THE INFLUENCE OF CONTENT MARKETING AND INFLUENCER MARKETING ON PURCHASE DECISIONS

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Abstract

The increasing number of TikTok application users makes an extraordinary difference. Starting from the realm of short entertainment videos, TikTok is expanding into the realm of e-commerce (TikTok Shop). Not a few TikTok users make purchasing decisions through TikTok Shop. Marketing techniques, including content and influencer marketing, influence purchasing decisions at TikTok Shop. This study aims to determine the partial or simultaneous influence of Content and Influencer Marketing variables on purchasing decisions at TikTok Shop. The research method used is quantitative, using p, primary data in questionnaires by dist.uThennaires to 84 were distributed to students of the Faculty of Economics, Tulungagung University. The calculation uses the SPSS 16 program. The study results indicate that content and influencer marketing variables positively and significantly affect the purchasing decisions of students who use TikTok Shop, Faculty of Economics, Tulungagung University. Simultaneously, the content marketing and influencer marketing variables positively and significantly affect the purchasing decisions of students who use TikTok Shop, Faculty of Economics, Tulungagung University.

Keywords: Content Marketing, Influencer Marketing, Purchase Decision

1. Introduction

TikTok is one of the social media platforms that is currently widely used in Indonesia. The increasing number of Tiktok application users makes a tremendous difference, starting from the realm of short entertainment videos; now, Tiktok is expanding into e-commerce. According to Shahnaz (2022), TikTok Shop is currently the most popular social commerce platform, with a Populix survey showing many users shopping online through TikTok. TikTok offers entertainment, friendship, knowledge, and popularity

(Deriyanto & Qorib, 2018). The TikTok algorithm allows users to become famous quickly; similar videos will appear on their timelines. Businesses using TikTok Shop must upload video content consistently and on time to attract users' attention and influence purchasing decisions.

With a large number of users, TikTok provides an opportunity for marketers to attract target attention through relevant and interesting marketing content. TikTok often uses influencers to promote products with an easy-to-understand communication style. According to Kotler and Keller (2016), Influencer Marketing influences purchasing decisions by providing important information. Meanwhile, Content Marketing, according to Gunelius (2011), is a marketing strategy to build brand awareness and recognition through social media tools such as blogging and content sharing. Both of these strategies can improve consumer perceptions of a company or brand.

According to Manap (2016:42), digital marketing is an effort to market a brand or product through the digital world or the internet. The goal is to reach consumers and potential consumers quickly and on time. Thus, digital marketing is a way to promote certain products/brands through internet media, such as advertising on the Internet, Facebook, YouTube, or other social media.

Content Marketing is a marketing strategy that creates, distributes, and promotes relevant, useful, and engaging content for a target audience.
According to Gunelius (2011), Content Marketing is a form of direct or indirect marketing that builds awareness, recognition, memory, and action for a brand, business, product, person, or other entity. It is carried out using social web tools such as blogging, microblogging, social networking, social bookmarking, and content sharing.

According to Giles & Edwards (2018), Influencer marketing can be defined as the use of influencers, both celebrities and non-celebrities, with large followings to encourage positive attitudinal and behavioral responses in consumers regarding interest in a brand through posts shared on social media platforms. This also allows influencers and followers to participate in co-creating the brand image on social media.

In the book Digital Literacy: Trends, Challenges, and Opportunities (2021), Ananda Dwithar Yuniar et al. defines purchasing decisions as a series of choices consumers make before purchasing a product or using services provided by a company.

2. Method

This study uses a quantitative approach, looking for the influence between content marketing and influencer marketing variables on the purchasing decisions of TikTok Shop feature users among students of the Faculty of Economics at Tulungagung University. It uses a survey research design, distributing questionnaires online to respondents. Students of the Faculty of Economics at Tulungagung University conducted this research.

3. Results and Discussion

Based on the research results, the distribution of questionnaires with male and female characteristics obtained the following results:

Validity Test

The validity of an instrument item can be determined by comparing the Pearson product-moment correlation index with a significance of 5% with its critical value. In the r product moment table with α = 5%, 0.2159 (84 respondents) was obtained. The validity of each question is in Table 1 as follows:

Table 1. Validity Test Results

Item	r Count	r Table	Validity
X1.1	0.570	0.2159	Valid
X1.2	0.709	0.2159	Valid
X1.3	0.842	0.2159	Valid
X1.4	0.734	0.2159	Valid
X1.5	0.755	0.2159	Valid
X1.6	0.845	0.2159	Valid
X2.1	0.609	0.2159	Valid
X2.2	0.655	0.2159	Valid
X2.3	0.783	0.2159	Valid
X2.4	0.865	0.2159	Valid
X2.5	0.778	0.2159	Valid
X2.6	0.708	0.2159	Valid
Y1	0.756	0.2159	Valid
Y2	0.869	0.2159	Valid
Y3	0.840	0.2159	Valid
Y4	0.722	0.2159	Valid
Y5	0.652	0.2159	Valid
Y6	0.808	0.2159	Valid

A validity test determines the feasibility of items in a questionnaire in a variable. The validity of a question item can be seen in the statistical output results in the table with the title Item Total Statistic in the Corrected Total Item Correlation column of each question item. A question item is valid if the r-count value is the value of the Corrected Total Item Correlation >, is from the r-table. From Table 4.5, all items in the question meet the validity requirements.

Reliability Test

Reliability refers to the accuracy, stability, and consistency of a measuring instrument

in measuring an object. A measuring instrument is considered reliable if it provides relatively consistent results even when used repeatedly at different times. Reliability is assessed through Cronbach's Alpha, with a coefficient ranging from 0 to 1. An instrument is considered reliable if the alpha value is > 0.6, while < 0.6 indicates unsatisfactory reliability.

Table 2. Reliability Test Results

Item	Correlation Coefficient Table	Critical Value	Reliable
X1	0.839	0.6	Reliable
X2	0.809	0.6	Reliable
Y	0.859	0.6	Reliable

Table 2 shows that the Cronbach Alpha value for all variables is greater than 0.6. All variables used for the study are reliable based on the provisions mentioned previously.

Multiple Linear Regression Test

Table 3. Multiple Linear Regression Test Results

		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,327	3.124		.425	.672		
	X1	.322	.151	.249	2.132	.036	.556	1,798
	X2	.559	.153	.427	3,651	.000	.556	1,798

Based on table 3, the results of the multiple linear regression test can be obtained as follows:

$$Y = 1.327 + 0.322X1 + 0.559X2 + e$$

Y   = X1 Purchase Decision
         =*Content Marketing*X2
         =*Influencer Marketing*

The influence of skills (X1) on MSME performance (Y), namely the test results, obtained a significance value of X1 of 0.567> 0.05, meaning that X1 skills do not have a significant effect on MSME performance (Y). This may be due to the lack of training provided to MSME actors so that skills do not influence MSME performance. This is supported by research conducted by Viviani, Mufidah, and Fibriyani (2020), which shows that the skill variable does not significantly affect MSME performance.

The regression equation above shows the relationship between the independent variable and the dependent variable partially; from this equation, it can be concluded that: The constant value obtained is 1.327. This value can mean that the content and influencer marketing variables have a positive relationship of 1.327 on the purchasing decisions of students of the Faculty of Economics, Tulungagung University, at TikTok Shop. So, it is interpreted that if the content marketing and influencer marketing variables are equal to zero, then the purchasing decision variable

The influence of experience (X2) on the performance of MSMEs (Y) obtained a significance value of X2 of 0.000 <0.05, meaning that experience (X2) has a significant effect on the performance of MSMEs, and the influence of experience on MSMEs has a positive effect. This shows that if the experience possessed by MSME actors is better, the performance of MSMEs will be better. Experience is something that someone has experienced. In running an MSME business, the actors and the running of MSMEs use experience as a consideration. The failures experienced by MSME actors in running their businesses are used as lessons for the future to improve the business run.

The influence of ability (X3) on the performance of MSMEs (Y) shows a significance value of X3 of 0.011 <0.05, which means that ability has a significant effect on MSME performance, and the influence of ability on MSMEs has a positive effect on MSME performance. This shows that the ability to run MSMEs owned by MSME actors will improve MSME performance. Ability is an important aspect of carrying out activities. Ability provides an overview of the potential of MSME actors in running their businesses. With the ability possessed by MSME actors, MSMEs will continue to develop innovations to maintain the continuity of MSMEs.

The influence of skills (X1), experience (X2), and (X3) together on the performance of MSMEs is that MSME performance is a benchmark in measuring the success of MSMEs. The success of MSMEs does not just happen. Several things affect the performance of MSMEs, including skills, experience, and abilities. The running of MSMEs fostered by the PLUT-KUMKM office in Ngantru District, Ngantru Regency, is also supported by the government's performance that strives to improve MSMEs. The existence of cooperation between governments and factors from the actors themselves makes MSMEs run well.

The regression equation above shows the relationship between the independent variable and the dependent variable partially; from this equation, it can be concluded that: 1) The constant value obtained is 1.327. This value can mean that the content and influencer marketing variables have a positive relationship of 1.327 on the purchasing decisions of students of the Faculty of Economics, University of Tulungagung, at TikTok Shop. So, it is interpreted that if the content marketing and influencer marketing variables are equal to zero, then the purchasing decision variable of students of the Faculty of Economics, University of Tulungagung, at TikTok Shop, will remain at 1.327. 2) The coefficient value of the content marketing variable is obtained at 0.322. This value can mean that the content marketing variable has a positive relationship of 0.322 to the purchasing decisions of students of the Faculty of Economics, University of Tulungagung, at TikTok Shop. So, it is interpreted that if the content marketing variable increases by one unit, there will be an increase of 0.322 to the purchasing decision variable of students of the Faculty of

Economics, University of Tulungagung, at TikTok Shop. 3) The coefficient value of the influencer marketing variable is obtained at 0.559. This value can mean that the influencer marketing variable has a positive relationship of 0.559 to the purchasing decision of students of the Faculty of Economics, University of Tulungagung, at TikTok Shop. So, it is interpreted that if the influencer marketing variable increases by one unit, there will be an increase of 0.559 to the purchasing decision variable of students of the Faculty of Economics, University of Tulungagung, at TikTok Shop.

4. Conclusion and Suggestions

Based on the results of data analysis and discussion regarding the influence of content marketing and influencer marketing on the purchasing decisions of students using TikTok Shop at the Faculty of Economics, Tulungagung University, the following conclusions can be drawn: 1) Based on the results of the t-test, it was found that the Content Marketing variable (X1) t count was 2.132> t table 1.989 with a significant value of 0.036 <0.05; these results indicate that the Content Marketing variable has a significant effect on the Purchasing Decisions of Students Using TikTok Shop at the Faculty of Economics, Tulungagung University. 2) Based on the results of the t-test, it was found that the Influencer Marketing variable (X2) t count was 3.651> t table 1.989 with a significant value of 0.000 <0.05; these results indicate that the Influencer Marketing variable has a significant effect on the Purchasing Decisions of Students Using TikTok Shop at the Faculty of Economics, Tulungagung University. 3) Based on the results of the simultaneous test (F test), it was found that Content Marketing (X1) and Influencer Marketing (X2) had a simultaneous influence on Purchasing Decisions (Y) of 0.000 < 0.05 and the F count value was 25.402> F table 3.111, so it can be concluded that with the help of Content Marketing and Influencer Marketing simultaneously influential to Decision Purchase TikTok Shop User Students at the Faculty of Economics, Tulungagung University.

TikTok Shop is expected to improve the quality of Content Marketing and Influencer Marketing, which are important in influencing purchasing decisions. In addition, TikTok Shop must upload content consistently, and influencers must be able to attract potential consumers to make purchases so that they will often appear on the TikTok Shop homepage. The majority of respondents are Generation Z students who use TikTok social media. Thus, content and Influencer Marketing can attract students to purchase from TikTok Shop.

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