

## **The Influence of Content Marketing and e-WOM on Purchase Decisions in TikTok Social Media**

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**Abstract:** *It cannot be denied that social media marketing is currently a powerful strategy for achieving the target market. Many marketers compete to use the best way to achieve success through social commerce. This research aims to analyze the influence of content marketing and e-WOM on purchasing decisions on TikTok social media. A cross-sectional online survey with a structured questionnaire was employed in this study. A total of 200 respondents were recruited using the purposive sampling method. The study findings state that the influence of content creation, content sharing, connecting, community building, and e-WOM are factors in determining purchasing decisions. Content creation, sharing, connecting, and community building were all instrumental in shaping consumers' purchasing choices. e-WOM, driven by reviews, comments, user-generated videos, and testimonials, had a substantial direct impact on purchase decisions.*

**Keywords:** *Content Creation, Content Sharing, Connecting, Community Building, and e-WOM on Purchasing Decisions*

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### **I. INTRODUCTION**

The rapid advancement of digital technology worldwide has accelerated the exchange of information and opened up numerous new opportunities in the field of marketing. Consequently, marketing techniques have evolved alongside digital technology, enabling businesses to reach consumers more effectively and efficiently. Utilizing technology and social media has brought significant benefits to an increasingly competitive business world. As asserted by Augustinah (2019) social media has become an effective marketing strategy, connecting businesses with a vast audience, both locally and internationally, without being hindered by distance or time.

One prominent marketing strategy employed through online platforms is content marketing. It leverages content created and shared on online platforms to reach potential customers and build relationships with them. According to Gunellius (2011), content marketing involves several elements, including content creation, content sharing, connecting, and community building. These elements play a vital role in enabling businesses to effectively influence consumer purchasing decisions.

In today's digital era, consumers also pay considerable attention to the opinions and reviews of other users before making a purchase decision. e-WOM is one form of information or review that circulates on social media and online platforms. e-WoM allows consumers to gain comprehensive insights about products or services before making a purchase, and it allows users to provide feedback or reviews, aiding potential customers in their decision-making process. Incorporating e-WOM into marketing strategies can significantly impact consumer buying decisions and foster brand loyalty.

TikTok, a booming social media platform widely used by people worldwide, has gained tremendous popularity in Indonesia, ranking second globally with 109.9 million users (Annur, 2023). Consequently, many TikTok users have capitalized on the platform's popularity to promote their products. TikTok's unique features enable users to create creative and easily shareable short videos, making it a potentially powerful platform for brand and product promotion.

Given the importance of content marketing, e-WOM, and the rise of TikTok in the e-commerce landscape, researchers have become intrigued by studying their interrelationships. The rapid development of technology and social media platforms has brought significant impacts on the business and marketing world. In the face of intense competition, businesses need to adopt appropriate technology and marketing strategies to enhance their competitiveness and optimize profits. Content marketing and e-WOM play crucial roles in influencing consumer purchasing decisions.

Several studies have been conducted on the topic of content marketing and e-WOM, as outlined: a study by Fadhilah dan Saputra (2021) researched the impact of content marketing and e-WOM on Gen Z's purchasing decisions on TikTok. The researcher employed a descriptive quantitative method. The findings revealed that both factors had significant effects individually. Simultaneously, content marketing and e-WOM on social media TikTok influence the purchasing decisions of Generation Z consumers with a magnitude of influence of 39.1%. The second research was conducted by Fauziah et al., (2023). They investigated the impact of digital marketing and e-WOM on buying interest in the TikTok shop among 60 college students at Buana Perjuangan Karawang University. The results revealed that both digital marketing content and electronic word of mouth had a significant and positive influence on buying interest among students in the management study program. Implementing digital marketing content and electronic word of mouth could effectively increase buying interest in the TikTok shop.

Another study conducted by Wjaya and Yulita (2022) was conducted to discover the impact of content marketing, e-WOM, and brand image on the interest in purchasing *Mother of Pearl* cosmetics through TikTok social media. The study concluded that while content marketing and e-WOM do not have a partial influence, they collectively impact the buying interest in Mother of Pearl products. Additionally, brand image significantly affects the buying interest in Mother of Pearl products, individually and collectively. In another research on culinary tourism destinations in Denpasar City conducted by Narottama and Moniaga (2022), the focus was to analyze the influence of social media marketing on consumer purchasing decisions in culinary tourism destinations in Denpasar city. The research examined four independent variables: content creation, content sharing, connecting, community building, and a dependent variable: purchasing decision. The findings could help culinary tourism businesses, stakeholders, practitioners, and academics understand the impact of SMM on consumer purchasing decisions, leading to the development of effective marketing strategies for a competitive advantage.

In a study conducted by Auriel and Yosepha (2022) focus was to examine the effect of brand image and electronic word of mouth on consumers' purchasing decisions for Jabodetabek's consumers' Scarlett Whitening products. The findings revealed that brand image and electronic word of mouth significantly influence Scarlett Whitening's product purchasing decisions in the Jabodetabek area, accounting for 94.3% of the observed impact. Additional variables may also impact purchasing decisions. Then, Noviandi (2021) also conducted research related to the Effect of e-WOM (Electronic Word of Mouth) on Purchasing Decisions on Food & Beverage Products Online on the Tokopedia Marketplace. This research found that the variables (intensity, valence of opinion, and content) of e-WOM had a positive and significant influence on purchasing decisions.

A study on Brand Ambassador and E-Word of Mouth's Impact on Consumer Satisfaction in the Indonesian Marketplace (Saputra, 2021) examined the influence of brand ambassadors and e-word of mouth on consumer satisfaction in the Indonesian marketplace. This study revealed a significant positive effect on purchasing decisions when considering each variable separately, providing valuable insights for effective marketing strategies. The next study was carried out by Mahendra and Nugroho (2020) with the topic of Content Marketing's Impact on Purchase Intention in Fan Apparel with Customer Engagement as Mediation. They investigated the relationship between content marketing and purchase intention in fan apparel. The research, involving 150 respondents, emphasizes the importance of content marketing in influencing customer engagement and purchase intention, offering guidance for marketing optimization.

Litmanen and Sari (2021) also conducted a study on content marketing's impact. This study focuses on the impact of content marketing on customer engagement via Instagram. Analyzing 100 respondents in Lampung, the research highlights content marketing's direct effect on customer engagement, providing valuable insights for Instagram marketing strategies. Lastly, the research on brand Image and Electronic Word of Mouth's Influence on Purchasing Decisions was conducted by Himmah and Prihatini (2021). This research explores the influence of brand image and electronic word of mouth on purchasing decisions for Pixy cosmetics in Semarang City. The findings underscored the significance of brand image and electronic word of mouth in shaping consumer choices. This study aims to analyze the factors that influence purchasing decisions on the TikTok social media platform, focusing on content creation, content sharing, connecting, community building, and e-WOM (Narottama and Moniaga, 2022). The research seeks to shed light on the relationships between technology, social media platforms, content marketing, e-WOM, and purchasing decisions, offering insights and recommendations to businesses for leveraging technology and marketing strategies effectively in the increasingly competitive market. Therefore, this research focused on finding the answers to five research questions: 1) Does content creation influence purchasing decisions on TikTok social media? 2) Does content sharing influence purchasing decisions on TikTok social media? 3) Does connecting with others influence purchasing decisions on TikTok social media? 4) Does community building have an impact on purchasing decisions on TikTok social media, and 5) Does e-WOM influence purchasing decisions on TikTok social media? These research questions were developed into the following hypotheses:

H1: Content creation effects partially on purchasing decisions

H2: Content sharing effects partially on purchasing decisions

- H3: Connecting effect partially on purchasing decisions
- H4: Community building effect partially on purchasing decisions
- H5: e-WOM effect partially on purchasing decisions
- H6: Content marketing and e-WOM simultaneously effect on purchasing decisions

## **II. LITERATURE REVIEW**

### **2.1. Content Marketing**

Content marketing is a process that involves both direct and indirect efforts to promote businesses or brands through valuable content, such as text, video, or audio, delivered online or offline, to attract consumer interest and engage the target market (Barao et al., 2022). Content marketing is a management process where companies identify, analyze, and fulfill customer demands to gain profits by utilizing digital content distributed through electronic channels. In this context, content marketing helps companies gather information about customers and potential clients, including their preferences and needs, enabling the creation of relevant content to capture the attention of potential customers and establish connections with them (Yazdanifard and Wong, 2015). This concept aligns with the idea presented by Nurfebriaraning (2017), stating that content marketing is a marketing strategy that involves planning and distributing content that attracts audiences and converts them into consumers.

Currently, Mother of Pearl (Mop Beauty) utilizes TikTok social media as one of its platforms for product promotion. Through 15-second video content marketing, they aim to educate, inform, and persuade consumers, thereby sparking interest in potential buyers (Wjaya and Yulita, 2022). Content marketing leverages created and shared content on online platforms to reach potential customers and establish relationships with them. Consequently, the goal of content marketing is to provide information that captivates and motivates customers to purchase the marketed products (Wisika et al., 2022). Furthermore, content marketing strives to build an emotional connection with the audience, enhancing brand awareness, generating new prospects, and increasing sales. It enables companies to establish themselves as thought leaders or experts in their industry, which fosters consumers' trust and strengthens their brand [17].

According to Gunellius (2011) content marketing involves several elements, including content creation, content sharing, connecting, and community building. Content creation focuses on producing high-quality and relevant content targeting specific audiences. Engaging content creation becomes an important marketing strategy on social media, as captivating content entices consumers to explore and absorb the message, fostering trust. Such content may take the form of articles, images, videos, podcast, or other types that grab the audience's attention.

Content sharing involves distributing content through various channels, such as websites, social media, email, or other platforms, to expand a business's network, reach target audiences, and enhance brand visibility. The sharing of content can lead to direct or indirect sales, contingent on the type of content. Connecting entails interacting with the audience through various channels, like comments, direct messages, or discussion forums. This allows customers to meet like-minded individuals and foster closer relationships, enabling companies to better understand their needs and desires. Community building involves establishing online communities comprising audiences interested in particular brand or product. The aim is to strengthen relationships with the audience and build a loyal community around the brand (Mileva and Fauzi, 2018). By considering these elements, businesses can effectively harness content marketing as an efficient and effective marketing strategy to influence consumers' purchasing decisions.

### **2.2. e-WOM (Electronic Word of Mouth)**

As technology advances, consumers increasingly pay attention to the opinions and reviews of other users before making a purchase decision for a product or service. e-WOM or "electronic discussions through word-of-mouth" is one form of information or review circulating on social media and online platforms. e-WOM is a phenomenon where consumers share their experiences and opinions about products or services through electronic channels, like websites, blogs, social networks, or online review platforms. It has become a crucial part of digital marketing strategies due to its potential to influence consumer perceptions and behavior. e-WOM plays a significant role in expressing consumer sentiments towards brands and serves as a highly effective and efficient marketing communication medium, requiring low costs, having wide reach, and enabling rapid information dissemination [19]. The communication of e-WOM is dynamic, continuous, spontaneous, and online. Its anonymous and interactive nature allows consumers to give and seek opinions about product or service experiences from people they have never met. Consequently, e-WOM influences brand choices and consumer buying decisions [20].

The internet-based communication of e-WOM is of utmost importance since consumer reviews significantly impact purchasing decisions. Before making a purchase, customers often read review first (Wisika et al., 2022). e-WOM enables consumers to obtain comprehensive and in-depth information about products or services, empowering users to provide feedback or reviews of their own experiences, which assists potential customers in their decision-making process.

In marketing strategies, e-WOM can be harnessed to influence consumer purchasing decisions. Various studies have shown that positive e-WOM can increase purchase intent and consumer trust in a brand, while negative e-WOM can reduce purchase intent and consumer trust. Utilizing positive e-WOM, a business can strengthen their brand image and enhance customer trust in their products and services. Moreover, e-WOM also affects consumer perceptions of product or service quality, pricing, and customer service. Factors such as the source of information, credibility, and trust can impact the effectiveness of e-WOM. Therefore, companies must pay attention to and effectively utilize e-WOM in their marketing strategies [21].

Overall, e-WOM has become a critical component of digital marketing strategies as it can influence consumer perceptions and behavior. Companies can leverage e-WOM to enhance consumer trust and purchase intent while building a strong and positive brand image. However, companies should also consider factors that affect the effectiveness of e-WOM, such as the credibility of the information source, to ensure its positive impact. e-WOM is a form of marketing communication performed by individuals or groups, in print or electronic media, based on positive experiences in purchasing or using products and services. It is one of the communication elements that aim to influence consumer decisions to purchase and ultimately achieve customer satisfaction.

### **III. RESEARCH METHOD**

#### **3.1 Research Design**

This research adopts a quantitative approach utilizing a survey design method to obtain primary data from a sample within the population. Primary data is used to formulate and analyze the research problem. The data is collected through online questionnaires using Google Forms and distributed through social networking sites such as WhatsApp, Line, Telegram, and Instagram. The utilization of online questionnaires allows for data collection without geographical limitations, automated data collection, and cost, time, and energy efficiency (Bougie and Sekaran, 2020).

#### **3.2 Population, Subjects, and Research Objects**

The population of this study comprises all TikTok users in Indonesia. The research subjects are selected samples from this population, specifically users who have made a minimum of three transactions in the last month, representing attitudes and adoption intentions towards TikTok. The research object is TikTok, the platform that provides electronic money transaction services.

#### **3.3 Data Collection**

Non-probability sampling using purposive sampling technique is employed in this research. Purposive sampling is chosen because the sample is selected based on specific criteria within the population. Due to the large population of TikTok users, purposive sampling is used to select representative respondents for the study. The research will include 200 respondents (Bougie and Sekaran, 2020). The measurement of variables in this study will use the Five-point Likert scale to assess respondents' agreement levels with the statements presented in the questionnaire. The scale ranges from 1 (Strongly Disagree) to 5 (Strongly Agree) (Bougie and Sekaran, 2020). The study adopts variables from previous research (Singh et al., 2020) to align with the relevant needs and objectives of this study. Operational definitions provide information and clarify how researchers measure the variables. Additionally, operational definitions help ensure consistency with prior research, serving as guidelines for measuring the studied variables (Singh et al., 2020)

#### **3.4 Data Analysis**

The research employs both descriptive and inferential analysis methods. Descriptive analysis involves statistical techniques to describe the collected data as is, without intending to generalize conclusions to the entire population. For inferential analysis, Partial Least Square (PLS), a variance-based Structural Equation Model (SEM), will be used with the software SmartPLS v.3.2.9. The PLS analysis includes testing indicators, model fit, and hypotheses. Convergent validity, discriminant validity, and composite reliability will be evaluated for the measurement model. The fit between observed and theoretical frequencies will be examined for model fit. Hypothesis testing will be conducted using t-statistics and probabilities, with a significance level set at 5% and a critical t-value of 1.96 for two-tailed tests. Hypotheses will be considered accepted if the t-statistic is greater than 1.96 or if the p-value is less than 0.05.

### **IV. RESULTS AND DISCUSSIONS**

In this section, the researcher discusses and analyzes the collected data and presents the research results, including the findings from descriptive analysis, inferential analysis, and hypothesis testing. The research employed Structural Equation Modeling (SEM) with Partial Least Square (PLS) as the analysis tool. Data collection was done through an online questionnaire distributed via Google Form, WhatsApp, Instagram, and Facebook. Respondents' criteria include being between the ages of <20 - >50, and having made online purchases at least three times through TikTok social media in the last month. The study received a total of 200 accepted

*The Influence of Content Marketing and E-Wom on Purchase Decisions in TikTok Social Media*  
 respondents within approximately two weeks.

#### 4.1. Descriptive Statistic of the Respondents

Table 4.1. shows the result of the characteristics of respondents based on gender, age range, occupation, and monthly income/pocket money.

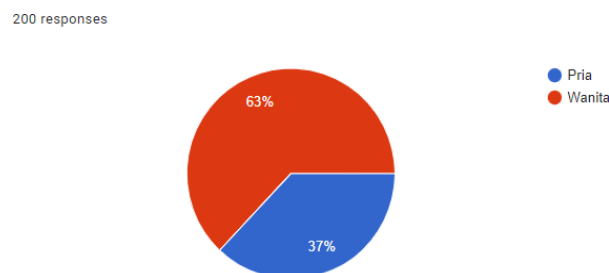
**Table 4.1 Respondent Characteristics**

Characteristics	Note	Total Respondent	Percentage
The frequency of having or not making transactions through TikTok in the last month	Yes	200	<b>100%</b>
	No	0	
	<b>Total</b>	<b>200</b>	
The frequency of purchases using Tiktok in the past month	> 3	142	71%
	< 3	58	29%
	<b>Total</b>	<b>200</b>	<b>100%</b>
<b>Gender</b>	Female	126	63%
	Male	74	37%
	<b>Total</b>	<b>200</b>	<b>100%</b>
<b>Age Range</b>	< 20	48	24%
	20 - 30	109	54.5%
	31- 40	23	11.5%
	41 - 50	11	5.5%
	> 50	9	4.5%
	<b>Total</b>	<b>200</b>	<b>100%</b>
<b>Job</b>	Student	47	23.5%
	Self-employed	19	9.5%
	Private sector employee	90	45%
	PNS/Civil servant	9	4.5%
	Other	35	17.5%
	<b>Total</b>	<b>200</b>	<b>100%</b>
<b>Income / Monthly Pocket Money</b>	≤ 2.000.000 IDR	83	41.5%
	2.000.001-4.000.000 IDR	90	45%
	4.000.001-6.000.000 IDR	15	7.5%
	≥ 6.000.000 IDR	12	6%
	<b>Total</b>	<b>200</b>	<b>100%</b>

**Note:** IDR (Indonesia Rupiah)

##### 4.1.1. Characteristics of Respondents Based on Gender

**Figure 1. Characteristics of Respondent Based on Gender**

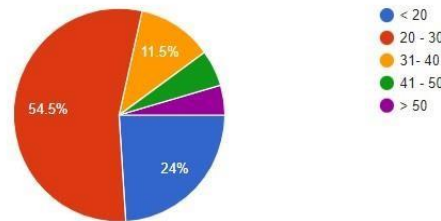


The diagram on Figure 1 showed that out of 200 respondents, females dominate the study with 126 (63%) respondents, while males account for 74 (37%) respondents. Hence, the majority of consumers who made purchases on TikTok in the last month are females (63%).

4.1.2. Characteristics of Respondents Based on Age Range

Figure 2. Characteristics of Respondents Based on Age Range

200 responses



In Figure 2, the data revealed that the age group <20 comprises 48 (24%) respondents, followed by the age group 20-30 with 109 (54.5%) respondents. The other age groups are as follows: 31-40 with 23 (11.5%), 41-50 with 11 (5.5%), and >50 with 9 (4.5%) respondents. Therefore, the largest consumer group making purchases on TikTok falls within the age range of 20 to 30 years old, accounting for 109 (54.5%) respondents.

4.1.3. Characteristics of Respondents Based on Occupation

Figure 3. Characteristics of Respondents Based on Occupation

200 responses

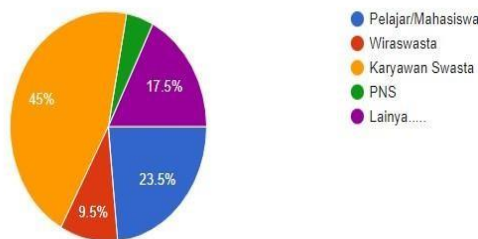
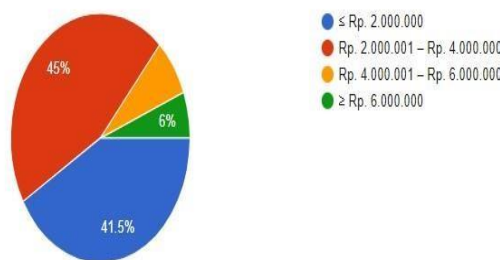


Figure 3 illustrated the characteristics of respondents based on occupation. The data indicated that students comprise 47 (23.5%), followed by entrepreneurs with 19 (9.5%), private employees with 90 (45%), civil servants (*Pegawai Negeri Sipil*) with 9 (4.5%), and others with 35 (17.5%) respondents. Hence, the majority of consumers making purchases on TikTok are private employees, accounting for 90 (45%) respondents.

4.1.4. Characteristics of Respondents Based on Monthly Income/Pocket Money

Figure 4. Characteristics of Respondents Based on Monthly Income/Pocket Money

200 responses



In Figure 4, the data revealed the majority falls within the income range of ≤ 2,000,000 IDR, comprising 83 (41.5%) respondents, followed by 2,000,000 – 4,000,000 IDR with 90 (45%) respondents, 4,000,000 – 6,000,000 IDR with 15 (7.5%) respondents, and ≥ 6,000,000 IDR with 12 (6%) respondents. Therefore, the largest

consumer group making purchases on TikTok falls within the income range between 2,000,000 and 4,000,000 IDR accounting for 90 (45%) respondents.

**4.2. Outer Model Measurement**

The outer model evaluation was tested with several indicators, including convergent validity, discriminant validity, and reliability. The analysis was performed using the PLS algorithm.

**4.2.1. Convergent Validity Test**

Convergent validity was tested to determine the validity of each indicator. Indicators with loading factors greater than 0.7 and average variance extracted (AVE) greater than 0.5 are considered valid. The loading factor represents the weight of each indicator/item as a measure of the respective latent variable. Indicators with high loading factors indicate strong measurements of the variable. The results of the validity test were shown in Table 4.2.

**Table 4.2 Convergent Validity Test**

Variable	Item	Loading Factor	AVE	
<i>Community Building</i>	CB.1	0.900	0.829	Valid
	CB.2	0.921		Valid
<i>Content Creation</i>	CC.1	0.907	0.819	Valid
	CC.2	0.902		Valid
<i>Connecting</i>	CN.1	0.883	0.794	Valid
	CN.2	0.900		Valid
<i>Content Sharing</i>	CS.1	0.921	0.866	Valid
	CS.2	0.940		Valid
<i>Purchase Decisions</i>	KP.1	0.710	0.602	Valid
	KP.2	0.726		Valid
	KP.3	0.776		Valid
	KP.4	0.817		Valid
	KP.5	0.814		Valid
	KP.6	0.778		Valid
	KP.7	0.793		Valid
	KP.8	0.790		Valid
<i>e-WOM</i>	WoM.1	0.852	0.711	Valid
	WoM.2	0.880		Valid
	WoM.3	0.813		Valid
	WoM.4	0.845		Valid
	WoM.5	0.849		Valid
	WoM.6	0.819		Valid

Based on Table 4.2, all indicators have loading factors greater than 0.7 and AVE values greater than 0.5. Thus, the indicators were considered valid as measured of their respective latent variables.

**4.2.2. Discriminant Validity Test**

Discriminant validity was tested to examine the validity of the model. It assessed the correlations between constructs with their respective indicators and other constructs. The criteria for discriminant validity are that cross-loading values and the Fornell-Larcker criterion should be greater than 0.7 or by comparing the square root of AVE values for each construct with the correlation between constructs. If the square root of AVE for each construct is greater than the correlations between constructs, discriminant validity is considered good. The Fornell-Larcker criterion and cross-loading values were presented in Table 4.3 and Table 4.4, respectively.

**Table 4.3 Fornell-Larcker Criterion Values**

Variabel	<i>Community Building</i>	<i>Connecting</i>	<i>Content Creation</i>	<i>Content Sharing</i>	<i>e-WOM</i>	Purchase Decision
<i>Community Building</i>	<b>0.910</b>					
<i>Connecting</i>	0.510	<b>0.891</b>				
<i>Content Creation</i>	0.517	0.450	<b>0.905</b>			
<i>Content Sharing</i>	0.325	0.296	0.387	<b>0.931</b>		
<i>e-WOM</i>	0.280	0.302	0.375	0.213	<b>0.843</b>	
Keputusan Pembelian	0.534	0.493	0.524	0.388	0.385	<b>0.776</b>

**Table 4.4 Cross-Loading Values**

Item	<i>Community Building</i>	<i>Connecting</i>	<i>Content Creation</i>	<i>Content Sharing</i>	<i>e-WOM</i>	Keputusan Pembelian
CB.1	<b>0.900</b>	0.491	0.435	0.249	0.261	0.457
CB.2	<b>0.921</b>	0.441	0.503	0.338	0.250	0.513
CC.1	0.478	0.381	<b>0.907</b>	0.374	0.339	0.480
CC.2	0.458	0.433	<b>0.902</b>	0.326	0.339	0.469
CN.1	0.426	<b>0.883</b>	0.424	0.344	0.266	0.423
CN.2	0.481	<b>0.900</b>	0.380	0.190	0.272	0.456
CS.1	0.275	0.260	0.326	<b>0.921</b>	0.204	0.336
CS.2	0.326	0.289	0.391	<b>0.940</b>	0.194	0.384
KP.1	0.328	0.329	0.338	0.355	0.281	<b>0.710</b>
KP.2	0.325	0.282	0.421	0.334	0.390	<b>0.726</b>
KP.3	0.369	0.352	0.399	0.292	0.272	<b>0.776</b>
KP.4	0.379	0.412	0.441	0.258	0.315	<b>0.817</b>
KP.5	0.413	0.372	0.395	0.270	0.273	<b>0.814</b>
KP.6	0.455	0.389	0.408	0.383	0.289	<b>0.778</b>
KP.7	0.502	0.441	0.451	0.283	0.303	<b>0.793</b>
KP.8	0.511	0.461	0.391	0.241	0.273	<b>0.790</b>
WoM.1	0.214	0.231	0.344	0.219	<b>0.852</b>	0.244
WoM.2	0.224	0.246	0.345	0.198	<b>0.880</b>	0.384
WoM.3	0.322	0.367	0.419	0.173	<b>0.813</b>	0.352
WoM.4	0.222	0.205	0.294	0.169	<b>0.845</b>	0.286
WoM.5	0.212	0.217	0.253	0.121	<b>0.849</b>	0.321
WoM.6	0.212	0.241	0.229	0.205	<b>0.819</b>	0.324

Based on Table 4.3 and 4.4, all constructs met the criteria for discriminant validity as the cross-loading values were greater than 0.7 and the square root of AVE for each construct was larger than the correlations with other constructs in the model.

#### 4.2.3. Reliability Test

Reliability was tested using Cronbach's alpha and composite reliability values. The recommended thresholds for composite reliability and Cronbach's alpha were both greater than 0.7. The results of the reliability test were presented in Table 4.5.



**Table 4.5 Reliability Test**

<i>Community Building</i>	<b>0.794</b>	<b>0.906</b>
<i>Connecting</i>	<b>0.741</b>	<b>0.885</b>
<i>Content Creation</i>	<b>0.778</b>	<b>0.900</b>
<i>Content Sharing</i>	<b>0.846</b>	<b>0.928</b>
<i>e-WOM</i>	<b>0.919</b>	<b>0.937</b>
<b>Purchase Decision</b>	<b>0.905</b>	<b>0.924</b>

Based on Table 4.5, all constructs have composite reliability and Cronbach’s alpha values greater than 0.7, indicating that each construct has high reliability. Thus, the model demonstrated good reliability.

**4.3. Inner Model Structural**

The inner model structural evaluation examined the relationships between constructs, their significance, and the R-square values.

**4.3.1. R-Square**

R-Square values indicate the amount of variance explained by the exogenous variables on the endogenous variable. The R-Square values were shown in Table 4.6.

**Table 4.6 R-Square Values**

Variabel	R-Square	R-Square Adjusted
<b>Purchase Decision</b>	<b>0.444</b>	<b>0.429</b>

Based on Table 4.6, the adjusted R-Square value for the dependent variable purchasing decisions was 0.429. This means that 42.9% of the variance in the purchase decision can be explained by the exogenous variables, while the remaining 57.1% was explained by other unmeasured factors.

**4.3.2. Predictive Relevance (Q-Square)**

Q-Square assesses the model’s predictive relevance by conducting a blindfolding procedure and examining the Q-Square values. Q-Square values greater than 0 indicate good predictive relevance. The results of the Q-Square test are presented in Table 4.7

**Table 4.7 Q-Square Test**

Variabel	Q <sup>2</sup> (=1-SSE/SSO)	Keterangan
<b>Purchase Decision</b>	0.255	Having predictive relevance value

**4.4. Model Fit**

The model fit evaluation considered various criteria, such as SRMR, d\_ULS, d\_G, Chi-Square, NFI, and rms Theta. The model did not fully meet the requirements for model fit, except for SRMR, which indicated an acceptable model fit, as shown in Table 4.8

**Table 4.8 Model Fit Evaluation**

Criteria	Saturated Model	Estimation Model
<b>SRMR</b>	0.062	0.062
<b>d_ULS</b>	0.982	0.982
<b>d_G</b>	0.594	0.594
<b>Chi-Square</b>	718.858	718.858
<b>NFI</b>	0.743	0.743
<b>rms Theta</b>	0.183	

According to the model fit output above, the RMS theta or root mean square theta value of 0.183 is greater than 0.102, and the NFI value of 0.743 is less than 0.9. Based on these two model assessments, it does not meet the model fit criteria. However, based on the SRMR or standardized root mean square value, which is 0.062, being less than 0.10, there is model fit. Therefore, it can be concluded that the model fit meets the data criteria.

#### 4.5. Discussion

In this study, the researcher aimed to explore the relationships between various variables within the context of social media and their impact on purchasing decisions. The structural model was tested using the Partial Least Squares (PLS) software. The basis for testing the direct hypotheses was the output of path coefficients and the associated p-values. Specifically, a significant influence of exogenous variables on endogenous variables is confirmed if the P-values is < 0.05 (significance level = 5%) and the T-statistic is > 1.960. The detailed explanation of the hypothesis testing process is presented in Table 4.9.

**Table 4.9 Hypothesis Testing**

Variable	Real Sample (O)	Average (M)	Standard Deviation (STDEV)	t-Statistic ( O/STDEV )	p-Values
<b>Content Creation -&gt; Purchase Decision</b>	0.199	0.196	0.075	2.651	<b>0.008</b>
<b>Content Sharing -&gt; Purchase Decision</b>	0.142	0.140	0.066	2.157	<b>0.031</b>
<b>Connecting -&gt; Purchase Decision</b>	0.190	0.200	0.089	2.143	<b>0.033</b>
<b>Community Building -&gt; Purchase Decision</b>	0.245	0.235	0.097	2.524	<b>0.012</b>
<b>e-WOM -&gt; Purchase Decision</b>	0.154	0.162	0.059	2.604	<b>0.009</b>

The results of the first hypothesis testing revealed that content creation on TikTok had a significant impact on purchasing decisions. The coefficient value  $\beta=0.199$ , p-value=0.008 (less than 0.05) and t-statistic=2.651 (greater than 1.960), indicated a positive and significant relationship between content creation and purchasing decisions. This suggests that the creation of engaging and informative videos on TikTok can positively influence consumer buying behavior. These findings are in line with prior studies by Saputra (2021), Wiska et al., (2022), Wijaya and Yulita (2022) and Mahendra and Nugroho (2020).

The second hypothesis testing demonstrated that content sharing on TikTok also had a significant impact on purchasing decisions. With  $\beta =0.142$ , p-value=0.031, and t-statistic=2.157, the results confirmed a positive and significant relationship between content sharing and purchasing decisions. This indicates that when consumers share content from TikTok, it positively influences their decision-making process. These findings support the research conducted by Litmanen and Sari (2021), Himmah and Prihatini (2021), and Barao et al., (2022).

The third hypothesis testing focused on the impact of connecting on purchasing decisions. The results revealed a coefficient  $\beta=0.190$ , p-value=0.033, and t-statistic=2.143, indicating a positive and significant relationship between connecting and purchasing decisions. This suggests that building meaningful connections with consumers through TikTok can positively influence their purchasing decisions. Prior research (Forrest, 2019; Fauzi, 2018; Narottama and Moniaga, 2022) also supported the positive impact of connecting on purchasing decisions.

The fourth hypothesis testing explored the impact of community building on purchasing decisions. The results showed a coefficient  $\beta=0.245$ , p-value=0.012, and t-statistic=2.524, indicating a positive and significant relationship between community building and purchasing decisions. This implies that nurturing a strong community of consumers on TikTok can effectively attract interest and increase sales. These findings were consistent with research past study conducted by Auriel and Yosepha (2022), Noviandi (2021) and Fadhillah and Saputra (2021).

The fifth hypothesis testing explored the impact of e-WOM on purchasing decisions. The results indicated a coefficient  $\beta=0.154$ , p-value=0.009, and t-statistic=2.604, confirming a positive and significant relationship between e-WOM and purchasing decisions. This highlights the importance of positive reviews and recommendations from consumers, which can significantly influence buying behavior and contribute to higher sales on TikTok. The research findings were supported by studies conducted by Agatha et al. (2019), Himmah and Prihatini (2021), Wiska et al. (2022), Aynie et al. (2021) ,and Fadilla et al. (2022).

Overall, the study's results provide valuable insights into the impact of social media content on consumer behavior and purchasing decisions on TikTok. The positive and significant relationships observed between content creation, content sharing, connecting, community building, and e-WOM with purchasing decisions emphasize the importance of a strong social media presence in driving consumer engagement and sales. These findings contribute to the existing body of knowledge and offer practical implications for businesses seeking to leverage social media platforms for marketing and sales strategies. However, further research and exploration of other factors may enhance the understanding of consumer behavior in the context of social media.

## V. CONCLUSION

Based on data collected from 200 respondents through a Google Form, it can be concluded that the majority of respondents were male (37%) compared to females (63%). The age group of 20-30 years old was the most dominant, accounting for 54.5% of the participants. Private employees were the predominant occupation among respondents, comprising 45% of the total. Additionally, the highest percentage of respondents (45%) fell into the income range of 2,000,000 – 4,000,000 IDR.

Content marketing plays a highly significant and positive role in influencing purchasing decisions, particularly through social media platforms like TikTok. Content creation, sharing, connecting, community building, and e-WOM were all instrumental in shaping consumers' purchasing choices. e-WOM, driven by reviews, comments, user-generated videos, and testimonials, had a substantial direct impact on purchase decisions.

Understanding each aspect of these conclusions enables companies to devise effective and relevant marketing strategies. Collaborating with popular TikTokers aligned with their target audience and utilizing personalized marketing are some tactics companies can employ. Leveraging viral marketing strategies can also help expand their reach. Overall, it can be inferred that higher purchase decisions correlate with increased consumer needs and sales growth.

Based on the researchers' firsthand experience during the study, there were certain limitations that future researchers should consider. The sample size of 200 respondents was chosen due to constraints in data collection through Google Forms, leading to potential weaknesses in generalizing the findings. To improve the generalizability of future research, it is suggested to increase the number of respondents (Fadhilah and Saputra, 2021). Additionally, future studies could expand their variables by incorporating different objects and subjects, allowing for broader generalization of the tested theories and models (Wjaya and Yulita, 2022).

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*The Influence of Content Marketing and E-Wom on Purchase Decisions in TikTok Social Media*

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