

Decoding the TikTok Effect: Influencers, Social Media, and Content Marketing Impact on Consumer Purchases

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Abstract—This research paper examines the influence of content marketing, influencers, and social media platforms, particularly TikTok, on consumer purchasing decisions. The study aims to explore the factors that shape consumer behaviour and purchase intentions within the context of digital marketing strategies on platforms like TikTok. The research incorporates three independent variables: influencers (X_1), content marketing (X_2), and social media (X_3), with the dependent variable (Y) being purchase decisions. Data were collected through a questionnaire-based survey of 100 university students in the Tangerang area, using a purposive sampling approach. The data were analysed using multiple linear regression analysis, with assessments of validity, reliability, and classical assumption testing, conducted via SPSS version 26 statistical software. The results confirm that all three independent variables—content marketing, influencers, and social media—have a positive and significant impact on consumer purchasing decisions. Specifically, the t-test results show that the t-value for influencers (X_1), which encompasses dimensions such as communication skills, influence, authenticity, and expertise, is 101.690, exceeding the critical t-value of 1.660, thereby affirming its significant influence on purchasing decisions. Similarly, content marketing (X_2), measured by dimensions of reliability, disbelief, and persuasion knowledge, recorded a t-value of 95.240, also surpassing the critical t-value. For social media (X_3), the t-value was 98.764, again greater than the t-table value, confirming its significant effect on purchase decisions. In hypothesis testing, all alternative hypotheses (H_{a1} , H_{a2} , H_{a3}) were accepted, indicating that influencers, content marketing, and social media significantly influence the purchasing decisions of students in the Tangerang area who use TikTok. The null hypotheses (H_{o1} , H_{o2} , H_{o3}) were accordingly rejected. The study provides empirical evidence of the substantial role digital marketing strategies, particularly on TikTok, play in shaping consumer purchase decisions.

Keywords: Influencer; Content Marketing; Social Media; Purchase Decision; TikTok.

1. INTRODUCTION

Currently, there is a rapid growth of information and communication technology in public and business sectors (Mastura et al., 2020). One of the pieces of evidence of ICT progress, which is currently popular among the public, is the use of social media for online shopping (Rafiq, 2020). This is also evidenced by social media users who always increase every year, based on data reported by Data Reportal, it is revealed that social media users in 2023 amounted to 4.76 billion and this number has experienced quite rapid growth over the past 10 years (Yonatan, 2023). Seeing the number of people who use social media, businesspeople make this an opportunity to market their products in social media to be able to reach a larger community when compared to other conventional marketing channels or approaches (Sulistiyani & Sudirjo, 2020).

Instagram, Tiktok, Facebook, YouTube, and so on are some of the social networking sites that are widely used among the Indonesians (Suryani et al., 2022). Tiktok is considered as one of the most used social networking site in Indonesia, according to a report from We Are Social, Tiktok users in Indonesia reached 106.51 million in 2023 and ranked second as the country with the most Tiktok users internationally (Annur, 2023). With this high number of users, Tiktok social media is likely to be an effective platform for businesses to do marketing for their products (Nahari, 2021). Marketing is one of the tactics applied by businesses to build communication with consumers and introduce their products, services and brands. Apart from social media, digital marketing can also be done through intermediaries such as influencers or by creating content marketing (Al-Khasawneh et al., 2022).

An influencer has a role to provide an in-depth explanation of a product and present relevant information. It can be said that an influencer not only promotes a product but can also provide relevant information for consumers to make the right decision (Fathurrahman et al., 2021). According to Campbell & Farrell (2020) based on data they launched from the Association of National Advertisers, Launchmetrics, influencers are divided into several categories, namely Celebrity influencers, Mega influencers, Macro influencers, Micro influencers, and Nano influencers.

Many businesses are clamouring to implement content marketing to become one of the marketing tactics to advertise their goods or services (Yunita et al., 2021). Content marketing is a marketing strategy carried out by business people by presenting content that can attract the attention of the audience, so that it can encourage them to make purchases (Rolando & Winata, 2024). Content marketing distributed to the public can be in the form of E-books, videos, photos, images, audio, and so on (Wirapraja et al., 2023). Content that has been created can be distributed through web pages, social networking sites, personal websites, or podcasts (Yazgan & Hassan, 2020; Yunita et al., 2021).

Many businesses use influencers and content marketing as a marketing strategy because it is considered more effective and efficient in reaching a wider range of consumers compared to traditional marketing such as using billboards or newspapers (AL-Sous et al., 2023; Ryu & Han, 2021). The benefits that can be felt by marketing through influencers,

content marketing, and social media can make a business reach a wider target, especially reaching students. The majority of students today fall into the generation Z category (born in 1997-2012). Generation Z is the generation that most frequently interacts with social media (Hastini et al., 2020). Therefore, marketing by utilizing influencers, content marketing, and media is a powerful marketing tactic to influence students' purchasing decisions.

The phenomenon occurring within the realm of social media, particularly on platforms like TikTok, is the significant influence of content creators (influencers) on consumer purchasing behaviour. As TikTok continues to dominate the social media landscape, its unique algorithm and interactive features create an environment where influencer marketing thrives, particularly among younger audiences. This is evidenced by successful campaigns, which not only engaged users but also led to a measurable increase in brand visibility and consumer interest. Moreover, research indicates that platforms like TikTok can significantly shape brand perception; for instance, SKINTIFIC's targeted content on TikTok was found to influence its brand image by 53%, highlighting the platform's effectiveness in crafting consumer narratives that resonate with Gen Z (Riwong & Wono, 2024). The implications of this shift are profound, suggesting that brands must adapt their strategies to leverage these dynamic digital interactions, ensuring they remain relevant in an ever-evolving market. As brands navigate this landscape, they are increasingly investing in authentic storytelling and user-generated content to foster deeper connections with their audience (Ruth & Candraningrum, 2020; Wang et al., 2012). This approach not only enhances engagement but also builds trust, as consumers are more likely to relate to genuine experiences shared by their peers.

While much has been studied about social media's influence on consumer behaviour, TikTok's unique platform features, such as short-form videos and algorithmic content delivery, remain underexplored. Most research generalizes across platforms like Instagram and Facebook, offering limited insight into how TikTok, with its distinct content marketing and influencer dynamics, shapes consumer purchasing decisions (Bui et al., 2021). Furthermore, studies often overlook the behaviors of specific demographic groups, such as university students, especially those in the Tangerang area, whose purchasing decisions may be influenced by both global trends and localized factors.

This research aims to bridge these gaps by focusing specifically on TikTok's role in driving consumer purchases among university students in Tangerang. By analyzing how influencers and content marketing strategies on TikTok interact with the platform's unique features, this study will provide a deeper understanding of its impact on consumer behavior in a way that is relevant to both marketing strategies and academic literature. In doing so, this study seeks to contribute fresh insights into the growing body of research on social media marketing.

There are previous studies that are used as a reference in helping to analyse the phenomena that will be studied more deeply in this research. The following are some of the main research that have been conducted using similar variables.

Table 1. Previous Research

No.	Research Title	Variables	Results
1.	Analysis of the Influence of Content Marketing, Influencers, and Social Media on Consumer Purchasing Decisions (Study on Instagram and Tiktok Users in Magelang City), (Shadrina & Sulistyanto, 2022)	Ad content, Influencers, social networking sites, and purchase decisions	Content, Influencers, and social media have an influence on purchasing decisions
2.	The Influence of Social Media Influencers and Trusworthiness on Purchasing Decisions for Make Over Cosmetics (At Royal Plaza), (Nisa, 2019)	Social media influencers, trustworthiness, and purchase decisions	Influencer and Trusworthiness have a relationship with purchasing decisions.
3.	Impact of Brand Awareness and Content Marketing of Social Networking Sites, (Ansari et al., 2019)	Brand awareness, social media marketing content, and consumer purchase decision	Brand awareness has a weak influence on consumer purchasing decisions, while social media marketing content has a positive influence on consumer purchasing decisions.
4.	The Effect of Using Tiktok social media @Erigo.Store on Purchasing Decisions for Erigo Products, (Nahari, 2021)	Social media and purchasing decisions	Social media has an influence on purchasing decisions.

The references and explanations provided highlight several key issues. First, the rapid advancements in communication and information technology have significantly transformed the marketing tactics employed by companies, necessitating their adaptation to the evolving digital landscape. Companies must now reconsider their approaches and leverage new digital channels to effectively reach and engage their target consumers. Second, the shift in marketing strategies is largely driven by the convenience and effectiveness of utilizing social media, influencers, and content marketing, which offer businesses a direct, targeted, and engaging means to connect with consumers. These digital tools have reshaped the marketing landscape, enabling companies to deliver personalized and impactful communications. Third, these changes in marketing strategies have influenced consumer behaviour, particularly in how consumers make purchasing decisions, as they are increasingly affected by the digital content and endorsements they encounter online.

Consumers now have access to a wealth of information and recommendations, which shape their purchasing decisions in novel ways.

2. RESEARCH METHODS

2.1 Basic Research Framework

This research uses quantitative methods and has the aim of finding out about the relationship between the independent variables (X) content marketing, influencers, and social media with the dependent variable (Y) purchasing decisions of students. In addition, researchers also want to find out whether one variable has a relationship with another or not, so it can be concluded that this research is included in the correlational category (Akour et al., 2023). By applying correlational research, researchers can analyse whether changes that occur in one variable will be related to changes that occur in other variables.

The data collection approach applied in this research is a questionnaire or questionnaire that contains questions or statements, and then the questionnaire or lift will be filled in by respondents who meet the predetermined criteria. Questions or statements on the questionnaire are arranged based on a Likert scale in order to obtain interval data that describes the level of respondents' opinions on the questions or statements given. Usually on the questionnaire the respondent will be given the choice of strongly agree, agree, disagree or other answer options. When using a Likert scale, each answer will be given points so that it can be calculated. In addition, this study will also carry out several data tests such as validity, reliability, normality, heteroscedasticity, linear regression analysis and hypothesis testing. The research paradigm is depicted in diagram form as follows:

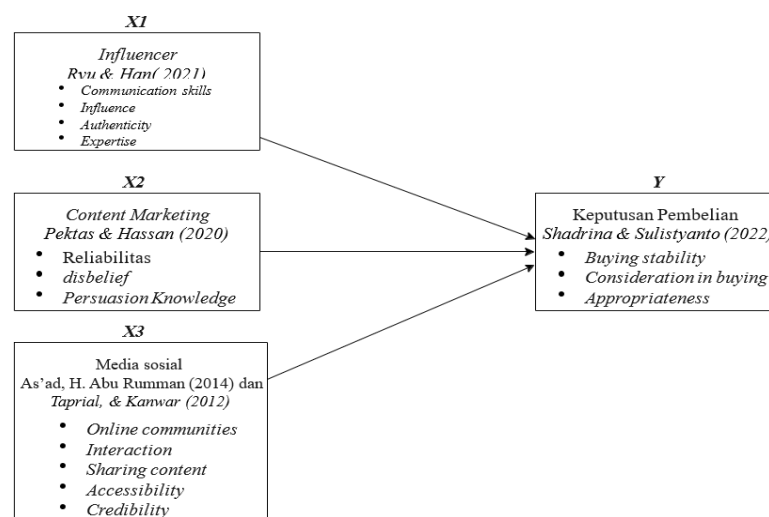


Figure 1. Research Paradigm

In the figure 1 above, it is known that there are 3 independent variables (X) and 1 dependent variable (Y), which consists of:

X1 : Influencer

X2 : Content Marketing

X3 : Social media

Y : Purchase Decision

2.2 Sample

The sample that will be used in this study is obtained from respondents who have characteristics, namely students who are studying in the Tangerang area, aged 17-26 years at the time of filling out the questionnaire, actively or have seen the Tiktok application. The number of samples used will be determined based on calculations carried out using the lemeshow formula (Valen & Sudarno, 2018):

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{d^2} \quad (1)$$

Description:

n: number of samples required

Z : Confidence level (1.96)

p : Maximum estimate (0.5)

d : Margin of error (10%)

$$n = \frac{(1.96)^2 * 0.5 * (1 - 0.5)}{0.12}$$

$$n = \frac{0.9604}{0.01}$$

$$n = 96.04$$

Based on the above calculations, the number of samples required for this study is 96 respondents if rounded up to 100 respondents. So that the number of questionnaires to collect data will be distributed to 100 students in the Tangerang area.

2.3 Hypothesis

There are several temporary conjectures that have been formulated in this research, which will form the basis for further analysis and study, namely as follows:

Ho1: There is no influence between content marketing on purchasing decisions for students in the Tangerang area who use the Tiktok application.

Ha1: There is an influence between content marketing on purchasing decisions for students in the Tangerang area who use the Tiktok application.

Ho2: There is no influence between influencers on purchasing decisions for students in the Tangerang area who use Tiktok.

Ha2: There is an influence between influencers on purchasing decisions for students in the Tangerang area who use Tiktok.

Ho3: There is no influence between social media on purchasing decisions for students in the Tangerang area who use Tiktok.

Ha3: There is an influence between social media on purchasing decisions for students in the Tangerang area who use Tiktok.

2.4 Operational Definitions

The operational definitions of the variables used in the study are presented in table 2 . Operationalising variables involves defining them in terms of specific, measurable components, which are crucial for the validity and reliability of the research. By clearly outlining each variable's dimensions and indicators, this section facilitates a deeper understanding of how key constructs—such as influencers, content marketing, social media, and purchasing decisions—are conceptualized and measured within the context of this study. This approach enables accurate data collection and analysis, ensuring that the research objectives are effectively addressed.

Table 2. Operational Definitions

Variable	Dimension	Operational Definition	Indicators	Measure Scale
Influencers (X1), are individuals who have a fairly large number of followers on social media (Herviani et al., 2020).	Communication skills (Ryu & Han, 2021).	Skills to communicate feelings and knowledge (Ryu & Han, 2021).	1. Can actively communicate with consumers. 2. Can easily understand the product or brand. 3. Have a confident attitude. 4. Can clearly communicate information about a product or brand. 5. Valuing relationships with his followers. (Ryu & Han, 2021)	Likert
	Influence (Ryu & Han, 2021)	An influencer has the expertise to influence consumers (Ryu & Han, 2021).	1. It has a large number of followers. 2. Make the best use of social media. 3. Providing a quick response for his followers. (Ryu & Han, 2021)	Likert
	Authenticity (Ryu & Han, 2021)	Presenting information according to the reality or perceived experience (Ryu & Han, 2021).	1. Presenting objective information about a product or brand.	Likert

Variable	Dimension	Operational Definition	Indicators	Measure Scale
Content marketing (X2), is an advertising tactic by creating material that contains information about products or services (Purwanto & Sahetapy, 2020).	Expertise (Ryu & Han, 2021)	Have knowledge and expertise in a specific field (Ryu & Han, 2021).	2. Convey the actual information. 3. Provide information consistently. (Ryu & Han, 2021) 1. Have good skills in the field they are engaged in. 2. Have knowledge of the field they are engaged in so that they can provide accurate information. 3. Have an interest in his work. 4. It has its own characteristics. (Ryu & Han, 2021)	Likert
	Reliability (YAZGAN PEKTAS & HASSAN, 2020)	Accuracy of information contained in the content presented (Pektas & Hassan, 2020)	1. Convey useful information for consumers. 2. Reliable for consumers. 3. Content is needed by consumers to get information. (Pektas & Hassan, 2020)	Likert
	Disbelief (Pektas & Hassan, 2020)	When consumers do not believe in the things conveyed by the seller, content can be an alternative to provide real information (Pektas & Hassan, 2020)	1. Be consistent in providing assessments. 2. Provide accurate information according to reality. 3. Believe that content can help with decision-making. (Pektas & Hassan, 2020)	
Social media (X3), is an application that allows people to communicate	Persuasion knowledge (Pektas & Hassan, 2020)	The delivery method used in the content to persuade customers (Pektas & Hassan, 2020)	1. A content that can influence the audience to use or buy a product but is not impressively forced. 2. A content must be able to explain information clearly and easily understand. 3. A piece of content is created to increase sales of a product. 4. Engaging content is content that follows trends. (Pektas & Hassan, 2020)	Likert
	Online communities	Through social media, you can build a community online	1. Have common interests.	Likert

Variable	Dimension	Operational Definition	Indicators	Measure Scale
and share content (Shadrina & Sulistyanto, 2022).	(As'ad, H. Abu Rumman, 2014)	(As'ad, H. Abu Rumman, 2014)	2. Open space for discussion. 3. As a forum to share experiences. 4. Useful as a place to collect information. (Laroche et al., 2012)	Likert
	Interaction (As'ad, H. Abu Rumman, 2014)	Social media allows people to connect and interact with each other (Taprial, & Kanwar, 2012)	1. A product or brand can easily respond to inquiries from consumers. 2. Respond quickly to consumer complaints. 3. Consumers can exchange information about products. 4. Consumers can easily give their opinions about the product. (Kim & Ko, 2010)	
	Sharing content (As'ad, H. Abu Rumman, 2014)	Social media as a forum for business people to spread content (As'ad, H. Abu Rumman, 2014)	1. As a forum to share contemporary content. 2. A platform used to search for informational content. 3. Social media can be a forum to build communication with consumers through content disseminated by brands. (Kim & Ko, 2010)	
	Accessibility (Taprial, & Kanwar, 2012)	Ease of accessing social networks in today's era. (Taprial, & Kanwar, 2012)	1. The social networking site owned must be accessible to anyone. 2. The language used on social media can be understood by the public. 3. To access social media, consumers do not need to have special skills. (Taprial, & Kanwar, 2012)	
	Credibility (As'ad, H. Abu Rumman, 2014)	Accuracy of information available on social media (As'ad, H. Abu Rumman, 2014)	1. The information available on social media must be in accordance with the business being run. 2. Can build consumer trust. 3. Attract consumers to become customers. (As'ad, H. Abu Rumman, 2014)	Likert

Variable	Dimension	Operational Definition	Indicators	Measure Scale
Purchase decision (Y), is a stage of consumer evaluation of a product to be used or purchased (Shadrina & Sulistyanto, 2022).	Buying stability (Shadrina & Sulistyanto, 2022).	The desire to buy a product or use a service (Shadrina & Sulistyanto, 2022).	1. The products offered are routine needs. 2. Already feel comfortable with the product used. 3. Have a high sense of trust in a product. (Habibah & Sumiati, 2016)	Likert
	Consideration in buying (Shadrina & Sulistyanto, 2022).	Considerations for making a purchase (Shadrina & Sulistyanto, 2022).	1. The product uses influencers that we like. 2. Buying products because of the influence of review content on social media. 3. The quality of these goods is superior to the competitors. 4. Sellers build good relationships with consumers. 5. Often holds promotions on social media accounts. (Habibah & Sumiati, 2016)	Likert
	Appropriateness (Shadrina & Sulistyanto, 2022).	Buying products because there are needs that must be met (Shadrina & Sulistyanto, 2022).	1. Cannot use other products because they are not suitable. 2. There is no other product option to meet our needs. 3. The product provides benefits that suit the needs of consumers. (Habibah & Sumiati, 2016)	Likert

3. RESULTS AND DISCUSSION

The primary data used in this study is data collected from distributing questionnaires that have been conducted through social media such as Whatsapp, Instagram, and Discord. Of the 100 questionnaires that have been distributed to respondents, researchers get 100 data that meet the predetermined criteria. In this study, respondents who filled out the questionnaire needed to answer several questions related to the criteria that must be met before filling out the questionnaire. In this study, respondents who filled out the questionnaire needed to answer several questions related to the criteria that must be met before filling out the questionnaire. Some of the criteria that must be met will be presented in the table below.

Table 3. Respondent Criteria

Description	Figures
Tangerang student	100
Aged 17-24 years old	100
Ever used the Tiktok app	100

Based on the table 3, it can be concluded that in this study 100 data collected have met the predetermined criteria, so that the data can be processed and prove the hypotheses that have been described in the previous section. The data processing process will involve relevant statistical analysis steps, which are designed to test the hypothesized relationships

or differences in this study. Proper data processing will ensure the validity and reliability of the research findings, as well as provide a solid basis for drawing conclusions.

3.1 Validity Test

According to Ghozali (2019) the validity test is a test conducted to determine whether the questionnaire used is valid or not to be used as data in research. In this study, the validity test was carried out by looking at the magnitude of the pearson correlation value which has two stars found in the Statistical Package for Social Science (SPSS). A data can be considered valid if it has a calculated r value that is greater than the r table value ($r \text{ count} > r \text{ table}$) otherwise a data is said to be invalid. The value of r table in this study which has a total of (N) 100 respondents and a probability of 0.05, based on r table, the value is 0.195. The following are the results of the validity test that has been carried out.

Table 4. Validity Test

Indicator	$r \text{ count}$	$r \text{ table}$	Description
CSQ1	0.581	0.195	Valid
CSQ2	0.613	0.195	Valid
CSQ3	0.532	0.195	Valid
CSQ4	0.481	0.195	Valid
CSQ5	0.625	0.195	Valid
INQ1	0.476	0.195	Valid
INQ2	0.511	0.195	Valid
INQ3	0.501	0.195	Valid
AUQ1	0.479	0.195	Valid
AUQ2	0.537	0.195	Valid
AUQ3	0.581	0.195	Valid
EXQ1	0.562	0.195	Valid
EXQ2	0.539	0.195	Valid
EXQ3	0.595	0.195	Valid
EXQ4	0.575	0.195	Valid
REQ1	0.594	0.195	Valid
REQ2	0.628	0.195	Valid
REQ3	0.676	0.195	Valid
DIQ1	0.517	0.195	Valid
DIQ2	0.609	0.195	Valid
DIQ3	0.630	0.195	Valid
PKQ1	0.584	0.195	Valid
PKQ2	0.671	0.195	Valid
PKQ3	0.467	0.195	Valid
PKQ4	0.524	0.195	Valid
OCQ1	0.577	0.195	Valid
OCQ2	0.674	0.195	Valid
OCQ3	0.643	0.195	Valid
OCQ4	0.523	0.195	Valid
IQ1	0.608	0.195	Valid
IQ2	0.648	0.195	Valid
IQ3	0.620	0.195	Valid
IQ4	0.631	0.195	Valid
SCQ1	0.550	0.195	Valid
SCQ2	0.533	0.195	Valid
SCQ3	0.597	0.195	Valid
ACCQ1	0.708	0.195	Valid
ACCQ2	0.668	0.195	Valid
ACCQ3	0.610	0.195	Valid
CRQ1	0.634	0.195	Valid
CRQ2	0.575	0.195	Valid
CRQ3	0.640	0.195	Valid
BSQ1	0.640	0.195	Valid
BSQ2	0.737	0.195	Valid
BSQ3	0.546	0.195	Valid
CBQ1	0.456	0.195	Valid
CBQ2	0.624	0.195	Valid
CBQ3	0.582	0.195	Valid

Indicator	r count	r table	Description
CBQ4	0.548	0.195	Valid
CBQ5	0.614	0.195	Valid
AQ1	0.483	0.195	Valid
AQ2	0.494	0.195	Valid
AQ3	0.625	0.195	Valid

Based on table 4, it is known that the validity test that has been carried out on each indicator used shows the results of the calculated r value which is greater than the r table value ($r \text{ count} > r \text{ table}$), so that based on these results the researcher can draw the conclusion that the indicators used are valid.

3.2 Reliability Test

The reliability test is carried out by looking at the Crobanch Alpha value that has been measured through SPSS. In this study, data is said to be reliable if Crobanch Alpha > 0.70 . The results of the reliability test carried out on each variable used in the study have a Crobanch Alpha value greater than 0.70. The reliability test results will be displayed in the table below.

Table 5. Reliability Test

Variables	Crobanch Alpha
Influencer	0.880
Content Marketing	0.847
Social Media	0.911
Purchase Decision	0.863

Based on table 5, it is known that the Influencer variable obtained a Crobanch Alpha value of 0.880. The content marketing variable has a Crobanch Alpha value of 0.847. Then the social media variable found the result that the Crobanch Alpha value owned was 0.911. And the last, namely the purchasing decision variable is 0.863. So it can be concluded that all the variables used can be declared reliable because they have a value greater than 0.70.

3.3 Normality Test

The normality test in this study was carried out by analysing the skewness and kurtosis values. The results of the analysis that have been carried out are that it is known that the X1 skewness value is between -2 and +2, namely -1.161 and has a kurtosis value that is between -7 and +7, namely 1.720, this indicates that the distribution of data on the X1 Influencer variable has met the criteria for normality and the distribution is symmetrical.

It is also known that the skewness value possessed by X2 is between -2 and +2, which is -0.870, in addition, the kurtosis value is also between -7 and +7, which is 0.532. The skewness and kurtosis values owned by X2 content marketing have met the criteria for normality and distribution.

The skewness value owned by X3 is between -2 and +2, namely -0.902 and has a kurtosis value between -7 and +7, namely 0.841. So, it can be concluded that X3 social media has met the criteria for normality and symmetrical distribution.

The skewness value owned by Y is -2.008 and has a kurtosis value of 7.378. Both values do not meet the criteria for normality. This indicates that the distribution of data is less symmetrical, but the level of tapering is still at a reasonable level.

3.4 Heteroscedasticity Test

The heteroscedasticity test is carried out by analysing the scatterplot graph. A study can be said not to experience heteroscedasticity when the location of the plot on the graph does not form a certain pattern such as wavy, widening, and narrowing. Then the plot points on the graph also spread randomly above and below the number 0 on the Y axis. The scatterplot owned by this study is as follows:

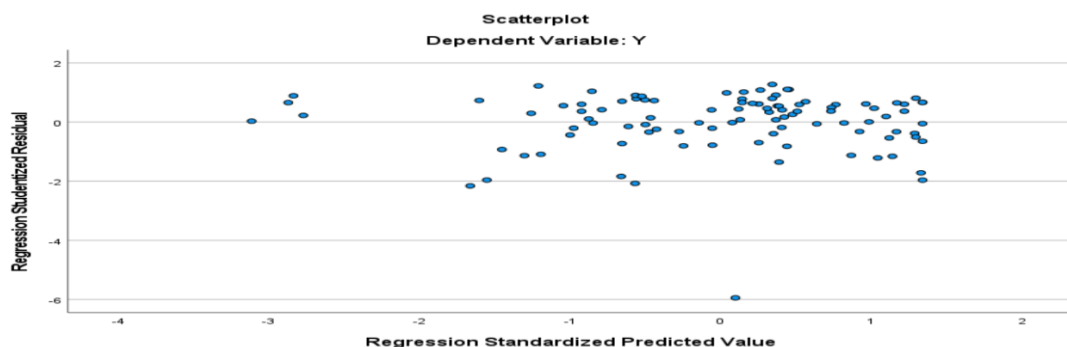


Figure 2. Scatterplot

Based on the figure 2, it can be said that the regression model in this study does not experience heteroscedasticity, this is because the location of the plot in the graph above is in accordance with the requirements previously mentioned.

3.5 Multicollinearity Test

According to Effiyaldi et al. (2022) to see a regression model there are symptoms of multicollinearity or not by looking at the tolerance value and variant inflation factor (VIF), as for the provisions that must be met, namely if the tolerance value is greater than 0.10 and has a VIF value smaller than 10.00, the regression model is considered not to occur multicollinearity. The following is a table of multicollinearity test results.

Table 6. Multicollinearity test results

Model	Tolerance	VIF
X1	0.413	2.420
X2	0.231	4.323
X3	0.215	4.660

Based on the results in the table 6, it can be concluded that there are no symptoms of multicollinearity, because all independent variables have a tolerance value greater than 0.10, namely X1 has a tolerance value of 0.413, X2 has a value of 0.231, and X3 has a value of 0.215. In addition, the VIF value owned by all independent variables also has a VIF value smaller than 10, namely X1 has a value of 2.420, X2 has a value of 4.323, and X3 has a value of 4.660.

3.6 Partial Test (T Test)

The partial test or t test has the aim of seeing the level of significance between the independent variables X1 Influencer, X2 content marketing, and X3 social media with the dependent variable Y purchasing decisions. The T test results in this study are attached to the table as follows:

Table 7. One sample test

Variables	t	df	Sig.(2-tailed)	Mean difference	95% confidence interval of the difference	
					Lower	Upper
X1	101.690	99	<0.001	66.260	64.967	67.552
X2	95.240	99	<0.001	44.120	43.200	45.039
X3	98.764	99	<0.001	75.160	73.650	76.670

Based on table 7, it can be seen that the sig (2-tailed) value of the three variables is less than 0.05. This indicates that the hypotheses Ha1, Ha2, Ha3 are accepted. Apart from looking at the sig value, this hypothesis testing can also be proven by calculating the t table, as follows:

t table = (0.05; (100-1))

t table = (0.05; (99))

t table = 1.660 (seen from t table)

Based on the above calculations, it can be concluded that t count owned by this study is greater than the t table, namely the t value of X1 $101.690 > 1.660$, then X2 has a t value of $95.240 > 1.660$, and X3 has a t value of $98.764 > 1.660$. Based on this comparison, it is known that Ha1, Ha2, and Ha3 are accepted, it can be concluded that the Influencer, content marketing, and social media variables which are independent variables in this study have a significant influence on the dependent variable, namely purchasing decisions.

3.7 Simultaneous Test (F Test)

It is known that the Sig value of ANOVA owned by the three variables X1, X2, and X3 is <0.001 , and the Sig value is smaller than 0.05 which indicates that the hypotheses Ha1, Ha2, and Ha3 can be accepted and the hypotheses of Ho1, Ho2, and Ho3 are rejected. In addition, a test is also carried out using the F count with the condition that the F count must be greater than the F table so that Ha1 can be accepted. Therefore, it is necessary to find the F table with the following calculation:

F table = (k ; (n-k))

F table = (3; (100-4))

F table = (3; 96)

F table = 2.70 (seen from F table)

Legend:

k : Number of independent variables (X variable)

n : Number of samples

Based on the above calculations, it can be concluded that Ha1, Ha2, and Ha3 can be accepted, this is because the calculated F value owned by X1, X2, and X3 is greater, namely 8.032 which is greater than the F table, namely 2.70. So it can be said that influencers, content marketing, and social media partially and simultaneously have an influence on purchasing decisions.

3.8 Discussion

Based on the tests that have been carried out above, the researchers get the results that the independent variable or X_1 , namely Influencer, which has the dimensions of communication skills, influence, Authenticity, Expertise, has an influence on the dependent variable or Y , namely the purchase decision based on the t test that has been carried out, the results obtained are the t value owned by variable X_1 is greater than the t table, namely $101.690 > 1.660$. One of the key studies by Fachmi et al. (2022) that investigates the effect influencer marketing on purchasing decisions on the Shopee platform. Their findings indicate that the variable contribute 34.7% to the purchasing decision, highlighting the significant role influencers play in shaping consumer behaviour. This aligns with the assertion and our findings that influencers enhance the perceived value of products through their endorsements, thereby influencing purchase intentions.

In addition, it was also found that the independent variable or X_2 , namely content marketing which has the dimensions of reliability, disbelief, persuasion knowledge, has an influence on variable Y , namely purchasing decisions, this is based on the t test that has been carried out, namely the t value owned by X_2 is greater than the t table value, namely $95.240 > 1.660$. This is in line with other research that found that product exposure details such as in content marketing is the most crucial attribute in making a purchase decision for a product. One significant study by Nata & Sudarwanto (2022) investigates the effectiveness of brand image, content marketing, and product quality on the purchase decisions of J-GLOW products. The research indicates that content marketing plays a crucial role in attracting potential customers and persuading them to make purchases. This aligns with the broader understanding that effective content marketing can enhance brand perception and influence consumer choices, particularly in the beauty industry, where visual and narrative elements are paramount. In a contrasting study, Evania et al. (2023) emphasizes the positive and significant effect of content marketing on customer engagement and purchase decisions. Their findings suggest that well-crafted content not only engages consumers but also drives them toward making purchasing decisions. This reinforces the idea that content marketing serves as a vital tool for brands to connect with their audience and convert engagement into sales.

In variable X_3 , namely social media, it also has an influence on variable Y , namely purchasing decisions, and this is also based on the t test that has been carried out. The results obtained are that the t count owned by X_3 is greater than the t table, namely $98.764 > 1.660$. This finding aligns with previous research by Putri et al. (2022), which underscores the significance of social media marketing in shaping consumer intentions and decisions. The study highlights that effective social media marketing strategies can enhance consumer engagement and drive purchasing behaviour. Rakhmawati (2023) further explores the nuances of social media marketing, suggesting that different platforms may evoke varied consumer responses. This research points out that while social media can foster positive shopping behaviours, it can also lead to negative feelings for some consumers. The study calls for empirical investigations to better understand how specific social media strategies can create brand awareness and influence purchase decisions positively.

So based on the explanation above, it can be concluded that the H_{a1} hypothesis, namely that there is an influence between content marketing on the purchasing decisions of students in the Tangerang area who use the Tiktok application, can be accepted and H_{o1} is rejected. Then this also applies to the H_{a2} hypothesis, namely that there is an influence between influencers on the purchasing decisions of students in the Tangerang area who use Tiktok, it can be accepted and the H_{o2} hypothesis is rejected. And in the last hypothesis, H_{a3} , namely that there is an influence between social media on the purchasing decisions of students in the Tangerang area who use Tiktok, can also be accepted while the H_{o3} hypothesis is rejected.

4. CONCLUSION

With the rapid advancement of information and communication technology, digital marketing has become increasingly accessible. This is largely supported by the growing use of the internet and social media, which continues to rise each year. Businesspeople view this trend as an opportunity to introduce their products by leveraging both the internet and social media platforms. In addition to social media, many businesses utilize influencers and content marketing as tools to promote their products. This study was conducted to explore the influence of influencers, content marketing, and social media on consumer purchasing decisions, with a particular focus on students in the Tangerang area who use TikTok. This research employed a quantitative approach, collecting data through questionnaires distributed to students studying in the Tangerang area, yielding a sample size of 100 respondents. Various tests, including validity, reliability, and normality tests, were applied to analyse the data. The results indicated a significant influence of influencers, content marketing, and social media on the purchasing decisions of students in Tangerang who actively use TikTok. In conclusion, this study demonstrates that influencers, content marketing, and social media, particularly TikTok, can effectively be used by businesses to introduce and promote products. These factors have been shown to significantly influence consumer behaviour, especially among students. Future research could expand upon this study by exploring a broader demographic to assess whether the influence of TikTok and its marketing strategies varies across different age groups, geographic locations, or socioeconomic backgrounds. Additionally, further studies could investigate the long-term effects of influencer marketing on brand loyalty and customer retention. Researchers could also explore other social media platforms to compare their effectiveness in shaping consumer behaviour and purchasing decisions. Finally, qualitative approaches could be used to gain deeper insights into how and why certain content resonates more strongly with specific audiences, providing a more holistic understanding of digital marketing strategies.

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