

MARKETING | RESEARCH ARTICLE

The Influence of Online Customer Reviews, Content Marketing, and Brand Image on The Purchase Decision: Empirical Study of Erigo Products on TikTok Shop

Aprilia Susanti¹, Laily Muzdalifah², Ayu Larassaty³, Cynthia Violita⁴

^{1,2,3,4} Department of Management, Faculty of Economics and Business, Universitas Nahdlatul Ulama Sidoarjo, Sidoarjo, Indonesia. Email: apriliasusanti0414@gmail.com¹, lailymuzdalifah.mnj@unusida.ac.id², larassaty.mnj@unusida.ac.id³, cynthia401.mnj@unusida.ac.id⁴

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ABSTRACT

This research aims to analyze the influence of Online Customer reviews, Content Marketing, and Brand Image on purchasing decisions for Erigo products at TikTok Shop. This study uses quantitative research and purposive sampling. From the results of this test, it can be concluded that Online Customer reviews do not significantly affect purchasing decisions. Content Marketing also does not have a significant effect on purchasing decisions. Brand image has a significant effect on purchasing Erigo products at the TikTok Shop.

Keywords: Online Customer Review, Content Marketing, Brand Image, Purchasing Decision.

JEL Code: M31, L81, D91.

I. Introduction

In today's digital era, social media and e-commerce platforms have become the main media used by consumers to search for information and make purchases, one of which is TikTok. The TikTok application has various features, one of which is TikTokShop. The TikTokShop application has various categories such as clothing, household appliances, beauty products, etc. TikTok Shop presents a unique "Shoppertainment" experience by combining TikTok's signature entertainment content with live shopping. This idea is to make shopping more exciting, but also to help strengthen business revenue and relationships between sellers, buyers, and creators (M & Andriana, 2023).

Table 1. Popular Fashion Brands

Brand	Percentage
Erigo	27,6%
3Second	23,8%
Hijup	10,7%
Roughneck	10,3%
Other Brands	27,6%



Data from data.goodstats.id would state that the category with many fans on this platform is fashion products, namely clothing. One of the most popular fashion brands is Erigo, which is proven by the highest percentage compared to the brands 3Second, Hijup, Roughneck, and many followers of 2.6 million followers and 58.9 million likes on the TikTokShop platform. Today's buyers search for information through relevant content and rely on online reviews before buying a product or service (Hansel Agustinus & Saortua Marbun, 2020). Video content in fashion, cosmetics, and electronics categories can influence up to 50% of consumer purchasing decisions (source: newsroom.tiktok.com). In addition, consumers who understand the brand and product image well are more likely to buy (Setyabudi & Farida, 2021).

Table 2. Sales Data Summary

Indicator	Value
Total Products Sold	361 products
Sales Volume	22.913 unit
Sales Revenue	Rp 2,06 Billion
New Related Experts	178 people
New Live Sessions	255 sessions
New Related Videos	220 videos

Source: FastMoss TikTok Analytics

Table 3. Sales Trend

Period	Sales Peak	Additional Notes
2024-12-11	Around 6,400 units	Year-end promotion
2024-12-25	Around 3,000 units	Christmas, seasonal discount
2025-01-01	Significant surge	New Year, major promotional campaign
2025-01-15	Fluctuating	Post-promotion stabilization
2025-03	Gradual increase	Leading up to Ramadan
2025-04 – 2025-05	New peak	Eid season and seasonal promotions

Source: FastMoss TikTok Analytics

Based on the researcher's observations, a significant increase and decrease in sales volume and turnover during a specific period exist. The graph shows a sharp spike in specific periods, such as discount promos on every date with double numbers, such as January 1 (1/1), February 2 (2/2), and so on. Then, the end-of-the-month promo is every 25th, but a decrease in purchases occurred afterward. In addition, although the number of products sold reached 361 units and the sales volume reached 22,913, there are indications that the distribution of sales is uneven. The potential for turnover growth is not yet fully optimized. Therefore, the Erigo store on TikTokShop more often carries out promotions during sales on TikTokShop live every day, so that it can encourage consumers to take quick action, for example, through promotions with time limits, limited stock, or exclusive offers.

Some studies have inconsistent results, as in the study (Ghoni & Soliha, 2022), online customer reviews do not affect purchasing decisions. When consumers are interested in a product or service, they tend to look for reviews from other users on the internet. In consumer behavior theory, these reviews are an important source of information that helps consumers make purchasing decisions. In contrast to research (Mokodompit et al., 2022), which shows the opposite, online customer reviews influence purchasing decisions. According to research (Saputra & Fadhilah, 2021), content marketing influences purchasing decisions, whereas research (Alfarol, 2023) shows that content marketing does not significantly affect purchasing decisions. The research (Yunita & Indriyatni, 2022) shows that brand image does not significantly affect purchasing decisions. This contrasts with research (Purwati & Cahyanti, 2022), which shows that brand image significantly influences purchasing decisions.

Consumer behavior is a crucial aspect that marketers need to pay attention to when developing marketing strategies, which are usually based on findings from market research (Kh & Hasbullah, 2024). The shift from traditional marketing methods, such as newspapers, magazines, and billboard advertisements, to digital marketing strategies through social media such as TikTok presents new challenges for business actors



(Freiberg & Cojocaru, 2024). This change raises questions about how effective strategies can be implemented to optimize digital platforms such as TikTokShop. When shopping online, consumers must first search for product information, such as reading reviews from previous buyers. These reviews help consumers make decisions more confidently and reduce risk. In TikTok Shop, content marketing plays a significant role, where sellers create engaging content to attract buyers. In addition, brand image also plays an important role in influencing purchasing decisions, because consumers tend to choose brands they already trust and want to remain loyal to. This research helps improve consumer relations by analyzing the influence of online customer reviews, content marketing, and brand image. This is expected to increase customer ties and trust and encourage consumers to purchase. Rapid advances in marketing content, consumers who provide online reviews, and brand images that arise in the minds of consumers make it easier for consumers to compare similar products offered by other online sellers, providing benefits for consumers, because they do not need to visit different sellers directly (Yasmin et al., 2015).

II. Literature Review and Hypothesis Development

2.1. Theory of Planned Behavior (TPB)

According to Ajzen (1991), the Theory of Planned Behavior (TPB) is a theory in social psychology developed to understand and predict individual behavior in certain situations. This theory emphasizes that a person's intention to act is influenced by three main factors, namely attitude, subjective norm, and perceived behavioral control. These three factors influence a person's intention. The stronger the intention, the more likely the person will act.

2.2. Online Customer Review

According to Ningsih (2019), Online Customer Review is a form of assessment given by previous consumers on the assessment information of a product in various elements, so that consumers can know the quality of a product. Meanwhile, according to Ummah (2019), online customer reviews are right because they are made voluntarily by consumers who have previously purchased goods. If reviews are a form of consumer satisfaction, they will create interest in buying a product online. Theory of Planned Behavior (TPB) is related to Online Customer reviews because reviews can shape consumers' attitudes, social influence, and self-confidence, thereby driving purchasing intentions and decisions. Research conducted by Putri & Wandebori (2016) shows that online customer review indicators are as follows: Source Credibility, Quality of Opinion, Review Satisfaction, Perceived Benefits, and Number of Reviews.

2.3. Content Making

According to Cohen (2013), content marketing provides information to consumers to help them decide to buy a product, increase the value of using a product, and provide entertainment without neglecting the achievement of company goals through unobtrusive promotional methods. Marketing content may only function in business marketing actions by framing, defining, and implementing marketing activities effectively on social media. Theory of Planned Behavior (TPB) is related to content marketing because interesting and informative content can shape positive consumer attitudes, create social influence through content popularity, and increase consumer confidence in making decisions. These drive purchasing intentions and behavior according to TPB. There are six indicators to measure content marketing according to Raquel and Milhinhos (2015) inTabelessy et al. (2022) namely: (1) Relevance; (2) Accuracy; (3) Valuable; (4) Easy to understand; (5) Easy to find (6) Consistent (Putri & Wandebori, 2016).



2.4. Brand Image

Brand image from Kotler & Keller (2009) is a mental image or concept of something. The object in question is a person, organization, group of people, or others who are unknown. The image of a brand is rooted in the values of trust given, concretely given individually, and is a view or perception. The occurrence of an accumulation process of the mandate of trust given by individuals will experience a process sooner or later to form a broader and more abstract public opinion. Theory of Planned Behavior (TPB) is related to brand image because a positive brand image can shape consumer attitudes, influence social pressure, and increase self-confidence in buying. This drives TPB's purchasing intentions and behavior. According to (Kim & Ko, 2012), brand image indicator is a) Corporate image, b) Product image, c) User image.

2.5. Buying Decision

Purchase Decision is the next stage after an intention or desire to buy. Purchase decisions will occur if the desire to buy/interest in buying has been collected. Meanwhile, according to Mauliddiyah (2021), purchasing decisions are part of consumer behavior. Consumer behavior is an action that is directly involved in the effort to obtain and determine products and services, including the decision-making process that precedes and follows the action. Theory of Planned Behavior (TPB) is related to purchasing decisions because the decision is influenced by consumer attitudes toward the product, social influences from the environment, and beliefs about one's ability to buy. These three factors form the intention that drives the purchase. According to Kotler & Armstrong (2021), purchase decision indicators include Habits in buying products, Consistency in a product, Information search, and Recommendations to others.

2.6. Hypothesis Development

This study examines how Online customer reviews, content marketing, and brand image influence purchasing decisions. This study is based on the following hypotheses:

H1: Online customer reviews influence purchasing decisions.

The relationship between online customer review variables and the purchase decision. Online reviews are often used as references by consumers because they can influence their perception of the quality and credibility of a product before purchasing.

H2: Content marketing influences purchasing decisions

Engaging, relevant, and informative content marketing can build emotional engagement and strengthen consumer understanding of products, which has great potential to encourage consumers to make purchasing decisions.

H3: Brand image influences purchasing decisions

A strong brand image creates a positive perception of quality and trust in the brand, and consumers prefer products from brands with a well-established image, which ultimately strengthens the decision to purchase a product.

H4: Online customer reviews, content marketing, and brand image influence purchasing decisions.

Online customer reviews provide social proof, content marketing provides relevant information, and brand image strengthens brand belief. Together, the three have a significant influence on purchasing decisions.



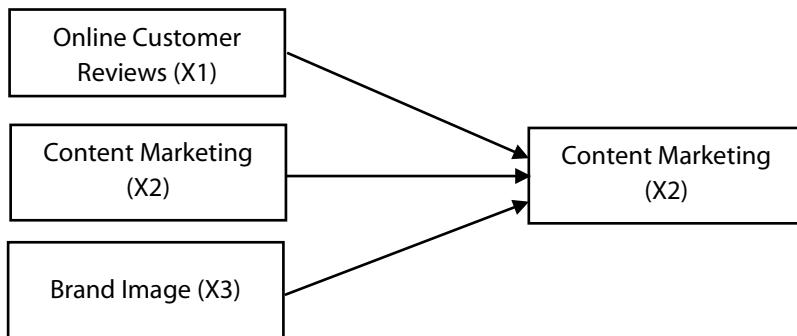


Figure 1. Research Framework

III. Research Method

This study uses explanatory analysis. This research helps us understand why one thing can affect another, not just seeing whether a relationship exists, but also how and why the relationship occurs. This type of research uses a quantitative approach, which is chosen because it allows us to measure and analyze data numerically to test the proposed hypothesis. Data sources in research. There are two primary sources of data that the author obtained directly from respondents through questionnaires, and the second source is secondary data obtained directly in finished form from companies or other reports. A sample is a part of a population that represents the whole and has characteristics that reflect that population. The population in this study is Erigo's TikTok followers who have more than 2.5 million, so this study is based on the formula (Hair et al., 2010, p. 176), which states that if the number of samples is too large, for example, reaching 400. The analysis process will become more complex and challenging in obtaining accurate results. Therefore, it is recommended that the minimum number of samples be 5 to 10 observations for each parameter analyzed. Based on this, the number of samples from this study was 180 respondents, originating from the number of indicators $18 \times 10 = 180$. respondents. This research method uses purposive sampling with non-probability sampling techniques, with respondent criteria active TikTok users and experience reading reviews, exposure to marketing content, and prior knowledge of the Erigo brand.

Data collection instruments. In this study, the questionnaire was distributed using online media with Google Forms, which aims to measure research variables. Respondents filled out the questionnaire provided by the researcher in Google Forms. Then this research uses a third party, namely data, with the criteria of active TikTok users and experience reading reviews, viewing marketing content, and knowing the Erigo brand beforehand. The data collection technique for this research uses a Likert Scale of 5 points: strongly agree, agree, neutral, disagree, and strongly disagree. This study has four variables: the Online Customer Review variable (X1). According to Ningsih (2019), it is a form of assessment given by previous consumers on the assessment information of a product in various elements, so that consumers can know the quality of a product. Content Marketing Variable (X2) According to Raquel and Milhinhos (2015) (in Tabelessy et al., 2022), Content marketing must meet the standards of relevance, accuracy, value, easy to understand, easy to find, and consistent to measure the content to be used. Brand Image (X3), according to Aaker & Biel (2009), is a perception or image that consumers have of a brand, based on their experiences, interactions, and impressions. Brand Image includes associations formed in the minds of consumers regarding the value, characteristics, quality, and image of the brand. The Purchase Decision variable (Y), according to Kotler & Armstrong (2021), is a process carried out by consumers to determine whether to buy a product or service. This process involves stages, from recognizing needs, searching for information, evaluating alternatives, making decisions, and post-purchase behavior.

The technique that will be used in analyzing the research data is a quantitative method using the SPSS 18 program. This analysis consists of the main stages, namely the normality test, linearity test,

heteroscedasticity test, multicollinearity test, and hypothesis test, which includes multiple linear regression analysis, partial test (T test), simultaneous test (F test), and finally determination test.

IV. Results and Discussion

4.1. Statistical Results

4.1.1. Respondent Overview

Table 3. Overview of Respondents

Category	Description	Amount	Percentage
Age	13-17 Years	11	6 %
	18-35 Years	171	94%
Gender	Man	48	26 %
	Woman	134	74%
Work	Self-employed	10	6 %
	team member	50	27 %
	Students	94	51%
	Others	28	16%

Table 3 shows the general characteristics of the research respondents based on age, gender, and occupation. Most respondents are 18-35 years old, as many as 171 people (94%), while the rest are 13-17 years old, as many as 11 people (6%). Then, based on gender, most respondents are women, 134 people (74%), while the number of men is 48 people (26%). In terms of occupation, most respondents are students, as many as 94 people (51%), employees, as many as 50 people (27%), self-employed, as many as 10 people (6%), and others, as many as 28 people (16%). This proves that the research respondents are dominated by young women who are students.

4.1.2. Validity Test and Reliability Test

Table 4. Validity Test Results

Items	R-Calculated	R-estimated	Conclusion
x1.1	.772		
x1.2	.801		
x1.3	.812		
x1.4	.784		
x1.5	.760		
x2.1	.744		
x2.2	.778		
x2.3	.832		
x2.4	.830		
x2.5	.785		
x2.6	.838		
x3.1	.859		
x3.2	.883		
x3.3	.799		
y1.1	.465		
y1.2	.559		
y1.3	.465		
y1.4	.498		
		0.1463	Valid



Table 4 shows that the analysis results show that the variables Online Customer Review, Content Marketing, Brand Image, and Purchase Decision meet the validity criteria for all statement items, with a calculated r value greater than the r table. An item is considered valid in this validity test if the significance value is <0.05 . In addition, a high R-squared value is needed to indicate that the independent variable significantly influences the dependent variable. Therefore, all indicators used to measure each variable in the questionnaire are declared reliable, and these items are suitable for use as measurement instruments in this study.

4.1.3. Reliability Test

Table 5. Reliability Test Results

Cronbach's Alpha	N of Items
.845	5
.887	6
.803	3
.804	4

Table 5 shows that variable X1 has an Alpha coefficient of 0.845, variable X2 has an Alpha coefficient of 0.887, variable X3 has an Alpha coefficient of 0.803, and variable Y1 has an Alpha coefficient of 0.804. Of all the variables above the cut-off limit of 0.60, all measurement concepts of each variable in the questionnaire are declared reliable, and each item in the variable is considered suitable for use as a measurement instrument in this study.

4.1.4. Normality Test

Normality testing in this study was conducted using the Kolmogorov-Smirnov method. Kolmogorov-Smirnov analysis can be applied if the p value is greater than the significance level of 0.05 and the number of samples exceeds 180 respondents.

Table 6. Normality Test Results

		Unstandardized Predicted Value	Unstandardized Residual
N		182	182
Normal Parameters ^{a,b}	Mean	32.3516484	.0000000
	Std. Deviation	1.78041894	3.09137468
Most Extreme Differences	Absolute	.108	.089
	Positive	.108	.042
	Negative	-.054	-.089
Kolmogorov-Smirnov Z		1,460	1.196
Asymp. Sig. (2-tailed)		.028	.115

Based on Table 6, the sig value > 0.05 is 0.115. So, it can be concluded that the data is usually distributed.

4.1.5. Multicollinearity Test

Table 7. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	19,067	1,856		10,272	.000	
	totalx1	-.037	.122	-.030	.304	.761	.421
	totalx2	.452	.113	.435	4.008	.000	.358
	totalx3	.225	.195	.112	1.152	.251	.446



Based on the results of table 7 above, the test results of the Variance Inflation Factor (VIF) of each independent variable have a $VIF < 10$ and tolerance > 0.1 , namely (1) Online Customer Review Variable (X_1) has a tolerance value of 0.421 and a VIF value of 2.374, (2) Content Marketing Variable (X_2) which has a tolerance value of 0.358 and a VIF value of 2.796, (3) Brand Image Variable (X_3) has a tolerance value of 0.446 and a VIF value of 2.240. So it can be stated that the multiple linear regression model does not have multicollinearity between the dependent variable and other independent variables, so that it can be used in this study.

4.1.6. Autocorrelation Test

Table 8. Autocorrelation Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	499 ^a	.249	.236	3.117	1,368

Based on Table 8, the Durbin Watson table value of (k,n) becomes (3.180), with the information that (k) is the number of Independent variables and (n) is the number of samples. Then the DU value is obtained = 1.790, and the DL value = 1.7224. Based on the table above, a decision can be taken with the criteria $(DL \leq d \leq DU)$, namely $(= 1.7224 > 1,368 < 1.790)$. If the black bold value is significant, there is positive and negative autocorrelation, and vice versa.

4.1.7. Heteroscedasticity Test

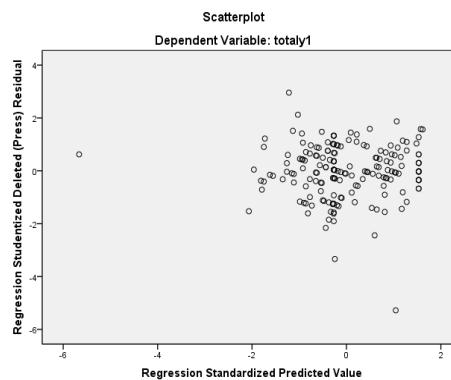


Figure 2. Heteroscedasticity Test Results

Based on Figure 2, the scatterplot graph shows that the data is spread above and below the number 0 on the Y axis without forming a particular or regular pattern. This indicates no heteroscedasticity symptom in the regression model used, so the regression model in this study is considered feasible.

4.1.8. Linearity Test.

Table 9. Linearity Test Results

	Sum of Squares	f	Mean Square	F	Sig.
Totaly1* totalx1 Between Groups (Combined)	481,872	13	37,067	3.419	.000
Linearity	6,566	1	036,566	28,273	.000
Deviation from Linearity	5,306	12	14,609	1,347	.196
Within Groups	21.623	168	10,843		
Total	03.495	181			



From Table 9, the significant value is 0.196, which is greater than 0.05, so it can be concluded that there is a significant linear relationship between the Online Customer Review variable and the Purchase Decision variable. At the same time, the calculated F value and F-estimated are $1.347 < 1.81$. Because the calculated F value is smaller than the F-estimated, it can be concluded that there is a significant linear relationship between the Online Customer Review variable and the purchase decision variable. The F-estimated value is searched using the formula (df): the deviation from linearity within groups. Based on the output results above, the df value is known to be (12:168), and the f table is obtained as (1.81).

4.1.9. Multiple Linear Regression Test

Table 10. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.016	.051	.319	.750
	x1	.002	.031	.072	.943
	x2	-.003	.091	-.033	.974
	x3	.992	.084	.988	11,859

Based on the results of the simple regression test in the table above, the results of multiple linear regression are as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 Y_1 + e$$

$$Y = 0.016 + 0.002 X_1 - 0.003 X_2 + 0.992 X_3 + e$$

The multiple linear regression equation is explained as follows:

1. The coefficient value of the Online Customer Review variable increased by 0.002, which means that purchasing decisions will also increase by 0.002.
2. In contrast, the coefficient value of the Content Marketing variable decreased by -0.003, which means that if Content Marketing increases by one unit, it will decrease purchasing decisions by -0.003.
3. Then the coefficient value of the Brand Image variable increased by 0.988, which means that purchasing decisions will also increase by 0.988.

4.1.10. T-Test

Table 11. Partial Test Results (T Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.016	.051	.319	.750
	x1	.002	.031	.072	.943
	x2	-.003	.091	-.033	.974
	x3	.992	.084	.988	11,859

1. The t-value of Online Customer Review is $0.072 < 1.973$ (T table, see residual (df)) with a significance value of $0.943 > 0.05$, so H_0 is rejected. This means there is no significant influence between the Online Customer reviews and purchasing decision variables.
2. The calculated t value of Content Marketing is $-0.033 < 1.973$ (T table, see residual (df)) with a significance value of $0.974 > 0.05$, so H_0 is rejected. This means there is no significant influence between the Content Marketing and Purchase Decision variables.



3. The t-value of Brand Image is $11.859 > 1.973$ (T-estimated, see residual (df)) with a significance value of $0.000 < 0.05$, then Ha is accepted. This means a significant influence exists between the Brand Image and purchasing decision variables.

4.1.11. F-Test

Table 12. Simultaneous Test Results (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.205	3	16,402	2208.020	.000a
	Residual	1,322	178	.007		
	Total	50,527	181			

Based on the ANOVA or F test results, the calculated F value is 2208.020 with a significance level 0.000. Because the significance value is much smaller than 0.05, the regression model is declared valid and can be used to predict that the independent variables Online Customer Review, Content Marketing, and Brand Image simultaneously influence Purchasing Decisions.

4.1.12. Coefficient of Determination Test (R^2)

Table 13. Results of the Determination Coefficient Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.987a	.974	.973	.0862

Based on Table 13, the R-squared value is 0.974 or 97%, so the performance variables explained by the Online Customer Review, Content Marketing, and Brand Image variables are 97%; the remaining 3% are other variables or variables the author did not examine.

4.2. Discussion

4.2.1. Online Customer Reviews do not affect the decision to purchase Erigo products on the TikTok Shop.

This could happen because consumers buy Erigo products on the TikTok Shop and ignore online customer reviews. Based on the Theory of Planned Behavior (TPB), Online Customer Review has a profitable value, it can form a good perception of the product and vice versa, if the review is bad, it will reduce consumer purchasing interest and if the review can help consumers understand the pluses and minuses of the product, then consumers will feel more confident in making purchasing decisions on Erigo products. This is based on research(Ghoni & Soliha, 2022), which states that online customer reviews do not influence purchasing decisions because many consumers who make purchases do not look at the number of reviews. Things to do: If online customer reviews do not influence purchasing decisions, they strengthen the brand image and can also use influencer marketing strategies that greatly influence Erigo's target market.

4.2.2. Content marketing does not affect the decision to purchase Erigo products at the TikTok Shop.

This could happen because consumers like Erigo's content. On TikTokShop, they do not just look at relevance to determine whether information is relevant. Based on the Theory of Planned Behavior (TPB), attractive Content Marketing can increase consumer engagement. Types of content, such as informative articles, interactive videos, and customer testimonials, can contribute to increasing purchasing decisions. This is by research (Alfaro, 2023), which shows that Content Marketing does not significantly influence purchasing decisions because consumers are more influenced by recommendations from friends, family, and influencers than simply the relevance of the product to their needs, things to do in Erigo. Suppose Content Marketing



does not influence purchasing decisions. In that case, it focuses more on high-quality visual content, such as interesting photos and videos. It creates more interactive content, such as challenges, giveaways, or quizzes, that will interest consumers.

4.2.3. Brand Image Influence on the decision to purchase Erigo products on TikTok Shop

This can happen because the brand significantly influences the products sold; the bigger the company's brand image, the more famous the brand is. This is by research (Purwati & Cahyanti, 2022), which states that brand image has a positive and significant influence on purchasing decisions, due to the superiority of a brand, making it easier to remember and more preferred by consumers than its competitors. According to the Theory of Planned Behavior (TPB), a strong and positive brand image can increase consumer trust and attraction to a product. A brand with a good reputation is often recommended, which can create social norms that influence purchasing decisions. Things to do, Erigo. One way to further increase consumer purchasing decisions is to strengthen brand identity and value and create a premium shopping experience, such as creating more exclusive packaging.

4.2.4. Online Customer Reviews, Content Marketing, and Brand Image Influence the Decision to Purchase Erigo Products on TikTokShop

Based on the Theory of Planned Behavior (TPB), Online Customer reviews form consumer attitudes through positive/negative reviews and influence social norms because other people's opinions are considered important. Content Marketing builds positive attitudes through interesting information and encourages social norms if the content is shared or goes viral. Brand image creates positive perceptions and trust, strengthening social norms if the brand is popular. This is based on research by Adriana and M (2023), which states that online customer reviews, content marketing, and brand image positively and significantly affect purchasing decisions. Online Customer Reviews (OCR) help consumers feel more confident, Content Marketing makes them more familiar with the product, and Brand Image increases loyalty, making them more confident in buying. The three variables above affect purchasing decisions. What erigo needs to do to increase consumers' purchasing decisions further is to strengthen brand image through creative and consistent campaigns, strengthen relationships with customers through interesting and appropriate content, and build trust by presenting authentic customer reviews. In addition, providing special offers, responsive customer service, and a practical shopping experience can also increase consumer purchasing interest.

V. Conclusion

Based on the research results, it can be concluded that online customer reviews and content marketing do not significantly affect purchasing decisions at Erigo, while brand image does. Erigo can encourage customers to leave honest reviews on e-commerce and social media when viewed from Online Customer Reviews. Positive reviews can increase the trust of potential buyers, especially for fashion products that are very visual and depend on user testimonials. When viewed from the perspective of Content Marketing, Erigo actively uses social media platforms such as Instagram and TikTok to spread engaging content, such as behind-the-scenes processes, product photo shoots, and collaborations with influencers. This strategy helps increase interaction with the audience and strengthens brand awareness. The implication of this research finding indicates that digital marketing strategies are highly effective in enhancing purchasing decisions. Then Erigo's Brand Image forms a brand image as a modern and trendy local fashion brand, one of which is through its participation in international events such as New York Fashion Week. This step helps create a positive impression and strengthens consumer confidence in the quality of its products. This shows that a strong brand image is more decisive in influencing consumer purchasing decisions than customer



reviews or content marketing; therefore, the company is advised to focus more on building and strengthening its brand image to increase consumer buying interest.

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