

The Influence Of Influencer Marketing And Content Marketing On Consumer Purchasing Decisions On Social Media (Tiktok Case Study)

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Keyword	Abstract
Influencer Marketing, Content Marketing, Purchasing Decisions, Social Media, Tiktok	The development of social media, particularly TikTok, has driven change in digital marketing strategies through the utilization of Influencer marketing and Content Marketing. This study aims to analyze the influence of influencer Marketing and Content Marketing on consumers' purchasing decisions on TikTok social media. The research method used is a quantitative approach with a survey design. Data were collected through Likert-scale questionnaires distributed online to 50 TikTok users, with the sampling technique determined using the Slovin formula. Data analysis was conducted using IBM SPSS Statistics 25, including validity tests, reliability tests, T-tests, F-tests, and coefficient of determination analysis. The results indicate that Influencer Marketing and Content Marketing have a significant effect on purchasing decisions. The coefficient of determination shows that both independent variables are able to Influence purchasing decisions by 89,7%, while the remaining percentage is Influenced by other variables outside this study. These findings suggest that marketing strategies through Influencer Marketing and Content Marketing on TikTok play an important role in encouraging consumers' purchasing decisions on TikTok social media.
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I. INTRODUCTION

The development of digital technology has changed the way consumers seek information, interact, and make purchasing decisions. Social media is now one of the main means of marketing, and TikTok is emerging as a fast-growing platform around the world. Tiktok is an application that presents interesting videos that are simple and easy to use for its users to create short films that can attract the attention of many people. The results of these short videos can be shared with friends and other TikTok members on various social media platforms (Malimbe et al., 2021). With short videos and interactive features, TikTok is a strategic medium for companies to introduce products creatively and dynamically (Mulyani et al., 2020). Stating that TikTok's strength lies in its ability to present innovative, concise and potentially viral content so that it is effectively used as a means of digital promotion. In marketing on TikTok, there are two main approaches that are often applied, namely

Influencer Marketing and Content Marketing (Satiawan et al., 2023). Influencer Marketing is a digital marketing technique where companies work with people who have a great influence on social media or other digital platforms to introduce their products or services (Rosario et al., 2023). Marketing through Influencer Marketing relies on individuals who have great influence on social media platforms to introduce products or services to their followers. Influencer Marketing on TikTok, who often produces viral content in an authentic way, has the capacity to shape public perception and influence purchasing decisions (Lengkawati & Saputra, 2021; Handayani, 2023). According to researchers, followers' trust in Influencers is an important factor that strengthens the effectiveness of this marketing strategy.

In addition to Influencer Marketing, Content Marketing also has an important role in influencing consumer purchase decisions on TikTok (Romadhon et al. 2025). Content Marketing is a promotional method used to

disseminate information both orally and in writing through various digital channels (*Rahma Khairun et al.*, 2024). Content marketing is a strategy that focuses on creating and distributing content that is valuable, relevant, and consistent, with the goal of attracting and retaining a specific audience, and ultimately driving customer actions that provide benefits to the business, such as purchases or loyalty to the brand (*Krowinska et al.*, 2023). *Narawati and Rachman*, (2024) stated that purchase decisions are often influenced by emotional and psychological factors formed through experiences with content or recommendations from Influencer Marketing. TikTok's interactive features, including video content and in-person shopping facilities, help speed up the purchase decision-making process. Based on this, the formulation of the problem in this study is the extent to which Influencer Marketing and Content Marketing affect consumers' purchase decisions on TikTok.

This study aims to analyze the influence of Influencer Marketing and Content Marketing on consumer purchasing decisions on Tiktok social media. The contribution of this research is expected to provide academic benefits as a reference for the development of digital marketing studies as well as practical benefits for business actors in designing more effective and efficient marketing strategies in the digital era.

II. LITERATURE REVIEW

Influencer Marketing

Influencer marketing is conceptualized as a social media-based promotional strategy that leverages individuals with established credibility and audience to shape consumer perceptions and behaviors. Grounded in Source Credibility Theory, its effectiveness is largely determined by perceived trustworthiness, expertise, and attractiveness, which influence consumers' evaluative judgments and decision-making processes (*Lou & Yuan*, 2019; *Sokolova & Kefi*, 2020). Empirical studies over the past decade consistently demonstrate that influencer marketing significantly influences purchasing decisions, primarily through its ability to generate electronic word-of-mouth (e-WOM) and foster parasocial relationships between influencers and followers (*Jin, Muqaddam, & Ryu*, 2019; *Ki, Cuevas, Chong, & Lim*, 2020). However, the literature also reveals inconsistencies, where the direct effect of influencer marketing becomes

insignificant when content quality and trust are not established, indicating that influencer credibility alone is insufficient to drive consumer action (*Breves, Liebers, Abt, & Kunze*, 2019; *De Veirman, Cauberghe, & Hudders*, 2017). Thus, influencer marketing should be critically understood as a relational persuasion mechanism whose effectiveness depends on the integration of complementary strategic elements, particularly content relevance and audience alignment.

Content Marketing

Content marketing refers to the strategic creation and distribution of relevant, valuable, and consistent content to attract and engage a clearly defined audience and drive profitable customer action. Drawing from Content Value Theory and Customer Engagement Theory (COBRA), content marketing enhances both cognitive and affective responses by delivering informational, emotional, and entertainment value (*Hollebeek & Macky*, 2019; *Lemon & Verhoef*, 2016). Empirical evidence indicates that high-quality content significantly influences purchasing decisions by increasing consumer engagement, brand awareness, and perceived value, particularly in digital and social media contexts (*Bilgin*, 2018; *Lou & Xie*, 2021). From a strategic perspective, content marketing aligns with the Resource-Based View (RBV), as it represents an intangible organizational capability that is valuable, rare, and difficult to imitate, thus contributing to sustained competitive advantage (*Pulizzi*, 2014; *Kannan & Li*, 2017). However, a critical limitation in the literature is the tendency to treat content marketing as a static output rather than a dynamic capability, thereby underestimating its role in facilitating continuous interaction, co-creation, and adaptive engagement in rapidly evolving social media environments.

Consumer Purchasing Decision

Consumer purchasing decision is defined as the final stage of the consumer decision-making process, where individuals select and purchase a product based on accumulated evaluations, preferences, and external influences. In social media environments, purchasing decisions are increasingly shaped by interactive, real-time, and socially embedded stimuli, challenging traditional linear decision-making models (*Lemon & Verhoef*, 2016; *Verhoef, Kannan, & Inman*, 2015). The Stimulus–Organism–Response (S–O–R)

framework provides a robust explanation, where influencer marketing and content marketing act as external stimuli that influence internal psychological states—such as trust, engagement, and emotional responses—which subsequently drive behavioral outcomes (Mehrabian & Russell, 1974; Eroglu, Machleit, & Davis, 2001). Recent empirical studies confirm that purchasing decisions in digital contexts are rarely driven by direct exposure alone; instead, they are mediated by variables such as purchase intention, perceived credibility, and emotional engagement, indicating a complex and multi-layered decision-making process (Djafarova & Rushworth, 2017; Lim, Radzol, Cheah, & Wong, 2017). This suggests that consumer purchasing decisions should be conceptualized as a process-based outcome, integrating both cognitive evaluation and affective response mechanisms.

Recent literature increasingly emphasizes that influencer and content marketing exert complementary, synergistic effects on consumer purchasing decisions rather than operating independently. Influencer marketing enhances social proof, relatability, and message amplification, while content marketing provides informational depth, narrative value, and brand meaning, creating a more holistic persuasive environment (Lou & Yuan, 2019; Lou & Xie, 2021). Empirical findings suggest that the integration of both strategies produces a stronger and more consistent influence on purchasing decisions compared to isolated implementation (Ki et al., 2020; Sokolova & Kefi, 2020). From a theoretical standpoint, this interaction can be explained through the Resource-Based View (RBV), where firms must effectively orchestrate internal capabilities (content creation) and external resources (influencer networks) to achieve superior marketing outcomes (Kannan & Li, 2017). Critically, this synergy reflects a broader shift toward relational and experiential marketing paradigms, where consumer decisions are shaped not only by information but also by emotional and social engagement. However, existing studies still lack a comprehensive explanation of the underlying psychological mechanisms governing this interaction, thereby highlighting the need for integrating mediating constructs such as trust, engagement

III. METHODE

This study uses a quantitative method, which is a method that focuses on processing numerical data to answer the formulation of research problems, with the aim of analyzing the Influence of *Influencer Marketing and Content Marketing* on Consumer Purchase Decisions on TikTok Social Media. Related to the title of this study, *Purchase Decision* (Y) is a dependent variable and *Influencer Marketing* (X1) and *Content Marketing* (X2) are independent variables. The data collected will be processed using statistical analysis so that the research results are more objective, measurable, and generalizable.

Population and Sample

The population in this study is TikTok Application Users who follow Influencer and Content Marketing accounts. Sample is part of the number and traits that are observed by a population (Eka Putra, 2021). Since the population is quite large and it is not possible to study the entire population, the number of samples is determined using the Slovin Formula. The slovin formula is used to determine the number of samples with a specified margin of error. This formula helps researchers determine the number of respondents that are representative without having to take the entire population.

Slovin Formula:

$$n = \frac{N}{1 + Ne^2}$$

Description :

- n = number of samples
- N = total population
- e = margin of error

In this study, the number of population (**N**) was set at 100 people. Meanwhile, the margin of error (**e**) used is 10% or 0.10.

$$N = 100$$

$$e = 0.10 = 0.01 \rightarrow e^2$$

$$\begin{aligned} n &= \frac{100}{1 + 100 (0,01)} \\ n &= \frac{100}{1 + 1} \\ n &= \frac{100}{2} = 50 \end{aligned}$$

Based on this calculation, the number of samples used in this study is 50 respondents. This

number is considered to be fairly representative of the population and can provide accurate results according to the set error rate.

Data Collection

The data collection technique in this research was carried out by distributing questionnaires. The questionnaire is prepared in the form of a closed statement that uses the Likert Scale as a measuring tool. The Likert scale is used to measure respondents' approval rates for statements related to the variables Influencer Marketing, Content Marketing, and Purchase Decisions. The scale used consists of five answer choices, namely:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

The questionnaire was distributed online via WhatsApp messages to friends who met the study population criteria. This method was chosen because it is effective in reaching respondents quickly and simplifying the process of collecting the required amount of data.

IV. RESULT AND DISCUSSION

Descriptive test

Based on the descriptive test results, the three research variables had a high average. The Influencer Marketing variable obtained a mean of 27.58, Content Marketing had a mean of 27.92, and Purchase Decision had a mean of 28.60. These values indicate that respondents tend to give a positive assessment of all variables.

Validity Test

Based on the results of the validity test, it is known that the r-value of the table is 0.279. The table above states that the variables *Influencer Marketing*, *Content Marketing* and *Purchase Decision* have a higher calculated R value than the R table. So it can be concluded that all statements in the three variables are declared valid.

Reliability Test

Table 3. Reliability Test Results

Instrumental	Cronbach's Alpha	N of items	Conclusion
Influencer Marketing	0,925	7	Reliable
Content Marketing	0,965	7	Reliable
Purchase decision	0,966	7	Reliable

Source : Data processed from IBM SPSS Statistics 25

Based on the results of the reliability test, all research variables showed a Cronbach's Alpha value above 0.6. The *Influencer Marketing* variable obtained a value of 0.925, *Content Marketing* 0.965, and *Purchase Decision* of 0.966, each with 7 statement items. So it can be concluded that all instruments are declared reliable or suitable for further analysis.

T test (partial)

Table 4. T Test Results (partial)

Models	Coefficient				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,004	1,376		1,457	,152
X1	,273	,101	,259	2,703	,010
X2	,683	,092	,714	7,458	,000

a. Dependent Variable: Y

Source : Data processed from IBM SPSS Statistics 25

Based on the results of the T (partial) test, it shows that the sig value in the *Influencer Marketing* variable is 0.010 and the *Content Marketing* variable is 0.000, both values are below 0.05, and the calculated T value of the two variables is greater than the T table, so it can be concluded that these two variables have a significant influence on the purchase decision.

F test (simultaneous)

Table 5. Test F Results (simultaneous)

NEW ERA					
Models	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2018,170	2	1009,085	213,799	,000b
Residual	221,830	47	4,720		
Total	2240,000	49			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source : Data processed from IBM SPSS Statistics 25

Based on the results of the F (simultaneous) test, a sig value of 0.000 or below 0.05 was obtained, and the F value of 213.799 was greater than the F value of the table, so it can be concluded that all independent variables have an effect on the dependent variables.

Coefficient of Determination Test (R²)

Table 6. Determination Coefficient Test Results (R²)

Model Summary ^b					
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.949 ^a	.901	.897	2,173	2,240
a. Predictors: (Constant), X ₂ , X ₁					
b. Dependent Variable: Y					

Source : Data processed from IBM SPSS Statistics 25

V. CONCLUSION

Based on the results of research and data analysis that has been conducted, it can be concluded that Influencer Marketing and Content Marketing have a positive and significant influence on consumer purchase decisions on TikTok social media. The results of the partial test (T) showed that Influencer Marketing had a significant effect on purchase decisions with a significance value of 0.010 (< 0.05), while Content Marketing showed a stronger influence with a significance value of 0.000 (<0.05). These results indicate that both the credibility of influencers and the quality of content have an important role in encouraging consumers to make a purchase.

Simultaneously, the results of the F test show that the two variables together have a significant effect on consumer purchasing decisions. A determination coefficient value (Adjusted R²) of 0.897 indicates that 89.7% of purchase decisions are influenced by Influencer Marketing and Content Marketing, while the rest are influenced by other factors outside of this study. Based on these results, business actors are advised to optimize the selection of credible influencers and create creative, informative, and interesting content in order to improve consumer purchasing decisions on TikTok. Further research is suggested to add other variables to enrich the research results.

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