

## The Influence of Influencer Marketing, Content Marketing, and Online Advertising on Skincare Product Purchase Decisions on the Tiktok Application (Case Study on Palembang City Students)

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### ARTICLE INFO

*Keywords:* Influences marketing, Content Marketing, Online Advertising, Purchase Decisions, TikTok

*Received :* Date, Month

*Revised :* Date, Month

*Accepted:* Date, Month

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### ABSTRACT

This study aims to analyze the influence of Influencer Marketing, Content Marketing, and Online Advertising on the purchase decision of skincare products on the Tiktok application, with a focus on students in the city of Palembang. Using quantitative methods and accidental sampling techniques from a population of 80 people, the data was collected through questionnaires and analyzed using SEM-Smart-PLS 3.0 for Windows. The findings of the study show that Influencer Marketing has a positive but insignificant effect, while Content Marketing and Online Advertising have a positive and significant influence on purchase decisions. Simultaneously, these three variables influenced the purchase decision with an R Square value of 0.841, indicating that 84.1% of the purchase decision variables could be explained by these three factors.

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## INTRODUCTION

The use of social media in marketing strategies has become an important topic of research in recent years. Among the various platforms, TikTok has emerged as a highly effective medium for product marketing, especially in the beauty and skincare industry. As one of the major cities in Indonesia, Palembang has a significant number of TikTok users, especially among students, which is a potential market segment for skincare products. One of the strategies widely used in these platforms is ( Nawastuti & Irmawati, 2023) (Adriana S. Lahus Et Al. , 2023) Influencer Marketing, which can influence consumer perception and purchase decisions through content personalization and emotional closeness with the audience (Hughes et al., 2019). Some studies show that influencers can increase brand awareness and drive purchase decisions, although the effects can vary depending on the influencer's credibility and relevance to the target audience. In addition to influencers, (Setyadi Et Al. , 2024) Content Marketing plays an important role in capturing consumers' attention and increasing their engagement with brands. Engaging and informative content on TikTok can influence purchasing decisions by providing added value and education to consumers. The effectiveness of content marketing on the platform is underpinned by its interactive and visual nature, allowing brands to reach a wider audience and increase customer loyalty. ( Hendryadi & Purnamasari, 2018) ( Hamdat , 2020) (Didin Fatihudin & Anang Firmansyah, n.d .) Online Advertising is also an important component of digital marketing strategies on TikTok, where targeted advertising can increase product visibility and influence purchase decisions. By using advanced analytics data, advertisers can tailor their messages to reach specific audiences, improving the efficiency of ad campaigns. This research focuses on students in Palembang City to analyze the influence of the three marketing strategies, namely influencer marketing, content marketing, and online advertising on the decision to purchase skincare products on TikTok. Using a quantitative approach, this study aims to provide insight into the effectiveness of each strategy and their collective contribution in shaping consumer behavior in a local context. Previous research has shown that the combination of these marketing strategies can increase sales and strengthen a brand's position in a competitive market. The study is expected to contribute to

the digital marketing literature and provide practical recommendations for marketers looking to leverage TikTok as an effective promotional tool. (Tirtayasa Et Al. , 2021) ( Adhaghassani , 2016) (Solomon Et Al. , 2007) (Kotler et al., 2019)(Herman Djaya, 2023)

## LITERATURE REVIEW

*Influencer marketing* is a person who has a large following on social media who works to promote a brand that they have worked with, and promotes to their followers on social media. ( Cepeda-Carrión Et Al. , 2015) *Influencer marketing* is a method by appointing people or figures who are considered to have influence among the community or target consumer segments that will be targeted and felt to be the target of the brand's promotion ( Lambrecht & Tucker , 2013) . An *influencer* is usually able to mobilize the desires and needs of the community as a target consumer, namely how they choose a product to meet their needs. That attraction is what makes an *influencer* can be part of a promotional strategy in marketing or what we currently often hear with the title of *influencer marketing*. The goal of *influencer marketing* is to persuade followers to buy such products, this is ultimately expected to increase sales of a product by their way of working in influencing the community as target consumers in terms of how they behave in deciding to buy a product. ( Lütjen et al., 2019).

An *influencer* should not only be a celebrity, but also an ordinary person as an *influencer* if the person has a large following and what they say can influence others. According to Ali et al, there are three dimensions that must be possessed for an influencer marketing as follows,

1. Credibility is related to expertise and trust (Amalia Et Al. , 2022)
2. *Attractiveness* *Attractiveness* does not only come from the physical, but has characteristics that make a reference for an *influencer*, for example; skills, intellectuals, personality and lifestyle (Amalia Et Al. , 2022)
3. Power is the charisma emitted by *influencer marketing* so that it can make their mindset influenced by the encouragement emitted by *influencer marketing* (Amalia Et Al. , 2022)
4. *Content Marketing* is the use of *content* (text, images, audio, and video) in a larger form of marketing that includes basic marketing concepts, distribution and Web search tools, social media, and *digital advertising* (Sopiyan, 2022) . *Content marketing* is a marketing approach that involves the development or creation of *content* that is presented with the aim of informing target buyers (Arianto & Octavia, 2021) . Another definition also mentions that *content marketing* or *content marketing* distributes high-quality content, offering benefits and solutions (Sopiyan, 2022)
5. With *content marketing*, a business can interact with its consumers due to their own interests, as opposed to traditional marketing activities. From this point of view, it can be learned that in *content marketing* activities, it is possible to have interaction (*customer engagement*). *Customer engagement* is a *manifestation of attitude* towards a brand or company, which involves the customer's commitment to the cognitive and affective side actively through online media in the form of *word of mouth activities*, helping fellow

consumers, providing reviews, recommendations and *blogging*, which is driven by a motivation (Khotimah & Jalari, 2021)

*Content marketing* is made to produce content that is quality, unique, significant, valuable, dynamic and more relevant than its competitors. According to the indicators, the indicators that a (Amalia Et Al., 2022) *content marketing* must have in order to measure the content are:

1. *Relevance*, means that the information conveyed is in accordance with the needs and problems of consumers
2. *Accuracy*, information on the *content* must be in accordance with conditions and reality,
3. Valuable, *content* information must have value and benefits for consumers,
4. Easy to understand, *content* information must be easily understood by consumers,
5. It is easy to find, in this case *the content* needs to be channeled through various appropriate media so that it is easily accessible to consumers.

*Online advertising*, or commonly referred to as *online marketing* or *internet advertising* or *web advertising*, is a form of marketing and advertising that uses the internet to convey promotional marketing messages to consumers. In promotion, there is communication that must be built by the producer to his consumers, especially with his customers. The elements of the promotion mix are *advertising*, *sales promotion*, *personal selling*, *public relations*, and *direct marketing*.

Purchase decision is a person's purchasing behavior in determining a product choice to achieve satisfaction according to consumer needs and desires which includes problem recognition, information search, evaluation of purchase alternatives, purchase decisions, and post-purchase behavior. According to Kotler, a purchase decision is a process about how to solve a problem that is compiled based on analysis and desire, information search, and conducting research on information sources on shopping choices, spending decisions, and how they behave when they have purchased. Meanwhile, the purchase decision can be interpreted as the consumer's action to buy a product and of course in this purchase there is a process so that in the end the consumer determines the attitude that will be taken next. Decision-making is an individual activity that is directly involved in obtaining and using the goods offered, so it can be concluded that the purchase decision is the process of choosing one of the many options available. (Abdurrahman & Mulyana, 2022) (Aprilia & Rivera Pantro Sukma, 2023) (Aquino & Wan Dhamar Kalih Alam, 2023)

The specific purchase decision process according to Kotler and Armstrong consists of the following sequence of events: introduction of the need problem, search for information, evaluation of alternatives, purchase decisions and post-purchase behaviors (Badriyah Badriyah Et al., 2023)

Consumer purchasing decisions are inseparable from the lifestyle of those who want to buy products that are useful and have good quality. Factors that influence the decision to buy products online are: (Kharisma Et Al., 2023)

1. Price is a major factor in making decisions to purchase products online. This is understandable because social media or ecommerce can display a variety of similar products at very competitive prices so that consumers have a wide selection of products that suit their needs and desires.
2. Promotions are a factor that plays a role in online purchase decisions. In order to market the platform, it often provides promotional facilities in the form of discounts, shopping vouchers, and shipping subsidies that can be used by sellers and buyers.
3. Convenience and information in this case can include ease of searching for the desired product, ease of use of the application interface (user friendly), and ease of transactions.
4. Product quality in the online product purchase decision process is not a priority that is taken into account. This can be seen that consumers are ready for the consequences of buying products online which contain the risk of a difference between the expected goods and reality.
5. Security and trust in this case include transaction security, product authenticity security, digital money storage, and privacy security. Security is a factor that influences online purchase decisions. Product safety can be validated by the presence of testimonials on every previous purchase history by consumers, so that they can find out various information about the product to be purchased.

According to AIDA, it is a tool used in conveying an ideal message to consumers through stages consisting of attention, interest, desire/suggestion value, and action. The explanation of AIDA's theory is as follows: (Badrus Sholeh & Wusko, 2023)

1. *Attention* : An attention-grabbing message is the first step for a company where the message will be known, known, and remembered by consumers.
2. *Interest* Interest can be interpreted as the message conveyed causing curiosity, wanting to observe and wanting to hear and look more carefully. This happens because of the interest that attracts consumers' attention to the message shown.
3. *Desire* (desire/suggestion value) Thought occurs from the existence of desire related to the motive and motivation of consumers in buying a product. Purchase motives are divided into two, namely rational and emotional motives. Where rational motives consider consumers the profits and losses obtained, while emotional motives occur due to emotions about purchasing products.
4. *Action* occurs with the strong desire of consumers so that there is a decision making in purchasing the products offered.

Furthermore, a hypothesis is a provisional conjecture or a provisional answer to the formulation of a problem or research question that still needs to be tested for correctness (Zaki & Saiman, 2021).

H1: There is an influence of *Influencer Marketing* on Purchase Decisions

Skincare products on the TikTok application for Palembang City Students.

H2: There is an influence of *Content Targeting* on Purchase Decisions

Skincare products on the TikTok application for Palembang City Students.

- H3: There is an influence of *Online Advertising* on Purchase Decisions *Skincare products* on the TikTok application for Palembang City Students.
- H4: There is an influence between *Influencer Marketing, Content Marketing, Online Advertising* on the decision to purchase *Skincare Products* on the TikTok application for Palembang City Students.

## METHODOLOGY

This research is a quantitative research with the object used by the researcher is *Skincare Products* on the TikTok Application. In this study, the operational variables used are Independent Variables, namely X1 (*Influencer Marketing*), X2 (*Content Marketing*) and X3 (*Online Advertising*) as well as Dependent Variables (Related Variables), namely Purchase Decision (Y). In this study, three Independent Variables were used, namely *Influencer Marketing, Content marketing, and Online Advertising*. Dependent variables are variables that structurally think scientifically into variables caused by changes in other variables. This non-free variable becomes. "primary interest to the researcher" or the main problem for the researcher, which then becomes the object of research. The Independent Variable used in this study is: Purchase Decision.

The data source used in this study is in the form of primary data obtained from questionnaire answers that have been given to consumers or students in the city of Palembang who have purchased *Skincare Products* on the TikTok application. As well as secondary data obtained through records, books, journals, publications, scientific articles that can be used as theories with data collection techniques through observation or systematic observation and recording of symptoms that appear in the object of research. Observation is a fairly easy method to collect data and questionnaires or collect data by sending a list of questions to respondents to be filled in according to the existing questions. In conducting this study, the researcher provided a questionnaire to students in Palembang City who had bought *Skincare products* on the TikTok application, which in the dissemination and collection of questionnaire answers via the Internet, and face-to-face with the respondents From the answers to the list of questions asked to the respondents were processed with *a likert scale*, a likert scale is a scale used to measure a person's perception or opinion regarding a social event, based on an operational definition that has been established by the researcher. (Gunarto & Cahyawati , 2022)

The population in this study is consumers or students in the city of Palembang who have bought *Skincare products* on the TikTok Application and the research sample , it is possible that samples are obtained from a population that was not planned in advance. Rather, by chance, that is, the unit or subject is available to the researcher when data collection is carried out. And the process of obtaining this kind of sample is referred to as the accidental withdrawal of samples from the population with the following criteria:

- a. Men and Women aged 17+
- b. Students in Palembang City
- c. Have you ever bought *Skincare products* on the TikTok Application

With the above criteria, the sample in this study is based on the formula Hair et al. The Hair formula is used because the population size is not known for sure and suggests that the sample size is 5-10 times the indicator variable (Fatma et al., 2021).

The number of indicators in this study is 16 indicators. So through the calculation based on the formula, namely  $N = (16 \times 5 = 80)$ , the number of samples to be studied is obtained as many as 80 people

This study uses a data analysis method using *the Smart-PLS version 3.0* software which is run with computer media. In general, *SEM* models are built with a covariance-based approach (Covariance-Based Structural Equation Model or *CB-SEM*) and variant-based or component-based (Variant-Based Structural Equation Model or *Partial Least Square Model* or *PLS-SEM*). Then *Partial Least Squares (PLS)* Analysis is a statistical method used to analyze the relationship between latent variables in a model. The main purpose of *PLS* analysis is to understand and test the relationship between latent variables that cannot be directly observed, but can be represented through measurable indicators. Data processing in this study uses (*SEM*) with the partial least square method using *the PLS program*. The *PLS* application analysis is carried out in three stages:

1. Measurement Model Analysis (*outer model*)
2. Structural Evaluation Model (*Inner Model*)
3. Hypothesis Testing

## RESEARCH RESULT

The data needed in this research are Primary data and Secondary data. The Primary Data in this study was obtained from the answers to questionnaires that had been given to consumers or students in the city of Palembang who had bought Skincare Products on the TikTok application as many as 80 respondents. The secondary data in this study was obtained through records, books, journals, publications, scientific articles that can be used as theories.

**Table 1. Statement Distribution Based on Variables**

It	Variable	Sum
1	Influencer Marketing	6
2	Content Marketing	10
3	Online Advertising	8

4	Purchase Decision	8
Total Statement		32

Jenis Kelamin  
80 responses

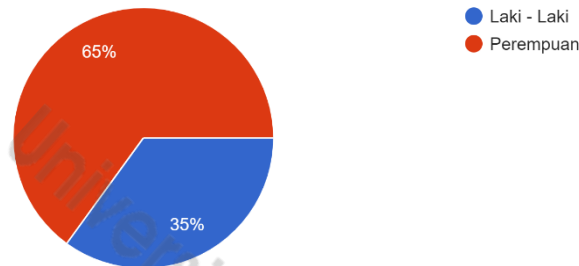


Figure 1. Respondent characteristics by Gender

Based on figure 1. Data analysis showed that there was a significant difference between the number of male and female respondents. The number of male respondents was recorded as 28 people, which is equivalent to 35% of the total respondents. In contrast, female respondents numbered 52 people, representing 65% of the total respondents.

Usia  
80 responses

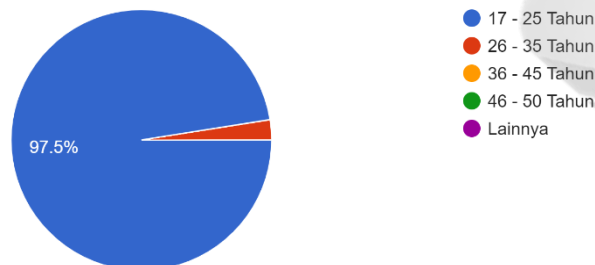


Figure 2. Respondent characteristics by Age

Based on figure 2. The majority of students who filled out this research questionnaire which included (97.5%) were between the ages of 17 to 25 years while students in the range of 26 to 35 years accounted for (2.5%) of the total number of respondents



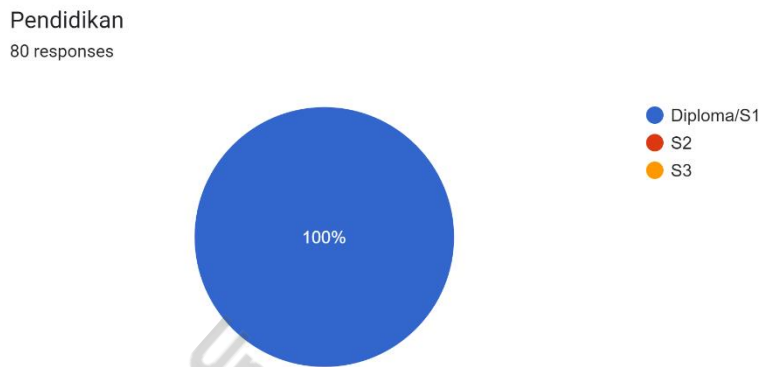


Figure 3. Characteristics of respondents by Education

In gamabr 3. It shows that all respondents in this study as many as 80 respondents (100%) have a Diploma/Strata One (S1) education

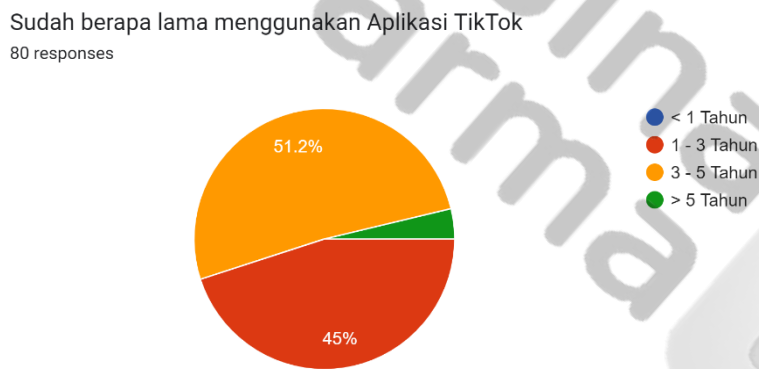


Figure 4. Respondents' characteristics are based on their experience using the TikTok Application

Based on figure 4. The results of the study show that the majority of respondents are active users of the TikTok application with varying lengths of use. As many as 51.2% of respondents have used this application for 3 to 5 years, while another 45% have been users for 1 to 3 years. Only 3.7% of respondents have used TikTok for more than 5 years.

**Table 2. Outer Model**

	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
<i>Content Marketing (X2)</i>	0,924	0,550
<i>Influencer Marketing (X1)</i>	0,894	0,586
<i>Purchase Decision (Y)</i>	0,933	0,636

<b>Online Advertising (X3)</b>	<b>0,921</b>	<b>0,593</b>
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Source : SmartPLS 3.0 Processed Data

Based on table 2, the Composite Reliability value of the Influencer Marketing, Content Marketing, Online Advertising, and Purchase Decision variables has exceeded 0.7, which means that it has met the reliability assumption (Duryadi, 2021). In addition, the AVE values of the Influencer Marketing, Content Marketing, Online Advertising, and Purchase Decision variables have met the validity test with an AVE value limit of 0.5 > (Duryadi, 2021).

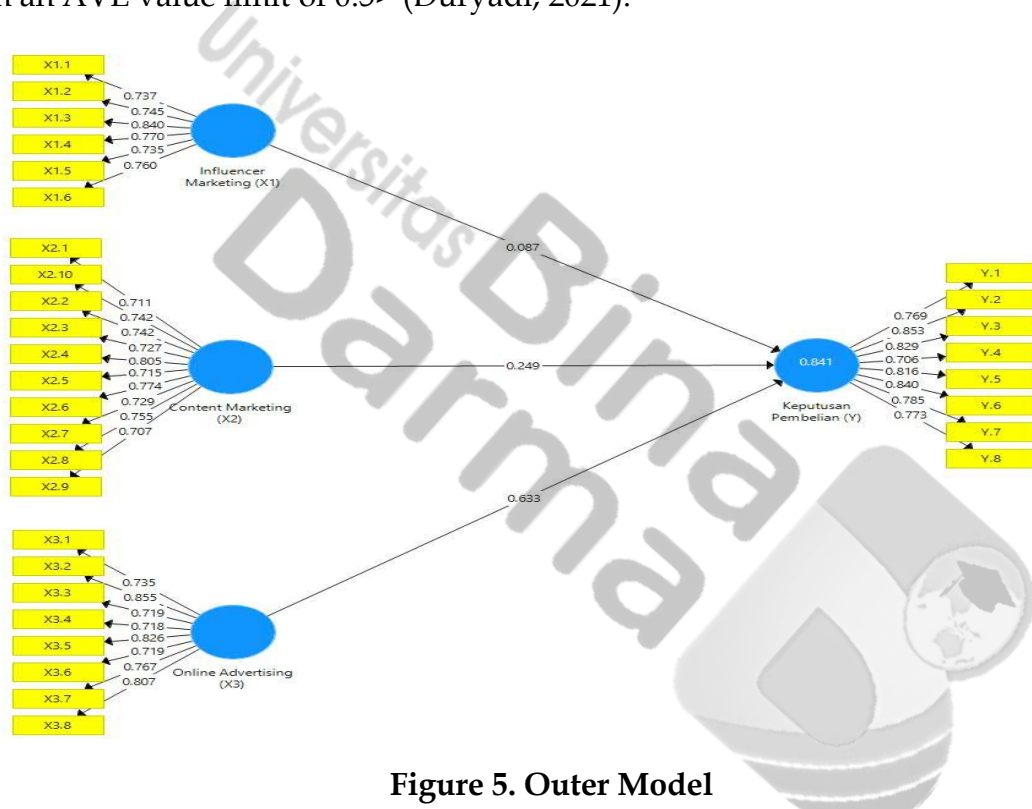


Figure 5. Outer Model

Table 3. Discriminant Validity Or Cross Loading

	Content Marketing (X2)	Influencer Marketing (X1)	Purchase Decision (Y)	Online Advertising (X3)
X1.1	0,490	0,737	0,457	0,492
X1.2	0,620	0,745	0,641	0,611
X1.3	0,504	0,840	0,491	0,507
X1.4	0,593	0,770	0,560	0,541
X1.5	0,403	0,735	0,372	0,427
X1.6	0,514	0,760	0,511	0,406
X2.1	0,711	0,355	0,576	0,601
X2.10	0,742	0,455	0,673	0,674
X2.2	0,742	0,633	0,620	0,657
X2.3	0,727	0,470	0,625	0,592
X2.4	0,805	0,700	0,713	0,665

X2.5	0,715	0,331	0,585	0,556
X2.6	0,774	0,559	0,655	0,671
X2.7	0,729	0,436	0,597	0,659
X2.8	0,755	0,618	0,608	0,641
X2.9	0,707	0,562	0,605	0,563
X3.1	0,686	0,535	0,742	0,735
X3.2	0,708	0,587	0,834	0,855
X3.3	0,539	0,422	0,598	0,719
X3.4	0,603	0,440	0,581	0,718
X3.5	0,614	0,559	0,738	0,826
X3.6	0,657	0,492	0,652	0,719
X3.7	0,703	0,497	0,683	0,767
X3.8	0,698	0,514	0,679	0,807
Y.1	0,724	0,553	0,769	0,697
Y.2	0,700	0,480	0,853	0,832
Y.3	0,655	0,619	0,829	0,697
Y.4	0,576	0,430	0,706	0,626
Y.5	0,707	0,578	0,816	0,779
Y.6	0,684	0,590	0,840	0,738
Y.7	0,761	0,575	0,785	0,711
Y.8	0,569	0,499	0,773	0,647

Source : SmartPLS 3.0 Processed Data

Table 4. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)	Information
Content Marketing (X2)	0,550	Valid
Influencer Marketing (X1)	0,586	Valid
Purchase Decision (Y)	0,636	Valid
Online Advertising (X3)	0,593	Valid

Source : SmartPLS 3.0 Processed Data

Based on the table above, it gives an AVE value above 0.5 for all constructs. So it can be concluded that all variable constructs of *Influencer marketing, Content Marketing, Online Advertising* towards Purchase Decisions have a high AVE value and all constructs have a value above >5.0. More details can be seen in this chart:

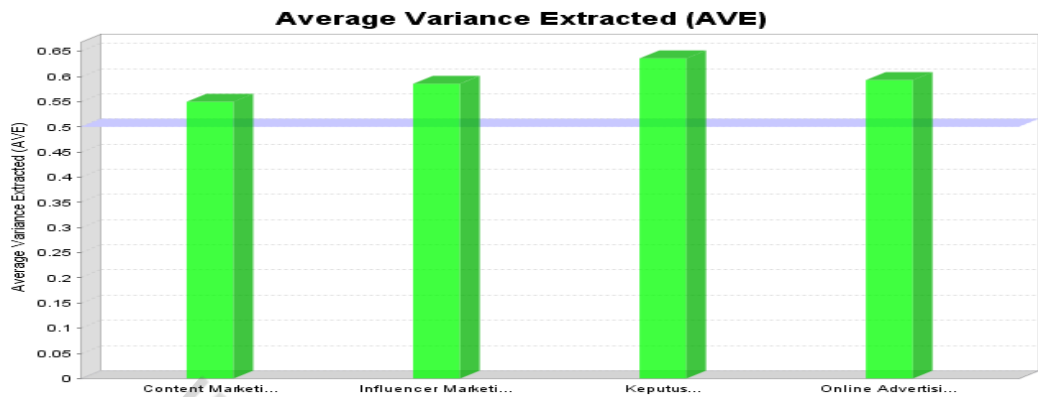


Figure 6. Average Variance Extracted (AVE) Chart

Source : SmartPLS 3.0 Processed Data

Table 5. Composite Reliability

	<i>Composite Reliability</i>	<i>Information</i>
<i>Content Marketing (X2)</i>	0,924	Valid
<i>Influencer Marketing (X1)</i>	0,894	Valid
<i>Purchase Decision (Y)</i>	0,933	Valid
<i>Online Advertising (X3)</i>	0,921	Valid

Source : SmartPLS 3.0 Processed Data

Based on the table above, the results of the composite reliability test can be concluded that each construct has a high level of reliability test, this can be shown from the composite reliability value of all constructs greater than 0.70. For more details, you can also see the graph below:

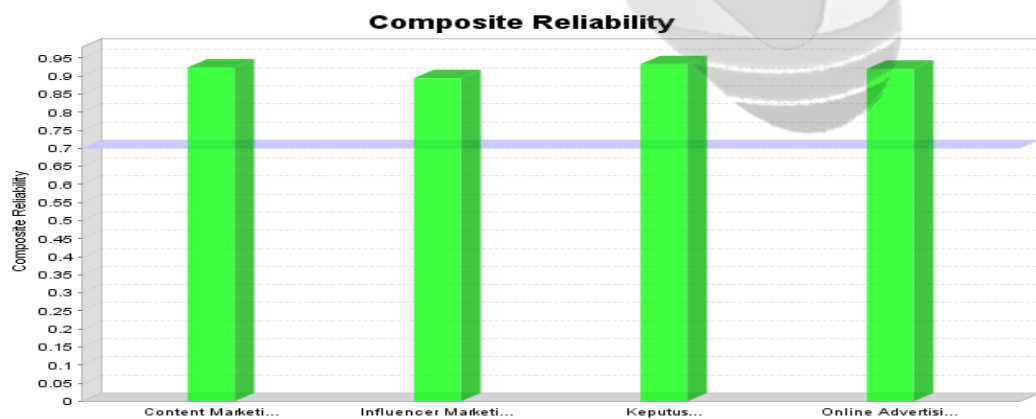


Figure 7. Composite Reliability Chart

Source : SmartPLS 3.0 Processed Data

The composite reliability value produced by all constructs is very good, which is above 0.7 so that it meets the assumption of reliability.

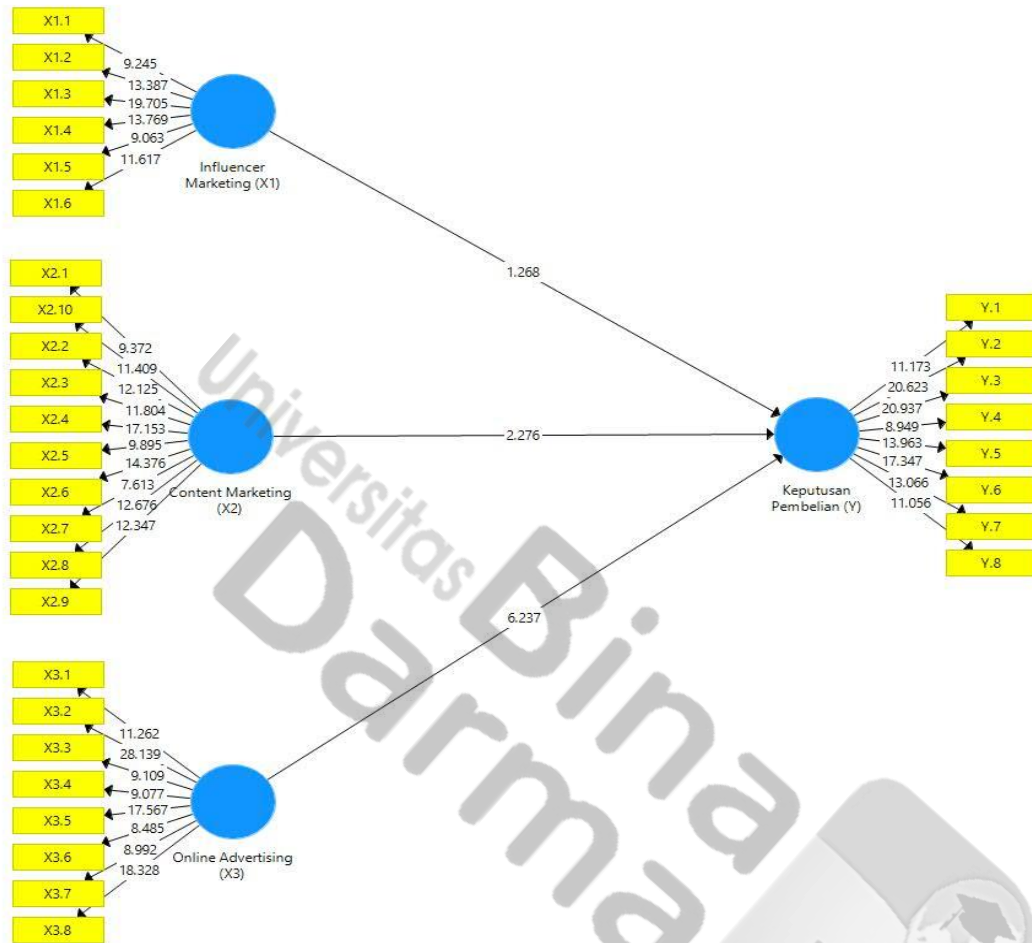


Figure 8. Inner Weinght Analysis

Source : SmartPLS 3.0 Processed Data

Table 6. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standar Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Information
Content Marketing (X2) -> Purchase Decision (Y)	0,249	0,250	0,109	2,276	0,023	Significant
Influencer Marketing (X1) -> Purchase Decision (Y)	0,087	0,086	0,068	1,268	0,205	No Signify

Online Advertising (X3) -> Purchase Decision (Y)	0,633	0,636	0,102	6,237	0,000	Significant
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Source : SmartPLS 3.0 Processed Data

Based on the analysis results, the following conclusions can be drawn:

1. In making a purchase decision does not only depend on influencer marketing but also many other factors that influence consumers in making purchase decisions such as product quality, price, reviews from other users, brand reputation, and recommendations from friends or family play an important role in determining purchase choices. In addition, other elements such as shopping experience, personal needs and preferences, and market trends also influence consumer decisions. Therefore, while influencer marketing can exert a positive influence, the effect is often insignificant in the context of the overall purchase decision, as consumers tend to consider many other aspects before making a final decision.
2. By creating marketing content that is relevant, accurate, valuable, easy to understand, and easy to find, it can significantly influence purchasing decisions. Relevant and accurate content ensures that the information presented matches the needs and interests of the audience, while valuable content provides additional benefits that make consumers feel cared for and valued. Ease of understanding ensures that the message can be received clearly without confusion, and the ease of finding content through SEO or social media platforms increases the likelihood that the audience will access and engage with the material. The combination of these elements not only builds brand trust and authority but also speeds up the purchasing decision-making process by providing the right and interesting information at the right time.
3. Online advertising, which includes elements such as advertising utility, trust, price perception, and regulation, has a significant impact on purchasing decisions. Information about ad utility provides added value by presenting relevant and useful content to consumers, while trust built through brand reputation and ad transparency strengthens consumer confidence in making decisions. Clear and competitive price perceptions can influence consumer choices by offering attractive and lucrative offers, while regulatory compliance ensures that advertising not only complies with ethical standards but also protects consumer rights. The combination of these factors creates an advertising environment that supports more informed and satisfying purchase decisions, driving consumers towards conversion in a more effective and measurable way.
4. The influence of *Influencer Marketing*, *Content Marketing* and *Online Advertising* affects simultaneously on Purchase Decisions. This is evident from the R Square value of 0.841, which means that the endogenous



variables of Purchase Decisions are influenced by 84.1% by the exogenous variables of *Influencer Marketing*, *Content Marketing* and *Online Advertising*, while 15.9% is influenced by other factors outside the variables studied.

## CONCLUSIONS

Based on research that evaluates the influence of Influencer Marketing, Content Marketing, and Online Advertising on the decision to purchase skincare products on the TikTok application by students in Palembang City, it was found that Influencer Marketing has a positive but insignificant influence. In contrast, Content Marketing and Online Advertising show a positive and significant influence on purchasing decisions. Overall, these three variables simultaneously influence the purchase decision with an R Square value of 0.841, which means that 84.1% of the purchase decision can be explained by the combination of these three strategies. These findings show that while influencers can help increase brand awareness, the effectiveness of marketing strategies on TikTok is determined more by the power of content and the effectiveness of online advertising in influencing consumer preferences and decisions

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has been successfully accepted for publication Vol.3, No.4, October 2024. The manuscript has passed the editor screening and peer review process. The article will be available online on October, 2024

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