



The Influence of Online Customer Review and Content Marketing on Purchasing Decision for Jiniso Products in the Tiktok Application

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ABSTRACT

The aim of this research is to evaluate the impact of content marketing and Online Customer Reviews on Jiniso purchasing decisions on the TikTok Shop application. The research population consisted of 120 people, all of whom were TikTokShop users in Cirebon. The examination in this study was carried out with the help of Smartpls. The study finding that content marketing and Online Customer Reviews work together to influence TiktokShop buyer decisions is clearly visible here. Consumers rely heavily on online reviews when making purchases on the TikTokShop marketplace. In making purchases on the TikTokShop marketplace, content marketing plays a major role. Next, we can find Online Customer Reviews and the best content marketing factors to test purchasing decisions by using reliability testing in Partial Least Squares (PLS) analysis using Cronbach Alpha, Composite Reliability, and Avarage Variance Extracted (AVE) techniques. Two factors probably account for 67.6% of the variance in purchasing decisions (R Squared = 0.676). The research results show that the model makes a significant contribution to understanding the variables that influence consumer purchasing decisions.

INTRODUCTION

Technology and information are developing very rapidly in today's interconnected world, including Indonesia. Changes in the global information landscape have far-reaching impacts on the daily lives of people and communities. One example of technological progress is the internet. Doing business in all sectors, including online sales and purchases, is getting easier thanks to developments in information technology in Indonesia.

One example of a digital media platform that allows users to buy and trade goods online is TikTok. Among the many modern social networking sites, TikTok stands out. This is currently trending among people of all ages. The TikTok application is a new breakthrough for businesses, especially when it comes to creating advertising and marketing strategies that follow trends. The features in the TikTok application are quite arousing user curiosity because this software can be accessed by a wide audience and is very easy to use. The purpose of this TikTok video is that Product reviews are a great way for consumers to find out what other people think about a product and how it compares to their own experience. In the case of product reviews, the data comes from the customer's past purchases, while in the case of recommenders, the data comes from the customer's past purchases. What is important are the testimonials provided by TikTok users. The aim is to provide information to consumers before making a purchase, dare to do something, then record their decisions so they don't have to live with regrets. According to Cahyaningtyas and Indra Wijaksana (2021)

Online shopping is currently popular among Indonesian customers with moderate interest in using sales media. One of these things is searching for product information online which is free of charge and has several benefits. Data that reviews sites and other internet reference materials that provide feedback from actual customers is where we find it. A strong motivator for sales to happen is positive reviews. Strange Event According to the study program, this is appropriate. Consumers are more likely to make a purchase after reading positive reviews and engaging with content marketing on TikTok. With the continuing increase in the number of internet users in Indonesia, there are increasingly greater opportunities for business people to take advantage of online business. Arbaini (2020)

When compared to other local brands that use TikTok, Jiniso stands out from other brands thanks to its official identity, verified TikTok account, and affiliated system with several prominent young influencers. Jiniso also has many enthusiastic followers who are happy to provide feedback on the products she sells on her TikTok channel. Consumers will be more likely to buy an item if they have trust in the brand.

Based on Jiniso's performance in the fashion jeans business, it seems that media marketing, online consumer evaluation, and social media marketing have become important elements in the marketing strategy. These variables influence customer decisions and opinions. Social media and online reviews help many businesses increase their customer base, gain credibility and attract new customers. Customers will certainly be more picky when faced with a more

diverse choice of goods and characteristics. Thanks to social media, buyers can easily find and compare products based on their preferences.

In this digital era, it is very important to embed messages in the material. An integral part of any successful marketing strategy is the development, distribution and production of engaging, high-quality content that attracts the right audience and encourages them to make a purchase. By using social media, service providers can easily communicate with their clients and provide them with the latest information and products. When looking for specific goods or services, this makes it a great choice. It is important to consider the audience, content quality, and features when creating social media posts. The reason is, this has the potential to increase consumer confidence in large companies, which in turn can increase purchases.

Consumers are involved in purchasing decisions when they decide what to buy, whether to buy it, when to buy it, where to buy it, and how to pay for it. A strong desire to obtain an item is an important consideration before making a purchasing choice. According to Soleh Mauludin et al. (2022), purchasing products and services requires customers to pay attention to a number of factors. A customer's choice to purchase reflects the level of effort a marketer makes to sell a product.

Online Customer Reviews really help applicants make the right purchasing decisions. Thanks to the helpful feedback provided by previous customers, potential buyers can make informed purchasing decisions. Because e-commerce allows customers to quickly access product information, marketing and reviews play an important role in this industry for consumers (Legifen, Pangestu, and Sulhan 2023). From fast delivery to original products, everything is top notch. Prices and comments from buyers may provide all the information we need. In fact, TikTokShop gives customers the option to comment on the store's or owner's goods and services, allowing them to learn more about the products and store.

LITERATURE REVIEW

Online Customer Review

Online Customer Review is positive and negative customer reviews of products sold in online stores, as well as information about products and services offered by third-party sellers, collected by actual customers. With the help of Bernadetta Diansepti Maharani, Atma Fadna Rinaja, and Ida Bagus Nyoman Udayana (2022). In the journal Adriani Faradita P, Widjajanti K., Dzulqarnain (2019) stated that as an example of electronic word of mouth, online customer reviews provide information about products and customer preferences (Adriani Faradita and Widjajanti 2023). Martini claims in Mirza's (2022) article that consumers' use of Online Customer Reviews as a tool for researching products and services has the potential to influence their final purchasing decisions. (Paulus 2022; Kadek and Ejasa Sembiring 2022). Online Customer Reviews, as far as anyone knows, are simply people's opinions

about items others have purchased and liked, so that others can see how others rate the same items.

Online Customer Review Dimensions

If you believe Flanagin and Metzger in Kurniawan (2021), there are three parts to the Online Customer Review:

1. Credible information is information that can be accessed and trusted by its users; If there is an error in the information, the source of the information can be held responsible, and the information comes from:
 - a) Trustworthy, shows the extent to which the source is seen as trustworthy, honest and reliable.
 - b) Honest is the decision to express your deepest thoughts, words and actions. Whether it actually happened or happened, there was manipulation using methods such as copying and lying to enrich oneself.
2. The ability to complete a particular task well is what we mean when we talk about expertise. The subject is the ability to transmit one's skills to others, which includes:
 - a) Professional is the ability to assess community needs, set service priorities, create agendas, and design service programs based on these needs.
 - b) Useful, namely a product or service that helps customers by equipping them with useful knowledge and the ability to do good
3. Pleasure, defined as the capacity to induce desired actions through the following emotional channels:
 - a) Likable is something that shows happiness that arises from being satisfied with the service and information provided.
 - b) Anything that elicits a response of excitement in shape, color, and so on is attractive.
 - c) What we mean when we say (Likely To Buy From This Website) is that we want to buy a product or service after seeing it on the website and learning more about it.

Customer Review Indicator

The study uses the Online Customer Review indicator. The following is an extension of the work of Latifa P. and Harimukti W. in Suryani, Adawiyah, and Beliya (2022):

1. Perceived Benefits
Online Customer Reviews on purchasing sites provide real benefits to consumers. Products used as a measure of perceived value include:
 - a. Customer evaluations posted online make it easier for you when shopping or placing orders online.

- b. Reviews written by customers actually make it easier to research products or services online.
2. *Source credibility*

Reading the topic of electronic word-of-mouth promotions helps me understand the creator of the message. For a communication to be credible, the sender must be an authority on the subject matter and have a recognized voice in the field. The following factors are used to indicate the reliability of a source:

 - a. Trust to display Online Customer Reviews provided by online stores or TikTok stores.
 - b. Trust reviewers given by other consumers.
3. *Quality Argument*

The term “quality argument” describes a strong and convincing argument that accompanies the content of the message. Useful items to indicate the quality of an argument are:

 - a. A review of a product or service includes the advantages and disadvantages of the product or service.
 - b. Reviews help you make purchasing decisions
4. *Valance*

The valence of a message determines whether its features are favorable or negative. Who knows whether they are collectively beneficial (like a compliment) or negative (like a complaint). The following are the items used to determine the valance of the indicator:

 - a) You can get accurate information from product reviews or service evaluations.
 - b) Reviews of products or services provide a comprehensive overview of the subject discussed.
 - c) Opinions of a product or service are influenced by positive reviews.
 - d) If I see unfavorable reviews for a product or service, I will look for alternatives.

Content marketing

Yunita et al. (2021) claim that content marketing is a strategy for promoting company products and services through strategic planning, production and distribution of relevant material. The goal is to increase the likelihood of potential consumers becoming paying customers. Pulizzi stated in the journal Sanjaya (2022) that content marketing is an internal process where companies and marketers create and distribute valuable and interesting content to attract and retain customers, strengthen relationships with those customers, and ultimately generate more revenue. Kartika (2023) states that content marketing is a method in which managed content creators acquire and attract consumers while engaging their audience to take profitable actions.

Content marketing dimensions and indicators

Deyatari Pangestu and Tranggono (2022), Karr (2016:55) stated that the following dimensions can be measured using content marketing:

1. *Reader Cognition*
To reach each audience, content creators must consider the diverse visual, auditory, and kinesthetic learning styles within their target demographic.
2. *Sharing Motivation*
Post important information on social media to reach more relevant people and promote your business. The specific reason why an audience exists for a purpose. Read or watch content created by a content creator. The public shares material for a variety of reasons, including but not limited to: increasing their visibility to others, developing their online persona, connecting with people in their network, and drawing attention to a particular issue.
3. *Persuasion*
This relates to the way a business influences the opinions of its target audience so that people move from one choice to the next and ultimately become paying customers.
4. *Decision Making*
Various “supporting criteria” influence the decision-making process in different ways for each individual. Facts, emotions, beliefs, and efficiency all play a role, and they all work together. Therefore, it is ideal for partially created content organizations to have balanced content and pay attention to “criterion support”.
5. *Life Factors*
Companies don't always consider how audience discussions about third-party materials impact their own content when creating them. There are influences from friends, family, and the social environment on every business choice, in addition to the viewer's personal judgment.

Purchasing decision

Kotler and Armstrong stated in the journal Rahmawan and Hidayat (2020) that customers actually make purchases at the purchase decision step of the making process. The choice to buy a product, as stated by Peter in the journal Nofrizal et al. (2021), is the result of weighing the pros and cons of several options after understanding all the relevant information. A person's attitude towards purchasing, using, or considering a product or service determines whether or not he is ready to take the risks associated with making that purchase (Sanjiwani and Mood, 2019).

Dimensions and Indicators of Purchasing Decisions

According to Tjiptono in Indasari (2019:74), there are six sub-decisions involved in a consumer's decision to buy a product:

1. Selected products

Consumers have the freedom to choose whether to buy a product or allocate their funds for other purposes. When thinking about this business, it is important to focus on customers who are interested in purchasing the goods and their alternatives. Products that meet specific needs, products that offer variety, and products that are high quality are examples.

2. Brand of choice

The responsibility is on the buyer to decide which brand to purchase. There are different variations across brands. From a business perspective, it is important to understand how customers choose a brand. Take for example a well-known and trusted brand.

3. Preferred distributor

It is the buyer's responsibility to decide which dealer to visit. Proximity to home, affordability, product variety, and other factors are all important to buyers when deciding on a distributor. Product availability and convenience are two examples.

4. Purchase time

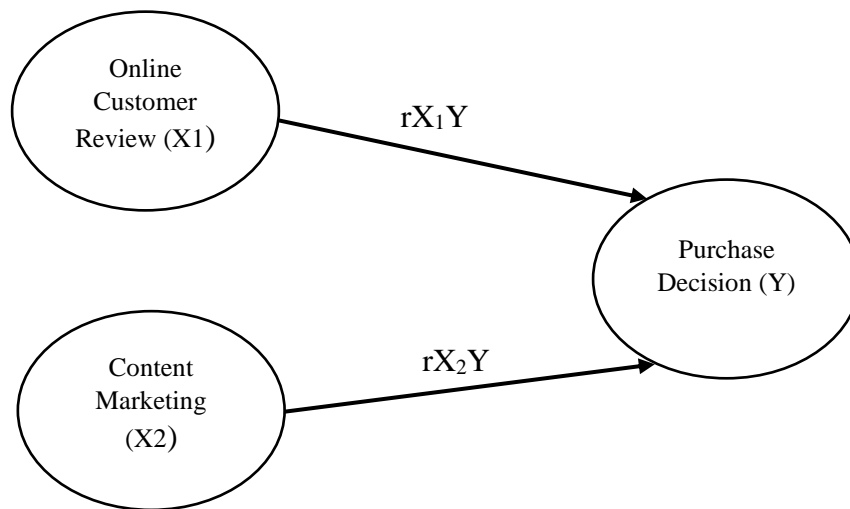
The choices voters make during election season Can vary; for example, there are people who buy monthly, there are those who buy every quarter, there are those who buy every semester, and there are also those who buy every year.

5. Purchase amount

Consumers can choose how many products they want to buy at any time. Multiple purchases can be made in one transaction. This means the company must produce more products to meet each customer's needs.

Consumers always pay attention to factors when buying something such as: choosing the right product, brand, distribution, time of purchase, size and needs. These results are based on the criteria and standards mentioned above.

Research Hypothesis



Information:

X 1 = Online Customer Review

X 2 = Content marketing

you = Purchase decision

rX 1 Y= Online customer review of Purchasing Decisions

rX 2 Y = Content marketing on Purchasing Decisions

The research hypotheses are based on previously recognized formulation challenges and empirical findings. Here's the text:

H 1 = It is suspected that there is a significant influence between Online Customer Reviews on Purchasing Decisions

H 2 = It is suspected that there is a significant influence between content marketing on purchasing decisions.

METHODOLOGY

This research uses a quantitative research design and associative analysis. Data collected and presented numerically constitutes quantitative research. On the other hand, the So correlation study recognizes the relationship between the independent variables, namely Online Customer Review (X1) and Content Marketing (X2) on the dependent variable, namely Purchase Decision (Y).

Quantitative research is defined by Sugiyono (2020:16) as a methodology based on philosophy and positivism to study certain populations or samples, with the aim of testing hypotheses through data analysis and quantitative statistics.

Sugiyono (2020:66) emphasizes that causal associative research techniques are a problem formulation in the nature of research that seeks to find the

relationship between two or more variables or characteristics as a result. Independent variables (influence) and dependent variables (influenced) are used in this type of research.

Considering the Likert scale as a measurement variable, Sugiyono (2020:146) said: "The Likert scale is used to measure the attitude and acceptance of a person or group of people towards social problems."

By using quantitative data analysis procedures, this is revealed to find out whether two independent variables and one dependent variable are related to each other. This is an effort to solve a problem in a course by using the Smartpls application as a tool. Research sample size Because there is no infinite number of unknown populations, we can use the formula from Lemeshow. Using the following Lemeshow formula:

$$n = \frac{Z^2 1 - \alpha / 2 P(1 - P)}{d^2}$$

Information :

n = sample number

Z = z score at 95% confidence = 1.96

P = maximum estimate = 0.5

d = alpha (0.10) or sampling error =10%

The number of samples to be used using the formula above:

$$n = \frac{Z^2 1 - \alpha / 2 P(1 - P)}{d^2}$$

$$n = \frac{(1,96)^2 \cdot 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = 96,04$$

The number of samples will be determined using the formula provided. The number of research participants was 97 people, if calculated then the sample value (n) was 96.04. We can obtain this data from a sample of 97 people.

RESULTS AND DISCUSSION

Data Analysis Results

1. Validity test

Table 1. External Loading

	Online Customer Reviews	Content marketing	Purchase decision
RE1	0.76		
RE2	0.881		
RE3	0.792		
RE4	0.547		
RE5	0.764		
RE6	0.878		
RE7	0.816		
RE1	0.760		
CM1		0.700	
CM2		0.744	
CM3		0.781	
CM4		0.774	
CM5		0.825	
CM6		0.781	
CM7		0.811	
CM8		0.729	
CM9		0.705	
CM10		0.689	
CM11		0.817	
KP1			0.745
KP2			0.701
KP3			0.744
KP4			0.829
KP5			0.819
KP6			0.700
KP7			0.832
KP8			0.888

If the factor loading value is greater than 0.7, it means that each indicator makes a significant contribution in assessing the latent construct. The use of a loading scale range of 0.5 in development research is still acceptable, but variables with a loading value lower than 0.5 must be eliminated. A factor loading value greater than 0.5 indicates that the indicators represent the construct being measured (Table 1). Knowing this provides confidence that the measuring instrument in the external measurement model has sufficient validity and reliability to reflect the construct being tested. We can confidently proceed to the next stage of structural analysis, involving PLS analysis, thanks to these results.

2. Reliability Test

This research uses Cronbach's alpha, Composite Reliability, and Average Variance Extracted (AVE) techniques to carry out reliability tests on Partial

Least Squares (PLS) analysis. This data meets the requirements for the AVE value in the reflective construct, with a value of more than 0.5, in accordance with the findings of PLS data processing. In addition, composite reliability values above 0.7 and Cronbach Alpha above 0.7, all indicate relatively strong dependability. Reliability test results You can see all the dependency constructs used in this PLS analysis in table 2. Findings This provides confidence in the basic research method and supports the validity and dependability of the constructs.

Table 2. Reliability Test

	Cronbach's Alpha	Composite Reliability	(AVE)
Online Costumer Review	0.894	0.916	0.614
Content Marketing	0.927	0.938	0.579
Purchase Decision	0.910	0.927	0.616

3. R-Square

A satisfactory result is an R Squared value of 0.67. The moderate model is a model whose value is between 0.33 and 0.67. However, if the R-squared value is less than 0.33, then p The research results show that the model is flawed because of the variables themselves (Chin et al., 2008). Alluded to the research's R-squared score and subsequent data analysis. Details can be seen below:

Table 3. R-Square

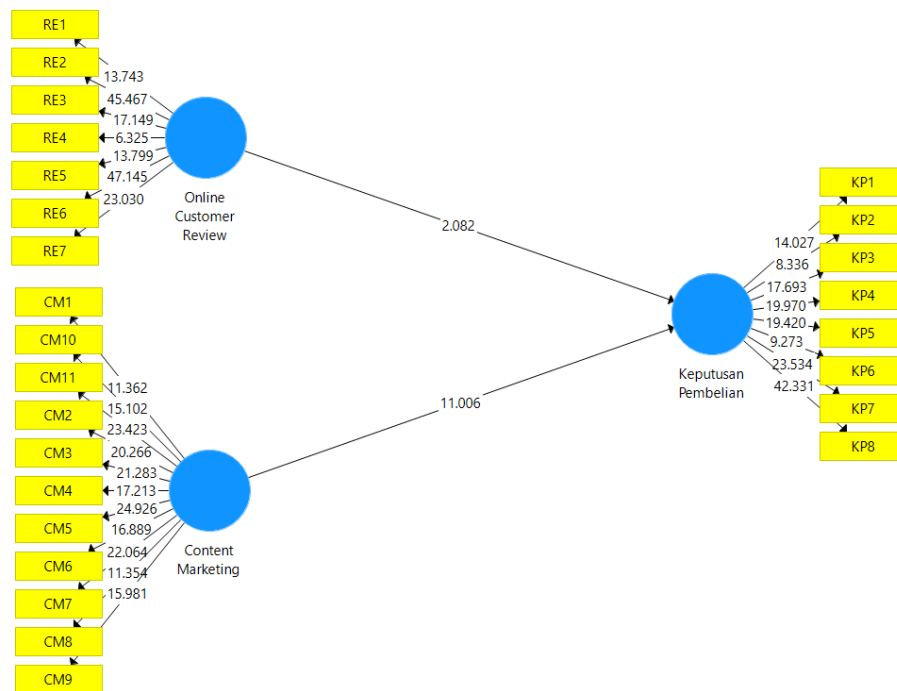
	R-Square	R-Square Adjusted
Purchase Decision	0.681	0.676

The R-squared value is 0.676, p. This shows that the factors included in the analysis model can explain around 67.6% of the variable variation or capacity for change in purchasing decisions. The research results show that the model makes a significant contribution to understanding the variables that influence consumer purchasing decisions.

4. Hypothesis Testing Results

The t-statistic value approach was used to test the significance between variables in this study; it is illustrated in the image below.

Figure 1. Path Diagram Research Model



5. Hypothesis Test Results (Direct Influence)

For the purpose of analyzing structural model coefficients, Hair et al. (2014) This hypothesis will test the relationship between variables and determine whether any variables are significant. Testing theories in research See T-statistics and P-values for these. An accepted hypothesis will have a T-statistic greater than 1.96 and a P value less than 0.05. You can see the direct influence of the path coefficient on the variable results in the table below.

Table 4 Direct Effect Test Results

Hypothesis	Connection	Coefficient	T Statistics	P Values	Information
H1	Online costumer review -> purchase decision	0.169	2.082	0.038	Significant
H2	Content Marketing -> purchase decision	0.696	11.006	0,000	Significant

DISCUSSION OF HYPOTHESIS RESULTS

H1: The Influence of Online Customer Reviews on Purchasing Decisions

The first hypothesis testing analysis shows that Online Customer Reviews significantly influence purchasing decisions positively, with there being a significant difference between 1.96 and 2.082 in the T statistic, and the P value is 0.038, which is smaller than 0.05. This research finding shows the great influence of Online Customer Reviews on consumer purchasing decisions. Consistent with previous results (Fauziah et al., 2023; Kusuma, 2023; Sudirjo et al., 2023; Zed et al., 2023), the following conclusions are presented. The presence of good online customer reviews should influence consumers to make purchases. Supporting the hypothesis results According to the theory of eWOM, or electronic word of

mouth, reviews and opinions expressed by online consumers significantly impact platform users' perceptions, attitudes, and decisions when making purchases (Elwalda et al., 2016).

A good web-based client audit can influence consumer purchasing choices on Tiktokshop because purchasing decisions are influenced by positive and negative information obtained from research on online shops. The greater the number of positive evaluations of a product or service online, the greater the positive impression it will give to potential buyers. This is because many people use reviews written by actual customers as a basis for making purchasing decisions. According to Lamato and Sono (2023), positive reviews have the power to persuade potential buyers and shape consumer opinions about products and services that have received positive recommendations from previous customers. Sellers need a notification service because they expect bad ratings. In Anticipation of unfavorable reviews, the situation is the same. It's worth thinking about techniques to keep people from judging you negatively, such as offering them discounts, giving them free stuff, or charging low prices. If the consumer does not receive the requested item, it is best not to give a high rating.

H2: The influence of content marketing on purchasing decisions

The results of the second hypothesis test show that content marketing has an influence on consumer purchasing decisions, with a p-value of more than 0.000, a t-statistic of greater than 1.96, and a p-value of less than 0.05. Research findings Evidence like this shows that content marketing can influence consumer purchasing decisions. This conclusion has important implications that are in line with other research (Fadhilah & Saputra, 2021; Mahardini et al., 2023; Trihudiyatmanto, 2024). The reason is, content marketing on TikTok has the ability to attract consumers with creative, informative, entertaining and solution-oriented content, thereby ultimately increasing consumer interest and improving their purchasing decisions.

According to the findings of this research, content marketing is very important for any business. The more engaging the content, the more likely viewers are to make a purchase on the TikTokShop marketplace. Simply put, content marketing is an engaging form of digital marketing that aims to increase sales by encouraging possible action from the target audience. However, the most important thing that business people need to pay attention to is the consistency of the content creators or marketers. Because the more regularly you create content, the greater the chance of material appearing on TikTok users' FYP (For Your Page). Your video clip has the potential to go viral and get the nickname "Tiktok poison" if it appears on FYP. The more people who do this, the more likely it is that people will actually buy the product.

CONCLUSION

Research and discussions show that Online Customer Reviews have a positive and significant influence on purchasing decisions. If you want more people to buy on TikTokShop, you need to do a few things: maintain a positive attitude towards your product or service, don't post negative comments, and create content that provides information about your product. If you want to see sales on TikTokShop continue to increase, you have to buy things that other people find interesting on the market.

We found that content marketing has a positive and significant impact. If we want more people to buy things on TikTokShop, we need to put more effort into content marketing. This means ensuring that content on TikTokShop is accurate and relevant, marketing materials are easy to understand and find, and there is consistency in our marketing efforts. To achieve the company's goals, it must continue to improve.

In terms of research, there are many holes. Starting with research Here, the app market is the focal point. What we call "Tiktoshop" is actually just an online platform where people can buy and sell anything. Researchers should also consider using larger, geographically diversified samples. Second, this research remains focused on one independent construct. Continue to research, make additional recommendations, and build more comprehensive models to account for factors like user happiness, company success, and more.

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