influencer marketing (5 indicators), and dependent variables: purchase intention (4 indicators). There are 15 indicators, so the number of samples used for this study is: $7 \times 15 = 105$. With the results obtained above, it can be concluded that the required sample of respondents is 105 people, based on the calculation of the size of the sample above.

RESULTS

Respondent Characteristics

The result of this study is known: there were 105 respondents, and the majority of respondents in this study were women, i.e., a total of 77 people (73.3%) tended to be more than males 28 people (26.7%). It is also known that the majority of respondents to this study are students, i.e., 95.2% or 100 people, followed by students and employees, respectively, 2 people (1,9%), as well as private employees, 1 person (1%).

Figure 2 PLS Model Analysis



Source: Processed Primary Data (2023)

Outer Model

Table 1. Factor Loading

	Content Marketing	Influencer Marketing	Purchase Intention
X1.1	0,729		
X1.2	0,881		
X1.3	0,888		
X1.4	0,794		
X1.5	0,874		
X1.6	0,646		
X2.1		0,766	
X2.2		0,544	
X2.3		0,581	
X2.4		0,736	
X2.5		0,776	
Y1			0,470
Y2			0,774
Y3			0,796
Y4			0,743

Source: Processed Primary Data (2023)

From the PLS output image above, you can see the magnitude of the factor loading value of each indicator located above the arrow mark between the variable and the indicator, and you can also see how big the path coefficients are above the arrow line between the exogenous variable and the endogeneous variable. Besides, you can also see the size of the R-Square that is right inside the endogenous variable circle (purchase intention variable). Therefore, it can be seen from the largest loading factor of the content marketing indicator that it is value (X1.3), which is the largest indicator with a loading factor of 0.888. Also, the factor loading for the influencer marketing indicator is articulation (X2.5), which is the largest indicator with a load factor of 0.776.

Inner Model

Table 2 R - Square

<i>R-square</i>	
<i>Content Marketing</i>	
<i>Influencer Marketing</i>	
<i>Purchase Intention</i>	0.552

Source: Processed Primary Data (2023)

The above table's R-square value is 0.552. With a variation of 55.2%, this model can explain uncontrolled variables such as content marketing and influencer marketing that can affect purchase intention. Then most of the 44.8% variance is caused by variables outside the scope of this study

Path Analysis

Table 3 Path Coefficients (Mean, STDEV, T - Values, P - Values)

	<i>Path Coefficients (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P-Values</i>
<i>Content Marketing -> Purchase Intention</i>	0,522	0,527	0.043	12,154	0,000
<i>Influencer Marketing -> Purchase Intention</i>	0,518	0,616	0.043	12,053	0,000

Source: Processed Primary Data (2023)

From the above table, the conclusion can be drawn that the hypothesis states:

1. H1: Content Marketing has a positive influence on Acceptable Purchase Intention, with path coefficients of 0.52 and a statistical T-value of 12.154 > 1.96 where p-values = 0,000 are smaller than $\alpha = 0.05$ (5%).
2. H2: Marketing influencers have a positive influence on Acceptable Purchase Intention that is acceptable, with path coefficients of 0.518 and a statistical T-value of 12,053 > 1,96 where p-values = 0,000 are smaller than $\alpha = 0.05$ (5%).

DISCUSSION

Effect of Content Marketing On Purchase Intention

Based on the analysis of the research that has been carried out, content marketing contributes to the purchase intention Somethinc products among TikTok Gen Z users in Surabaya and is acceptable. With the result of the accepted hypothesis, which means this influence shows a relationship between content marketing and purchase intention. In this case, the better the content marketing, the higher the consumer's interest in buying it.

The results of the descriptive analysis of the content marketing variable with the indicator that has the highest presentation are valuable. Conditions like this indicate that the content marketing offered has been able to create content that has value and benefits, one of which is that they share content about the pattern and step of using the right skincare so that it arouses an interest to buy.

According to a previous study by Abdurrahim & Sangen (2019), purchase intentions are significantly positively influenced by content marketing. Further, according to Lazuardi & Kaihatu (2021), purchase intention is significantly positively influenced by content marketing.

Effect of Infuencer Marketing On Purchase Intention

Based on the analysis of the research that has been carried out, influencer marketing contributes to the purchase intention Somethinc products among

TikTok Gen Z users in Surabaya and is acceptable. With the result of the accepted hypothesis, which means this influence shows a relationship between influencer marketing and purchase intention. In this case, influencer marketing has a very strong direct influence on purchase intention because influencing marketing plays a role in increasing popularity, and consumers can make product recommendations and create purchase intentions that are most likely to shape purchase intentions.

The result of the descriptive analysis of the influencer marketing variable with the indicator that has the highest presentation is articulation. Conditions like this indicate that an Influencer is able to communicate and present information that helps the audience understand a product so that it arouses a purchase intention.

According to previous research conducted by Iffah et al. (2022), purchase intentions are significantly influenced by influencer marketing. Further, according to Alifa & Saputri (2022), purchase intention is significantly positively influenced by influencer marketing.

CONCLUSIONS AND RECOMMENDATIONS

Based on the research that has been carried out, it has been found that content marketing has contributed to purchase intention among TikTok Gen Z users in Surabaya. The more frequently content marketing is obtained by TikTok users, the more purchase intention they have in buying the product. The next variable obtained was that influencer marketing has contributed to the purchase intention of users of TikTok Gen Z in Surabaya in choosing and deciding to make a purchase plan for Somethinc products. The more the influencers are known, the more TikTok users will have purchase intentions.

A recommendation for Somethinc companies is that it is expected to continue to use content marketing to be uploaded periodically on TikTok by paying attention to the content shared by the company that has value and benefits so that consumers are faithful in choosing skincare brands as their primary choice. Not only that, the use of influencer marketing to pay attention to an influencer's articulation in order to arouse a purchase intention to make consumer relationships with Somethinc closer so that it arouses a purchase intention.

FURTHER STUDY

Further, researchers need to consider additional indicators that have not been discussed in this study as they can affect purchase intention so that a company understands what to do to optimize consumer purchase intention. Other variables that can be used, for example, are price, promotion, product review, viral marketing, brand image, brand trust, e-wom and can increase the number of respondents to get better research results.

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