
AN ANALYSIS OF THE EFFECT OF CONTENT MARKETING, INFLUENCERS, AND SOCIAL MEDIA ON CONSUMER PURCHASE DECISIONS: A CASE STUDY OF FASHION PRODUCTS AMONG TIKTOK USERS



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Abstract

This study aims to analyze the influence of content marketing, influencers, and social media on consumer purchasing decisions for fashion products among TikTok users. The research employed a quantitative approach with a survey design and purposive sampling technique. Data were collected through questionnaires distributed to 96 TikTok users who had previously purchased fashion products online through the platform. Data analysis was conducted using multiple linear regression and significance testing at a 95% confidence level. The results indicate that content marketing has a positive and significant effect on purchasing decisions. Similarly, influencers and social media partially have a significant effect on consumer purchasing decisions. Simultaneously, the three independent variables significantly contribute to explaining the variation in purchasing decisions among TikTok fashion consumers. This study provides practical implications for fashion businesses to optimize content marketing strategies, collaborate with appropriate influencers, and strategically utilize social media features to enhance marketing effectiveness and increase sales conversion on digital platforms.

Keywords: Content Marketing, Influencer, Social Media, Purchasing Decision

INTRODUCTION

Digital technology development over the past decade has significantly transformed patterns of communication, information dissemination, and consumer behavior. Social media is no longer merely a platform for sharing information; it has also evolved into an effective business platform for entrepreneurs, including those in the fashion industry. One of the platforms experiencing the most rapid growth is TikTok, which has now become a digital ecosystem where people discover trends, entertainment, product recommendations, and even make direct purchases through features such as TikTok Shop. This transformation indicates that consumer purchase decisions are no longer influenced solely by traditional factors such as needs and product quality, but are also shaped by content marketing, influencers, and the dynamics of interaction within social media (Yunus & Ariawan, 2022).

In the fashion industry, visually appealing, creative, and easily consumable content plays a crucial role in attracting audience attention. TikTok provides a broad platform for brands and fashion sellers to deliver marketing messages through short-form video formats such as storytelling, before–after transformations, mix-and-match styling, and haul reviews. Such content has proven to be more likely to go viral and possess strong emotional appeal, thereby directly influencing consumers' interest as well as their purchase decisions (Shadrina & Sulistyanto, 2022). Consequently, content marketing has become one of the most dominant strategies used by fashion businesses on TikTok.

In addition to content, the presence of influencers or key opinion leaders also plays an important role in shaping consumer behavior. TikTok users tend to trust recommendations from influencers who are perceived as authentic, relatable, and relevant to their lifestyles. Influencers play a role in providing product reviews, demonstrating how to use or style products, and building perceptions of quality toward a particular fashion brand (Amalia, 2025). This phenomenon creates psychological effects such as trust, curiosity, and the desire to follow viral trends. As a result, consumer purchase decisions are often triggered by emotional closeness and trust in influencers rather than by official information provided by the brand.

On the other hand, social media as a digital ecosystem also provides space for consumers to share experiences, comments, and reviews with one another. Such interactions form electronic word of mouth (e-WOM), which further strengthens consumer purchase decisions. Nowadays, consumers tend to seek references through short TikTok videos before purchasing fashion products, such as clothing, hijabs, bags, and accessories (Az'zahra & Aulia, 2024). Moreover, several fashion trends—such as basic outfits, Korean looks, and casual streetwear—often go viral and directly influence the surge in sales among fashion MSMEs.

However, in reality, not all content marketing strategies or influencers have a positive impact on consumer purchase decisions. Some consumers feel that product information is inaccurate, overly exaggerated, or even experience regret after purchasing because the product quality does not match what was promoted. This indicates that consumer decisions are not determined solely by popularity, but also by the quality of the content, the credibility of the influencer, and the overall image of social media platforms (Isalman et al., 2023).

Considering this phenomenon, it is important to conduct research that analyzes how content marketing, influencers, and social media—both simultaneously and partially—affect consumer purchase decisions, particularly for fashion products among TikTok users.

Understanding these factors is highly beneficial for fashion businesses in designing more effective and relevant digital marketing strategies that align with the dynamic characteristics of TikTok users, who tend to quickly follow emerging trends (Ayodyadana et al., 2024).

Therefore, this study was conducted to provide an empirical overview of the influence of these three variables on the purchasing behavior of TikTok consumers. The results of this research are expected to serve as a reference for MSME actors, fashion brands, and digital marketing practitioners in optimizing the role of social media as a promotional medium as well as a competitive transaction platform.

REVIEW OF LITERATURE

Marketing content

According to Philip Kotler (2023), content marketing is a marketing approach that involves creating, publishing, selecting, and distributing engaging, relevant, and useful content for audiences in order to build deeper communication relationships between consumers and the brands presented in the content. Furthermore, Putra and Aulia (2023) explain that content marketing is one of the most fundamental and primary strategies for increasing brand awareness and improving conversion rates. Meanwhile, Abdjul et al. (2022) state that content marketing is a strategy used to plan, create, and distribute attractive content with the objective of attracting audiences and ultimately converting them into customers.

Content marketing refers to the use of content—such as text, images, audio, and video—within a broader marketing framework that includes fundamental marketing concepts, distribution channels, web search tools, social media, and digital advertising (Pasaribu, 2023). Meanwhile, Sania et al. (2021) define content marketing as the creation of marketing and business content designed to engage a clearly defined and profitable target audience, with the aim of influencing customer actions. Content marketing is implemented to build an audience base that contributes to business development and encourages consumer actions that provide benefits for the company (Ramadhayanti, 2021).

Furthermore, Oktaviani and Haliza (2023) explain that content marketing can be understood as a process management activity in which companies identify, analyze, and fulfill customer demands to gain benefits through the use of digital content distributed via electronic channels. According to Iskandar et al. (2023), the indicators of content marketing include relevance, accuracy, value, clarity (easy to understand), accessibility (easy to find), and consistency.

Influencer

Influencers have the ability to influence their followers based on the expertise and capabilities they possess. According to Kurniadi and Wibisono (2024), an influencer is a social media figure who has a large number of followers on their social media platforms, and what they say can influence the behavior of their followers. Influencers are also individuals who have significant influence within social media environments. These influential individuals have gained the trust of their online peers, and their opinions can have a substantial impact on a company's reputation.

According to Mahmud et al. (2023), an influencer is an individual who has the ability to create engaging and captivating content. Through this skill, they are able to establish themselves as individuals capable of influencing their audience. Meanwhile, Agustin (2022)

states that an influencer is a person on social media who has a large number of followers, enabling them to encourage others to take certain actions.

Furthermore, Lengkawati (2021) explains that influencer marketing is a marketing strategy that involves individuals with a significant number of followers promoting products, thereby influencing others or their social environment to form attitudes and make decisions that ultimately lead to the use of the promoted product.

According to Isna (2022), influencers consist of various elements within the activities of individuals who have influence over their followers on social media. These elements include personal motivation, personal ability, social motivation, social ability, structural motivation, and structural ability.

Meanwhile, Uyuun and Dwijayanti (2022) state that there are three main indicator components of influencers, namely expertise, attractiveness, and trustworthiness.

Social media

According to Arianto (2021), social media is a communication channel that allows individuals to disseminate and broadcast information widely and quickly, enabling them to influence others. Meanwhile, Syamsuddin (2022) states that social media is an online platform where users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds. Blogs, social networking sites, and wikis are among the most commonly used forms of social media worldwide.

Social media utilizes mobile-based and web-based technologies to create highly interactive platforms that enable people to communicate, share, collaborate, and modify user-generated content. As a result, social media creates connections among users, where interactions may include exchanging information, sharing news, expressing opinions or complaints, greeting one another, and many other forms of communication.

The characteristics of social media, according to Sulianta (cited in Siregar, 2022), include: (1) transparency, (2) dialogue and communication, (3) clear networking, (4) multi-form content, and (5) the power of online formation. Furthermore, the indicators of social media proposed by Anisah et al. (2021) include: (1) participation, (2) openness, (3) conversation, (4) community, and (5) connectedness.

Consumer purchasing decisions

Consumer purchase decisions begin with a consumer's intention to spend money on a product or service. This intention arises due to several influencing factors, including family influence, product price, available information, and the perceived benefits of the desired product or service. Purchase decisions refer to consumers' perceptions of the actual value or price of a product rather than the price that has been set by the marketer.

According to Andrian (2022), a purchase decision is the process of making a decision regarding a product, in which an individual considers various alternatives and then decides what they will buy. Meanwhile, Yusuf (2021) states that a purchase decision is a cognitive process in which individuals evaluate several alternatives and select a product from many available options.

It can therefore be concluded that a purchase decision is one of the stages in consumer behavior that underlies consumers in making purchasing decisions before the post-purchase behavior stage. It also reflects how individuals, groups, and organizations select, buy, use, and evaluate goods or services in order to satisfy their needs and desires.

According to Arianto (2023), the indicators of purchase decisions include the following: Confidence in a product, which refers to the decision made by consumers after considering various pieces of information that support the decision-making process, Habit of purchasing a product, which is influenced by the experiences of close individuals (such as parents or relatives) in using a particular product, Providing recommendations to others, which refers to the act of delivering positive information to others in order to encourage them to make a purchase, Repeat purchase, which refers to continuous purchasing behavior after consumers experience satisfaction or comfort with the product or service they have received.

RESEARCH METHOD

The type of research used in this study is associative research with a quantitative approach. Associative research is a research method aimed at determining the relationship between two or more variables. Through this type of research, a theory can be developed that functions to explain, predict, and control a particular phenomenon. Therefore, the purpose of this study is to examine the influence of independent variables on the dependent variable.

Population is a generalization area consisting of subjects or objects that possess certain characteristics and qualities determined by the researcher to be studied, from which conclusions are then drawn (Sugiyono, 2022). The population of this study consists of consumers who make purchases through the TikTok application in Rantauprapat.

Meanwhile, a sample is a subset of the population that represents its number and characteristics (Sugiyono, 2022). The sample characteristics used in this study are as follows:

1. Respondents are active users of the TikTok application.
2. Respondents have made at least one purchase through TikTok Shop.
3. Respondents are aged 17–35 years, as this age group represents the dominant users of TikTok.

The sample also consists of selected members from the total population. Since the exact size of the population is unknown, the Cochran formula is used to determine the sample size (Sugiyono, 2022). The formula is presented as follows:

$$n = \frac{z^2 pq}{e^2}$$

$$n = 96,04$$

The calculation results show that the obtained value of n is 96.04, which is rounded to 96 respondents. Therefore, in this study, the researcher collected data from a minimum sample of 96 respondents. The data collection technique used a questionnaire, which was distributed to the respondents. The research instrument employed a Likert scale with a rating range of 1–5. The Likert scale is useful for measuring respondents' opinions regarding the research variables, which are broken down into variable indicators that serve as the basis for developing research instruments in the form of questions or statements (Sugiyono, cited in Budi Prajitno, 2021).

RESULTS AND DISCUSSION

Table 1.
Results of the Research Instrument Validity Test

Variable	Statement	Calculated r-value	Table r- values	Remarks
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Content Marketing (X₁)	P1	0.732	0.198	Valid
	P2	0.605	0.198	Valid
	P3	0.652	0.198	Valid
	P4	0.597	0.198	Valid
	P5	0.505	0.198	Valid
	P6	0.647	0.198	Valid
Influencer (X₂)	P1	0.686	0.198	Valid
	P2	0.668	0.198	Valid
	P3	0.640	0.198	Valid
Social Media (X₃)	P1	0.689	0.198	Valid
	P2	0.721	0.198	Valid
	P3	0.706	0.198	Valid
	P4	0.811	0.198	Valid
	P5	0.718	0.198	Valid
Purchase Decisions (Y)	P1	0.790	0.198	Valid
	P2	0.755	0.198	Valid
	P3	0.792	0.198	Valid
	P4	0.768	0.198	Valid

Source: Processed data, 2026

The validity test was conducted using the Pearson Product Moment correlation between the item scores and the total score (Corrected Item–Total Correlation). An item statement is considered valid if the calculated r-value (r-count) is greater than the r-table value at a significance level of 0.05, or if the significance value (Sig.) is less than 0.05. Based on Table 1 above, all statement items for each variable show correlation values greater than the r-table value. Therefore, it can be concluded that the research instrument is valid and appropriate to be used for data collection and further analysis.

Table 2.
Reliability Test Results

Variable	Calculated r-value	Remarks
<i>Content marketing (X₁)</i>	0,774	Reliabel
<i>Influencer (X₂)</i>	0,815	Reliabel
<i>Social media (X₃)</i>	0,802	Reliabel
<i>Purchase decisions (Y)</i>	0,824	Reliabel

Source: Processed data, 2026

Based on Table 2, the reliability test results show that the calculated r-values for each variable are greater than the r-table value. Therefore, it can be concluded that all research instruments are reliable and suitable to be used, and the analysis in this study can be continued.

Data Normality Test Results

Table 3
Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			96
Normal Parameters ^{a,b}	Mean		.0000000

	Std. Deviation	1.05528099
Most Extreme Differences	Absolute	.164
	Positive	.164
	Negative	-.124
Test Statistic		.164
Asymp. Sig. (2-tailed) ^c		.200
Monte Carlo Sig. (2-tailed) ^d	Sig.	<.001
	99% Confidence Interval	Lower Bound .000
		Upper Bound .000
a. Test distribution is Normal.		
b. Calculated from data.		

Based on Table 3, it is known that the Asymp. Sig. (2-tailed) value is 0.200, which is higher than the significance level of 0.05. Therefore, the residual variables are considered to be normally distributed. The Kolmogorov–Smirnov Z value is 0.5, which is smaller than 0.200, indicating that there is no significant difference between the theoretical distribution and the empirical distribution. In other words, the data can be considered normally distributed.

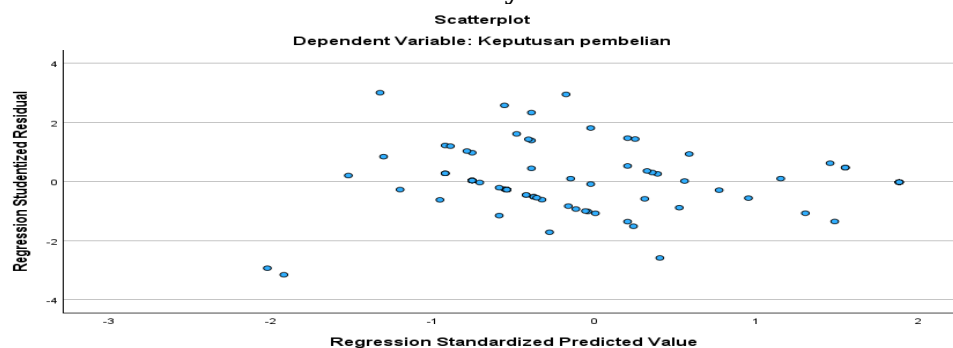
Table 4
Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Content marketing	.306	3.269
	Influencer	.515	1.941
	Social media	.397	2.517

a. Dependent Variable: Purchase decisions

Based on Table 4, it can be seen that the VIF values for content marketing (X1) is 3.269, influencer (X2) is 1.941, and social media (X3) is 2.517, all of which are less than 10. This indicates that multicollinearity does not occur in the regression model. Furthermore, the Tolerance values for content marketing (X1) is 0.306, influencer (X2) is 0.515, and social media (X3) is 0.397, all of which are greater than 0.1. Therefore, it can be concluded that there is no multicollinearity among the independent variables in the model.

Figure 1.
Heteroscedasticity Test Results



Based on the results of the heteroscedasticity test using the **Scatterplot graph**, it can be seen that the residual points are randomly distributed above and below zero on the **Y-axis** and do not form a specific pattern, such as a funnel-shaped pattern, wavy pattern, or a particular linear pattern. The random and irregular distribution of these points indicates that the residual variance is constant (**homoscedasticity**). Therefore, it can be concluded that the regression model in this study **does not experience heteroscedasticity**, meaning that the classical regression assumptions are satisfied and the model is appropriate for further analysis.

Table 5
Multiple Linear Regression Test Results

Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	-.265	1.282	
	Content marketing	.257	.082	.332
	Influencer	.328	.123	.219
	Social media	.306	.077	.371
a. Dependent Variable: Purchase decisions				

a. Dependent Variable: Purchase decisions

Based on the calculations in **Table 5**, the multiple linear regression equation can be formulated as follows:

$$Y = -0.265 + 0.257X_1 + 0.328X_2 + 0.306X_3$$

The constant value of -0.265 means that if the variables content marketing, influencer, and social media are equal to 0, then the purchase decision will decrease by -0.265. The regression coefficient of content marketing is 0.257, which means that every one-unit increase in content marketing will increase the purchase decision by 0.257. The regression coefficient of influencer is 0.328, which means that every one-unit increase in the influencer variable will increase the purchase decision by 0.328. The regression coefficient of social media is 0.306, which means that every one-unit increase in social media will increase the purchase decision by 0.306.

Table 6
Partial Test Results (t-Test)

Coefficients ^a			
Model		t	Sig.
1	(Constant)	-.206	.837
	Content marketing	3.111	.002
	Influencer	2.661	.009
	Social media	3.965	<.001

a. Dependent Variable: Purchase decisions

The explanation for each variable is as follows:

1. Based on the t-test results, the content marketing (X_1) variable has a t-count value of 3.111, which is greater than the t-table value, and a significance value of $0.002 < 0.05$. Therefore, H_1 is accepted, meaning that the content marketing variable has a positive and significant effect on purchase decisions.
2. Based on the t-test results, the influencer (X_2) variable has a t-count value of 2.661, which is greater than the t-table value, and a significance value of $0.009 < 0.05$. Therefore, H_2 is accepted, indicating that the influencer variable has a positive and significant effect on purchase decisions.
3. Based on the t-test results, the social media (X_3) variable has a t-count value of 3.965, which is greater than the t-table value, and a significance value of $0.001 < 0.05$. Therefore, H_3 is accepted, meaning that the social media variable has a positive and significant effect on purchase decisions.

Table 7
Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	224.706	3	74.902	65.136	<.001 ^b
	Residual	105.794	92	1.150		
	Total	330.500	95			

a. Dependent Variable: Purchase decisions
b. Predictors: (Constant), Social media , Influencer, Content marketing

Based on Table 7, the results of the F-test show an F-value of 65.136 with a significance level of 0.001, while the F-table value from the statistical distribution table at a 5% significance level ($\alpha = 0.05$) with $df_1 = (k - 1) = 4$ and $df_2 = (n - k - 1) = 92$ is 2.471. Since the F-count ($65.136 > F\text{-table} (2.471)$), it can be concluded that simultaneously, the variables content marketing (X_1), influencer (X_2), and social media (X_3) have a positive and significant effect on purchase decisions (Y).

Table 8
Results of the Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825 ^a	.680	.669	1.072

a. Predictors: (Constant), Social media, Influencer, Content marketing
b. Dependent Variable: Purchase decisions

Table 8 shows that the R Square value is 0.680, or 68%, which means that the variables content marketing (X_1), influencer (X_2), and social media (X_3) collectively explain 68% of the variance in purchase decisions (Y). The remaining 32% is influenced by other factors or variables that were not examined in this study.

The Influence of Content Marketing on Purchasing Decisions

Content marketing is a marketing strategy focused on creating and distributing relevant, informative, and valuable content to influence consumer behavior. In the purchasing

decision process, modern consumers tend to seek information digitally before making a transaction. Therefore, content quality becomes an important determinant in shaping consumer perception, trust, and preference toward a product. The research hypothesis results show that the t-count value for the content marketing variable (X1) is 3.111 with a significance value of 0.001. Meanwhile, the t-table value from the t-distribution table at a 5% significance level ($\alpha = 0.05$) with $df1 = (k - 1) = 4$ and $df2 = (n - k - 1) = 91$ is 1.661. Based on the criterion that if t-count (3.111) > t-table (1.661), it can be concluded that content marketing (X1) has a positive and significant effect on purchase decisions (Y). Empirically, this finding is supported by Girsang, D. C., & Aprinawati, A. (2024), who found that content marketing positively and significantly affects purchase decisions.

Influence of influencers on purchasing decisions

The influence of influencers on consumer purchase decisions for fashion products among TikTok users can be explained through Source Credibility Theory and consumer behavior theory. Influencers act as opinion leaders who are able to shape consumer perceptions, attitudes, and preferences through the content they post. On the TikTok platform, the power of visuals, short-form storytelling, and interactive features (likes, comments, shares, live shopping) accelerate the persuasion process, making consumers more easily exposed to fashion product recommendations.

The research hypothesis results show that the t-count value for the influencer variable (X2) is 2.661 with a significance value of 0.009, while the t-table value from the t-distribution table at a 5% significance level ($\alpha = 0.05$) with $df1 = (k - 1) = 4$ and $df2 = (n - k - 1) = 91$ is 1.661. Based on the criterion that if t-count (2.661) > t-table (1.661), it can be concluded that influencer (X2) has a positive and significant effect on purchase decisions (Y). This finding is supported by Arista, N., & Arifin, A. (2021), who emphasized that the intensity of exposure to fashion content from TikTok influencers increases purchase intention, which in turn contributes significantly to actual purchase decisions.

The influence of social media on purchasing decisions

Social media plays a significant role in influencing consumer purchase decisions, particularly for fashion products on the TikTok platform. From a consumer behavior perspective, social media functions as a source of information, a means for evaluating alternatives, and a space for opinion formation through electronic word of mouth (e-WOM). Features such as short videos, live shopping, comments, and the For You Page (FYP) algorithm accelerate the dissemination of product information, enabling consumers to be quickly exposed to the latest fashion trends.

The research hypothesis results show that the t-count value for the social media variable (X3) is 3.965 with a significance value of 0.001, while the t-table value from the t-distribution table at a 5% significance level ($\alpha = 0.05$) with $df1 = (k - 1) = 4$ and $df2 = (n - k - 1) = 91$ is 1.661. Based on the criterion that if t-count (3.965) > t-table (1.661), it can be concluded that social media (X3) has a positive and significant effect on purchase decisions (Y). This finding is supported by Permatasari, A. N. I., & Hidayat, A. M. (2023), who demonstrated that social media marketing has a positive and significant effect on purchase decisions.

The influence of content marketing, influencers, and social media on purchasing decisions

Through hypothesis testing, it has been proven that content marketing, influencers, and social media have a positive and significant effect on purchase decisions. This is evident from the F-count value ($65.136 > F\text{-table value } (2.471)$ and the significance level ($0.001 < 0.05$). These results indicate that content marketing, influencers, and social media collectively influence purchase decisions. To determine the magnitude of their contribution, the R Square value is 68%, meaning that content marketing, influencers, and social media together explain 68% of the variance in purchase decisions, while the remaining 32% is influenced by variables not examined in this study. The influence of content marketing, influencers, and social media on purchase decisions can be explained by the fact that these three variables complement each other in shaping consumer decisions, where high-quality content, credible influencer recommendations, and active social media engagement jointly drive consumers toward purchasing.

CONCLUSION

Content marketing has a positive and significant effect on purchase decisions. Informative, relevant, consistent, and visually appealing content on the TikTok platform is able to enhance consumer understanding of fashion products, reduce uncertainty, and strengthen confidence in making a purchase. Influencers have a positive and significant effect on purchase decisions. The credibility of influencers, which includes expertise, trustworthiness, and attractiveness, has been proven to shape consumer perceptions and preferences toward the promoted fashion products. Social media has a positive and significant effect on purchase decisions. The intensity of TikTok usage, interactions through comments and reviews (e-WOM), and live shopping features accelerate the evaluation process, leading to faster purchase decisions. Simultaneously, content marketing, influencers, and social media contribute significantly to consumer purchase decisions for fashion products among TikTok users. The most dominant variable is generally either influencers or content quality, depending on respondent characteristics and market segmentation.

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