

## THE EFFECT OF CONTENT MARKETING AND INFLUENCER MARKETING ON PURCHASE INTENTION FOR LUXCRIME PRODUCTS ON THE TIKTOK APPLICATION IN SURABAYA



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### Abstract

Amidst the rapid advancements in the digital era, social media marketing strategies have become readily accessible. Capitalizing on trending social media platforms like TikTok to attract consumer interest is achieved through content marketing and influencer marketing strategies. This research aims to investigate the influence of Content and Influencer Marketing on Purchase Intention, employing Luxcrime products in Surabaya as the research subject. The population of this study encompasses TikTok users who have encountered content marketing featuring influencers on Luxcrime's account. The sample size comprises 90 respondents from the city of Surabaya. Data analysis was conducted using the SEMPLS method with SmartPLS software. This quantitative research employed PLS analysis. The research concludes that Content Marketing and Influencer Marketing effectively generate purchase intention for Luxcrime products in Surabaya.

**Keywords:** Content Marketing, Influencer Marketing, Purchase Intention

## INTRODUCTION

In the era of increasingly developing digitalization until now, everything that people do has become easier and faster, starting from food delivery services, and transportation services to online store services. This can happen because internet access is easily accessible and spread to remote areas, with the low cost of accessing the internet, according to the results (National Digital Literacy Survey, 2020). The sophistication of technology, especially the internet, has had a significant influence on the field of marketing, even individuals who use the internet in the field of marketing are now considered a trend. Social media is a technology-based online medium that uses the web to facilitate communication from previously being one-way and changing to be more interactive, namely two-way communication or interactive dialogue (Rizky Kertanegara et al., 2020). The social media application that has recently been a topic of conversation and has taken up the time of many generations is TikTok. Based on a survey conducted by Zap Beauty, Generation Z tends to have a high level of spending on beauty products, in addition, this generation spends a lot of time in cyberspace which can influence them to look for role models in the beauty industry. Beauty products that are currently popular and known as viral approved by Tasya Farasya are Luxcrime. Luxcrime is one of the local brand beauty product series from Indonesia that was founded in 2015. Luxcrime is one of the local brands that has quickly become famous from its inception until now and has produced several categories of achievements until now. Luxcrime became popular on TikTok social media because its products always experience sales revenue and often get good reviews on the Female Daily site.

The use of social media is used by Luxcrime products such as creating trending content by creating content marketing and using the role of public figures as influencer marketing. This can be seen on the Luxcrime profile account on Tiktok social media. On the Luxcrime TikTok profile, there is information about their products. In addition, the profile displays various content created by Luxcrime to attract visitors. Content marketing is a tactical step in marketing that includes producing or creating content that functions as an invitation to convey information to potential customers (Amalia, 2020). Content marketing can be uploaded and distributed through various social media platforms. With an effective content marketing strategy for a brand of goods or services, it can attract consumer interest

in buying from the target market (Haryanti et al., 2018). Most business people produce and distribute copied content when promoting their products, this can potentially make their followers feel bored. In addition, it is still often found that business people do not use content that is inspired and makes consumers not interested in understanding the brand of the product they are selling. The use of TikTok social media as a place for marketing media is currently inseparable from the role of influencers. Influencers are individuals or figures on social media with a large following, who can influence the behavior of their followers through the messages they convey (Hariyanti & Wirapraja, 2018). Influencer marketing is one example of a success factor in social media marketing (Rosyadi, 2018). Influencer marketing is a marketing plan that has a low cost and reaches a wide market (Brown & Hayes, 2018). The use of influencers for product marketing is now widely used by companies. However, there are often problems on social media, such as inconsistencies between influencer reviews and consumer experiences. This often appears in the comments column of videos uploaded by Luxcrime products. Companies often use Influencer marketing because they can increase purchasing targets by 89.7% (Astuti, 2016).



**Figure 1**  
**Source: TikTok.com**

Purchase intention is a person's perspective of a product to measure the actions of a particular product, service, or brand (Schiffman & Kanuk, 2015). In general, consumer purchase intention arises after receiving information from external sources (Liu & Wang,

2019). Purchase intention can be formed when the information process from various brands is effectively conveyed and then forms a perception. Content marketing effectively attracts potential customers by providing content that aligns with their needs or interests. Similarly, influencer marketing plays a crucial role in influencing followers to consider products endorsed by the influencer. Both strategies significantly impact consumer purchase intention, often sparking interest before a final decision is made. Consequently, this research delves into the influence of content and influencer marketing theories on purchase intention for Luxcrime products, examining individual and simultaneous effects.

## **REVIEW OF LITERATURE**

### **Content Marketing**

Content marketing is a marketing approach that includes the creation, publication, selection, and distribution of interesting, relevant, and useful content for each audience (Kotler et al., 2017). The goal of this is to build a stronger relationship between customers and the brands involved in the content. Content marketing is a management process that focuses on identifying, analyzing, and fulfilling customer needs through electronically disseminated digital content. It can help companies collect information about customers, including their preferences and needs so that companies can produce relevant content to attract potential customers and build connections with them (FuiYeng & Yazdanifard, 2015). According to Milinhos in (Amalia, 2020), there are 6 indicators in content marketing: 1) Relevance; 2) Accuracy; 3) Valuable; 4) Easy to understand; 5) Easy to find; 6) Consistent

### **Influencer Marketing**

Influencer marketing is a successful promotional strategy because today's consumers are more interested in social media and prefer to see engaging material from people or influencers they follow (Hutabarat, 2020). A social media personality or influencer with a sizable following is someone whose messages have the power to affect their followers' behavior (Haryanti et al., 2018). Influencers are individuals or public figures who have a significant social impact or whose target customers will be targeted and may be a good fit for promotion (Rosyadi, 2018). Influencer marketing is described as a marketer who has a very strong network of relevant readers, a credible voice and is suitable for the brand

(According to Kotler et al., in (Uyuun & Dwijayanti, 2022)). The quality of social media influencers as a temporary platform has proven successful in introducing brands; in fact, followers of influencers have been known to perform certain activities that are anticipated to impact the growth or sales of the products they promote (Hutabarat, 2020). According to Shimp in (Sholihah & Fikriyah, 2022), there are 5 indicators in marketing products using influencers or what is known as the TEARS model: 1) Trustworthiness; 2) Expertise; 3) Attractiveness; 4) Respect; 5) Similarity.

### **Purchase Intention**

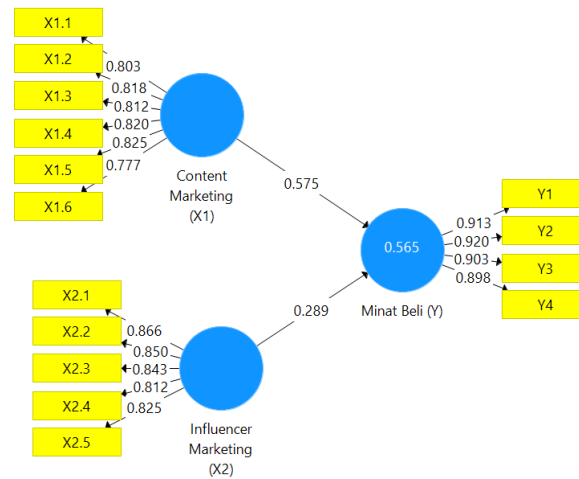
Purchase intention measures a customer's propensity to purchase a product or service or switch from one brand to another (According to Kotler and Keller in (Kurniawan, 2022)). A model of a person's attitude toward a product, service, or brand group is called purchase intention, and it's excellent for gauging attitudes toward certain products, services, or brand groups (Schiffman & Kanuk, 2015). Purchase intention is something that arises after being stimulated by the products they see, buying interest develops into a desire to buy and own it so that it can influence action (Irvanto & Sujana, 2020). The lower the consumer's trust in a product, the lower the consumer's purchase intention. According to Kotler & Keller as cited in (Nainggolan & Heryenzus, 2019) there are 4 indicators identified in purchase intention; 1) Transactional Interest; 2) Referential Interest; 3) Preferential Interest; 4) Explorative Interest.

### **RESEARCH METHOD**

This study uses both primary and secondary data sets and is quantitative. Primary data were collected directly from respondents or individuals through the distribution of questionnaires to TikTok application users who have seen marketing content played by influencers on the Luxcrime account. With a sample of 90 respondents. Meanwhile, secondary data in this study was obtained through a literature study, which is a method of collecting data by collecting information from literature such as journals, scientific articles, or other reliable sources relevant to the research topic. And the data is processed using SmartPLS.

## RESULTS AND DISCUSSION

### Outer Model Analysis



**Figure 2**

Source: Data processing, SmartPLS output

Based on the PLS output image above, there is a factor loading value for each indication located above the arrow connecting the variables and indicators, in addition, the path coefficients value can also be seen which is located on the arrow line between the independent variable and the dependent variable. The last one is the size of the R-Square which reflects how well the model explains the variation in the dependent variable, seen in the purchase intention variable which is located in the dependent variable circle.

### Validity Test

**Table 1**  
**Validity Test**

	AVE
<b>Content Marketing (X1)</b>	0,655
<b>Influencer Marketing (X2)</b>	0,705
<b>Purchase Intention (Y)</b>	0,826

Source: Data processing, SmartPLS output

Based on the output of the Average Variance Extracted (AVE) value table, ideally, if the AVE value of each construct is greater than 0.5. The results of the AVE test on the Content Marketing variable (X1) are 0.655, for the Influencer Marketing variable (X2) 0.705, and for the Purchase Intention variable (Y) 0.826. It can be seen that the values on the three variables exceed 0.5 indicating that these variables have good validity.

## Reliability Test

**Table 2**  
**Reliability Test**

	<b>Composite Reliability</b>
<b>Content Marketing (X1)</b>	0,919
<b>Influencer Marketing (X2)</b>	0,923
<b>Purchase Intention (Y)</b>	0,950

Source: Data processing, SmartPLS output

Based on the output of the Composite Reliability value, the construct is reliable if the value exceeds 0.70 which means that the indicator is said to be consistent in measuring its latent variables. The results of the composite reliability test for the content marketing variable (X1) were 0.919, for the influencer marketing variable (X2) were 0.923, and for the Purchase Intention variable (Y) were 0.950. It can be seen that the three variables show values exceeding 0.70, this indicates that all variables in this study are reliable, and the data collected from the measurements are worthy of being tested and analyzed further.

## Correlation Test

**Table 3**  
**Correlation Test**

	<b>Content Marketing (X1)</b>	<b>Influencer Marketing (X2)</b>	<b>Purchase Intention (Y)</b>
<b>Content Marketing (X1)</b>	1.000	0.456	0.706
<b>Influencer Marketing (X2)</b>	0.456	1.000	0.551
<b>Purchase Intention (Y)</b>	0.706	0.551	1.000

Source: Data processing, SmartPLS output

The largest correlation value between variable 1 and another variable is 1. If the value is close to 1, it can be concluded that the relationship is getting better. The highest relationship value shows between the Content Marketing variable (X1) and Purchase Intention (Y) which is 0.706. So, the relationship between variables X1 and Y shows a stronger correlation than the correlation between other variables. From the table data below, the average correlation value between variables shows a fairly high value. The highest correlation value is between the Content Marketing variable (X1) and Purchase Intention (Y) which is 0.706, this may also indicate a correlation between the Content Marketing variable (X1) and Purchase Intention (Y) in this research model has greater strength compared to the correlation between other variables.

**Inner Model Analysis**

**R Square Analysis**

**Table 4**  
**R Square Analysis**

	<b>R-Square</b>
<b>Content Marketing (X1)</b>	
<b>Influencer Marketing (X2)</b>	
<b>Purchase Intention (Y)</b>	0.565

Source: Data processing, SmartPLS output

Based on the test of this research it considers the R-Square value which is a goodness-fit model test. The R-squared value of purchase intention is 0.565. This shows that the model can explain the phenomenon of 56.5% while other variables outside the study can explain the remaining 43.5%.

**Hypothesis Testing**

**Table 5**  
**Hypothesis Testing**

	<b>Path Coefficients (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>Content Marketing (X1) -&gt; Purchase Interest (Y)</b>	0.575	0.562	0.092	6.276	<b>0,000</b>
<b>Influencer Marketing (X2) -&gt; Purchase Interest (Y)</b>	0.289	0.307	0.100	2.896	<b>0,004</b>

Source: Data processing, SmartPLS output

Based on the table above, it can be seen that the results of the hypothesis state:

H1: Content Marketing (X1) has a positive effect on Purchase Intention can be accepted, with a path coefficient value of 0.575 and a t-statistic value of 6.276 greater than the value of  $Z\alpha = 0.05 (5\%) = 1.96$ , then it has a significant positive effect.

H2: Influencer Marketing (X2) has a positive effect on Purchase Intention (Y) can be accepted, with a path coefficient value of 0.289 and a t-statistic value of 2.896 greater than the value of  $Z\alpha = 0.05 (5\%) = 1.96$ , then it has a significant positive effect.

Based on the results of the SEM-PLS analysis that has been carried out by the researcher, it shows that content marketing has a positive relationship with purchase intention. Path Coefficients with a value of 0.575, then T-Statistic with a value of 6.276 > 1.96, and P-values with a value of 0.000 (meaning less than 0.05), so it has a significant effect.

### **The Effect of Content Marketing on Purchase Intention**

The results of the hypothesis test show that there is an effect between content marketing on purchase intention. If the content marketing provided by the Luxcrime product is getting better, then the interest in buying Luxcrime products will increase. The results of the descriptive analysis of the content marketing variable have the largest percentage because the factor loading value on the "easy to find" indicator gets a higher value than the other indicators. This shows that consumers already feel that the content on TikTok Luxcrime has provided information about products that are easy to find by TikTok users. Such as reviews of the latest products from Luxcrime, how to use makeup so that it lasts long using Luxcrime products, and Luxcrime products can share information about the commitment to quality given to consumers by adhering to company values.

This information is readily accessible to audiences on the TikTok application due to the platform's 'for your page' (FYP) hashtag feature. When marketing content produced by Luxcrime gains traction and widespread engagement, it can reach a broader audience beyond its existing followers through the FYP. This is evident in the significant viewership of 1.7 million and the 33,400 content reposts on Luxcrime's official TikTok account (as per data from TikTok.com). The widespread dissemination and easy discoverability of Luxcrime's content effectively drive consumer interest and purchase intention.

### **The Effect of Influencer Marketing on Purchase Intention**

The results of the hypothesis test show that there is an effect between influencer marketing on purchase intention. If the influencer marketing provided by Luxcrime products is getting better, then the interest in buying Luxcrime products will increase. The results of the descriptive analysis of the influencer marketing variable have a high percentage because the factor loading value on the "Trustworthiness" indicator is greater than other indicators. Therefore, it can be proven that consumers believe in the function of the influencer used by

Luxcrime, namely Tasya Farasya. Consumers can feel confident in influencers because they are considered capable of promoting Luxcrime products according to reality. This is proven by the number of viewers on the content played by Tasya Farasya on the Luxcrime TikTok application account, namely 1.7 million viewers (source from TikTok.com).

Several factors contribute to consumer trust in influencer marketing for product promotion. Firstly, influencers like Tasya Farasya possess expertise in their respective fields. Tasya Farasya, for instance, is a renowned beauty expert, having earned accolades in the beauty industry. Secondly, influencers often share product reviews based on their personal experiences, providing authentic and relatable information. Thirdly, influencers consistently provide practical and easy-to-follow beauty tips and tricks, catering to their followers' needs. Tasya Farasya's significant following on her personal TikTok account, reaching 3.7 million followers (as per data from TikTok.com), further enhances consumer trust in her authenticity. This credibility translates into consumer confidence in purchasing products she endorses, ultimately boosting purchase intention for Luxcrime products.

## **CONCLUSION**

Amidst the rapid advancements in the digital landscape, businesses must effectively harness the power of marketing strategies to stay competitive. Leveraging social media platforms like TikTok through content marketing and influencer marketing is a strategic approach that businesses can employ to spark consumer interest and drive purchases. Based on the research conducted on the impact of content marketing and influencer marketing on purchase intention for Luxcrime products on the TikTok application in Surabaya, the following conclusions can be drawn: first, Content marketing effectively generates purchase intention for Luxcrime products on the TikTok application in Surabaya. This finding highlights that the quality of Luxcrime's content marketing can directly influence the level of consumer purchase intention. According to the questionnaire results, consumers perceive TikTok Luxcrime's content as providing readily-accessible product information, including reviews of new products, tutorials on extending the lifespan of Luxcrime makeup products, and the brand's commitment to quality rooted in its corporate values.

Secondly, influencer marketing effectively generates purchase intention for Luxcrime products on the TikTok application in Surabaya. This finding highlights that the quality of Luxcrime's influencer marketing efforts can directly influence the level of consumer purchase intention. According to the questionnaire results, consumers expressed confidence in Tasya Farasya's ability to authentically promote Luxcrime products. This is further supported by the significant viewership of Tasya Farasya's content on Luxcrime's TikTok account, reaching 1.7 million viewers. This high viewership reinforces consumer trust in the influencer's genuine representation of the products, leading to increased consumer confidence in purchasing the influencer-endorsed products. Consequently, influencer marketing effectively boosts purchase intention for Luxcrime products.

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