

**INFLUENCE OF CONTENT MARKETING, E-WOM, AND PRODUCT
QUALITY ON REPURCHASE INTENTION
(STUDY OF GENERATION Z WHO BUY COSRX SKINCARE ON THE
TIKTOK PLATFORM IN SURABAYA CITY)**



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Abstract

This research is based on the emergence of various types of skincare that are being discussed by Gen Z regarding products or skincare originating from South Korea on the TikTok platform. The main purpose of this study is to examine and further analyze content marketing, E-WOM, and product quality on the repurchase intention of COSRX skincare products in Surabaya City. This study involved 100 samples of respondents who had bought and used COSRX skincare from Gen Z in Surabaya City. The method used is a quantitative approach with a non-probability sampling technique through purposive sampling and primary data analysis. The analysis technique uses multiple linear regression analysis and data processing using the SPSS 25 program. The results obtained show that the F test produces an F-count of $99.290 > f_{table} 270$ with a sign value. $0.00 < 0.05$, then H_1 is accepted. The t-test in content marketing produces a tcount of $5.964 > t_{table} 1.985$, for E-WOM produces a tcount of $3.367 > t_{table} 1.985$, and product quality produces a tcount of $2.538 > t_{table} 1.985$. So, the results of the T-test H_2 , H_3 , and H_4 are accepted. Based on these results, it can be concluded that content marketing, E-WOM, and product quality simultaneously have a significant effect on repurchase intention. Partially, content marketing, E-WOM, and product quality have a significant effect on repurchase intention.

Keywords: Content Marketing, E-WOM, Product Quality, and Repurchase Intention

INTRODUCTION

Technological advances are rapidly growing, and internet usage is becoming more widespread. Social media has emerged as a popular platform, providing easy access to global information. It has become a vital part of daily life, especially for younger generations. Generation Z, known as the mobile generation, prefers short, engaging content in the form of micro-storytelling. Platforms like TikTok cater to this preference with their quick, video-based content.

According to We Are Social and Meltwater, Indonesia had 157.56 million TikTok users in July 2024, making it the country with the most active TikTok users. TikTok, a video-based app with a duration now extended to 10 minutes, offers creative features like visual effects, background music, and editing tools. The app has become a popular platform for sharing various types of content. It is especially used as an educational medium, providing valuable information to the public. Millennials and Gen Z are the largest groups of users on TikTok. The app plays a significant role in delivering positive, informative content to these generations.

TikTok is now a platform where businesses can promote their products, not just a source of entertainment. Entrepreneurs use viral videos to enhance creativity and integrate their products into engaging content. This has led to an effective content marketing strategy that resonates with users. As TikTok evolves, it has shifted from being an entertainment platform to resembling e-commerce. Businesses are focusing on creating trending content to attract their target market and boost content marketing development.

Content marketing is part of a broader digital marketing model that also includes Electronic Word of Mouth (E-WOM). E-WOM plays a crucial role, as consumers often seek and read reviews before making a purchase. In addition to reviews, product quality also influences repeat purchase decisions by meeting or exceeding consumer expectations. When customers are satisfied with a product's performance, they are more likely to repurchase in the future.

The beauty industry in Indonesia is experiencing significant growth, largely influenced by the Korean Wave, which has shaped skincare preferences, especially among Generation Z. In 2023, Statista reported that Korean skincare ranked fifth in popularity in Indonesia, with 61.9% of consumers favoring these products due to their innovation and quality. Among the top Korean skincare brands popular in Indonesia are Innisfree, COSRX, The Saem, Some by Mi, and Nacific. Notably, COSRX has gained strong popularity among Indonesian women in recent years. Since its official launch in 2018, COSRX products have been widely available both online and in physical stores across the country.

Therefore, the authors want to examine content marketing, E-WOM, and product quality on repurchase intention or product repurchase of skincare products from South Korea, even though repurchase intention has been widely researched; however, research using these variables is still rare. Therefore, the authors conducted research on Generation Z TikTok application users with criteria who have repurchased COSRX skincare products in Surabaya City.

REVIEW OF LITERATURE

Marketing

Marketing is a process for creating value for consumers with the aim of meeting their needs, expectations, or desires in a profitable way (Perreault & McCarthy, 2020). The American Marketing Association (AMA) explains the marketing process as a series of stages of implementation and planning of service design, cost determination, advertising and delivery, services, and ideas that meet the objectives of the company, according to Ringlud & Weitz in (Ismanto, 2020).

Marketing is a process crucial for achieving company or individual goals. It involves activities like meeting customer needs, planning, pricing, and promoting products or services. Marketing focuses not just on exchanging goods but on creating value for consumers. It aims to build mutually beneficial relationships with customers. The ultimate goal is to generate long-term value and satisfaction.

Repurchase Intention

According to Kotler & Keller (2019), repurchase intention is the tendency of consumers to repurchase products after feeling satisfied with the goods they have used or bought before. This research is based on the theory expressed by Choi et al. (2020) which explains repurchase intention as a customer's interest in repurchasing a similar product or service, influenced by their positive experience with previous purchases, which is related to factors such as customer satisfaction, product quality, and perceived value.

Content Marketing

Content marketing is a digital strategy that focuses on creating valuable and engaging content, such as videos or images, to share with the audience. The goal is to inform, add value, and build strong relationships with consumers while influencing their purchasing decisions. According to Dewi et al. (2023) in Trisnawati (2024), content marketing helps increase audience interest and engagement. Rowley defines it as a management process where marketers identify and analyze audience preferences. This is done by using digital content distributed through electronic media (Fadhilah & Galih, 2020 in Maulidya Nurivananda et al., 2023).

E-WOM

E-WOM is a way to communicate by sending positive and negative feedback from one customer to another over the Internet. Consumers who do not know and have not previously met can communicate with product or service information through a method known as E-WOM. R Soimbala in (Mayroza Wiska et al., 2022).

E-WOM can be used in marketing strategies quite effectively because consumers who have used the product can be considered as reliable informants. In this case, E-WOM is responsible for fostering the confidence of other consumers by cultivating an attitude to believe in the words or reviews of people they know.

Product Quality

Product Quality is said to be the main factor in having consumer products, where the products provided must have reliable quality, because quality is important to consumers. Product quality can be defined as the reliability of a product to produce benefits such as durability, features, precision, ease of use, and refinement. According to Kotler and Armstrong in (Purwanto, 2021), product quality is the main thing that must be done by each business if they want to get goods that are able to compete in the market arena in order to fulfill the desires and expectations of a consumer.

RESEARCH METHOD

This research applies associative research with a quantitative approach. A quantitative approach is a research approach that aims to explain a phenomenon or problem using statistical analysis of numerical data (Sugiyono, 2020). In this study, the sample was taken based on the following criteria: Consumers who use and buy COSRX skincare products more than 2 times, Generation Z who are at least 17 years old, and TikTok application users who live in Surabaya.

Sampling Strategy

In this research, a non-probability sampling technique was applied. In this research, the author applies a random sampling method. According to Sugiyono (2020: 85), purposive sampling is a sample selection technique that refers to specific criteria that have been decided beforehand. In this study, the sample was drawn based on the following criteria: Consumers who use and buy COSRX skincare products more than 2 times and Generation Z users who are at least 17 years old, and TikTok application users who live in Surabaya. This research uses SPSS 25 and uses a sample size of 100 respondents.

Questionnaire Structure

The author uses a Likert scale when conducting a measurement scale. The attitudes, beliefs, and perceptions of a person or group can be measured using a Likert scale on a matter or statement by providing answer choices in the form of a scale that shows the level of agreement or disagreement. In this study, the authors used a (1 – 5) point scale.

Justification for SPSS 25

In quantitative research, analysis usually involves statistical methods such as t-tests, regression, or factor analysis. Meanwhile, in qualitative research, commonly used approaches include thematic analysis and grounded theory. In this study, the data analysis was conducted quantitatively, which is expressed in the form of numbers. The data processing used statistical methods processed with the SPSS-25 application.

Measurement Validity and Reliability

The purpose of the validity test is to determine whether a tool, such as a questionnaire, is appropriate to use to calculate a research variable. The significant test can be compared between the rcount value and the rtable. The method applied in this research to calculate reliability is a one-shot measurement. This method is used to evaluate the reliability of the data obtained. Cronbach's Alpha (α) applied for this research is 0.60.

Structural Model Assessment and Hypothesis Testing

The structural model is assessed using: 1) data analysis using validity and reliability tests; 2) classical assumption test using normality, multicollinearity, heteroscedasticity tests, 3) multiple linear regression tests, 4) Determination Coefficient (R^2) is crucial in understanding how far the independent variable is able to describe changes in the dependent variable, 5) F-Test (Simultaneous) to test whether there is a significant influence between two or more independent variables on the dependent variable, 6) T-Test (Partial) is used to analyze the effect of each independent variable on the dependent variable.

By integrating these methodological enhancements, this study ensures a rigorous, data-driven approach to examining. By integrating these methodological improvements, this study ensures a rigorous and data-driven approach to examine The Influence Of Content

Marketing, E-Wom, and Product Quality On Repurchase Intention (Study of Generation Z Who Buy Cosrx Skincare on the TikTok Platform in Surabaya City).

RESULTS AND DISCUSSION

Respondent Profile

Table 1
Descriptive Analysis of Respondents and Variables

Category	Variable	Frequency	Percentage
Gender	Male	13	13%
	Female	87	87%
	Total	100	100%
Age	17-20	11	11%
	21-24	70	70%
	25-28	19	19%
	Total	100	100%

Source: Primary Data, 2025

The majority of respondents in this study were female (87%), far more than male respondents (13%). This dominance of female respondents shows that the majority of COSRX korean skincare users are gen z females. Previous research has shown that female consumers tend to be more engaged with skincare brands from Korea and tend to have made bear purchases of skincare brands from Korea.

In terms of age distribution, most respondents are 21-24 years old (70%), followed by 25-28 years old (19%) and 17-20 years old (11%). Respondents aged 21–24 are the most active users of TikTok and are engaged with Korean skincare. This age group is digitally literate and highly responsive to social media marketing. TikTok, once purely for entertainment, now also functions like an e-commerce platform. This shift increases the likelihood of online repurchase intention among young adults.

Data Analysis

Data analysis was conducted using a quantitative approach with statistical techniques processed through the SPSS-25 application. A total of 100 respondents were selected based on their relevance to the research objectives. According to Widodo (2023), data analysis techniques help reveal insights from existing data. In quantitative research, methods such as t-tests, regression, or factor analysis are commonly used for analysis.

Validity Test

Table 2
Validity Test Results

Variable	Statement	r _{count}	r _{table}	Description
Content Marketing (X1)	X1.1	0,803185	0,361	Valid
	X1.2	0,744615	0,361	Valid
	X1.3	0,820557	0,361	Valid
	X1.4	0,878085	0,361	Valid
	X1.5	0,850215	0,361	Valid
E-WOM (X2)	X2.1	0,665289	0,361	Valid
	X2.2	0,674267	0,361	Valid

	X2.3	0,724358	0,361	Valid
	X2.4	0,664497	0,361	Valid
	X2.5	0,782478	0,361	Valid
	X2.6	0,868058	0,361	Valid
	X3.1	0,915587	0,361	Valid
	X3.2	0,860539	0,361	Valid
	X3.3	0,880802	0,361	Valid
Product Quality (X3)	X3.4	0,725615	0,361	Valid
	X3.5	0,79157	0,361	Valid
	X3.6	0,776392	0,361	Valid
	X3.7	0,805563	0,361	Valid
	Y1	0,937336	0,361	Valid
Repurchase Intention (Y)	Y2	0,861015	0,361	Valid
	Y3	0,831353	0,361	Valid
	Y4	0,610356	0,361	Valid

Source: Primary Data, 2025

To calculate a variable can be considered valid or not by comparing the r_{count} value with the r_{table} . Comparison of r_{table} values is done using the following formula:

r_{table} = number of validity test respondents (n) – 2

$r_{table} = 30 - 2 = 28$

A significant value (α) of 0,05 with a two-sided test results in an r_{table} of 0,361. It can be concluded that the validity test results on each indicator of the Content Marketing (X_1), E-WOM (X_2), Product Quality (X_3), dan Repurchase Intention (Y) variables are declared valid because $r_{count} > r_{table}$.

Reliability Test

Composite Reliability

Table 3
Composite Reliability

Variable	Cronbach's Alpha	Critical Limit	Description
Content Marketing (X1)	0,86	0,6	Reliabel
E-WOM (X2)	0,806	0,6	Reliabel
Product Quality (X3)	0,917	0,6	Reliabel
Repurchase Intention (Y)	0,831	0,6	Reliabel

Source: Primary Data, 2025

The technique applied in this test is Cronbach's Alpha. A variable is considered to have good reliability if the reliability test results show a consistent value. The Cronbach's Alpha (α) applied for this research is 0.60.

Each variable in this study has a result greater than 0.60, and shows that each variable has a Cronbach's Alpha (α) value of > 0.60 , indicating that all of these variables meet good reliability criteria.

Normality Test

P-Plot

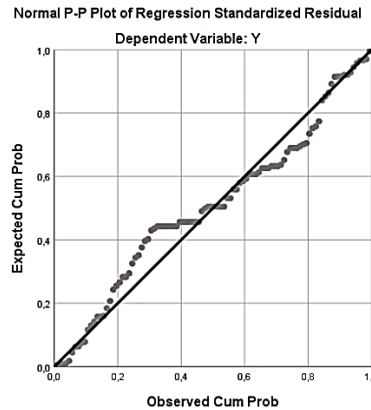


Figure 1
Normality Test Results (P-Plot)
 Source: Primary Data, 2025

The P-plot, which shows the data spread along the diagonal line, shows that this research data follows a normal distribution.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	,0000000	
	Std. Deviation	1,09847055	
Most Extreme Differences	Absolute	,129	
	Positive	,092	
	Negative	-,129	
Test Statistic		,129	
Asymp. Sig. (2-tailed)		,000 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	,062 ^d	
	99% Confidence Interval	Lower Bound	,055
		Upper Bound	,068

Figure 2
One-Sample Kolmogorov-Smirnov Test
 Source: Primary Data, 2025

The normality test results shown in the table indicate that the data in this research is normally distributed. The significance value, or Asymp. Sig (2-tailed) Monte Carlo was recorded at 0.068. With a value greater than 0.05, it can be interpreted that the data is normally distributed.

Multicollinearity Test

Table 4
Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF

1 (Constant)	-3,401	1,210		-2,810	,006		
X1	,499	,084	,491	5,964	,000	,374	2,675
X2	,211	,063	,271	3,367	,001	,391	2,560
X3	,136	,054	,192	2,538	,013	,443	2,258

a. Dependent Variable: Y

Source: Primary Data, 2025

The results shown in the table above prove that there is no multicollinearity problem between the independent variables in the regression model, the tolerance for each variable is > 0.1 and the VIF value is < 10.

Heteroscedasticity Test

Table 5
Heteroscedasticity Test

Variable	Sig.	Conclusion
Content Marketing (X1)	0,061	Non Heteroskedastisitas
E-WOM (X2)	0,076	Non Heteroskedastisitas
Product Quality (X3)	0,656	Non Heteroskedastisitas

Source: Primary Data, 2025

All variables hold a significance value > 0.05, which can be seen in the table above, so the problem of heteroscedasticity is not found in the regression model used in this research.

Multiple Linear Regression Test

Table 6
Multiple Linear Regression Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3,401	1,210		-2,810	,006
Content Marketing	,499	,084	,491	5,964	,000
E-WOM	,211	,063	,271	3,367	,001
Product Quality	,136	,054	,192	2,538	,013

a. Dependent Variable: Repurchase Intention

Source: Primary Data, 2025

According to the table above, the regression equation can be found as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = -3.401 + 0.499 X_1 + 0.211 X_2 + 0.136 X_3 + e$$

Based on the regression equation, the constant value of Repurchase Intention (Y) is -3.401. This means that if Content Marketing, E-WOM, and Product Quality are all zero, Repurchase Intention remains at -3.401. The regression coefficient for Content Marketing (X1) is 0.499, indicating a positive effect on Repurchase Intention. E-WOM (X2) has a coefficient of 0.211, also showing a positive influence. Product Quality (X3) has a coefficient of 0.136, meaning it also contributes positively. All three variables significantly increase Repurchase Intention when they rise by one unit.

Determination Coefficient Test (R²)

Table 7
Determination Coefficient Test (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,870 ^a	,756	,749	1,116

a. Predictors: (Constant), Product Quality, E-WOM, Content Marketing

Source: Primary Data, 2025

The results of the coefficient of determination test in this study show a value of 0.749. This result shows that content marketing, e-WOM, and product quality variables contribute to purchase intention by 74.9%. On the other hand, factors not considered in this research can also affect the remaining 25.1% of the total repurchase intention.

Hypothesis Test

F Test (Simultaneous)

Table 8
F Test (Simultaneous)
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	370,653	3	123,551	99,290	,000 ^b
Residual	119,457	96	1,244		
Total	490,110	99			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Product Quality, E-WOM, Content Marketing

Source: Primary Data, 2025

The results of table 4.18 related to the acquisition of the F test data above can be described as follows; 1) Hypothesis; a) $H_0; \beta_1; \beta_2; \beta_3 = 0$, simultaneously Content Marketing, E-WOM, and Product Quality have no significant effect on Repurchase Intention, b) $H_1; \beta_1; \beta_2; \beta_3 \neq 0$, simultaneously Content Marketing, E-WOM, and Product Quality have a significant effect on Repurchase Intention, 2) Determine F_{table} or level of significance (α) by applying the formula $df = F(n - k - 1)$. In this study, $F_{table}(3; 100 - 3 - 1) = (3; 96) = 2.70$ and F_{count} of 99.290 was obtained, 3) Decision-making criteria for testing F; a) If $F_{count} \geq F_{table}$, then H_0 is rejected and H_1 is accepted. This means that all independent variables (Content Marketing, E-WOM, and Product Quality) simultaneously and significantly affect the dependent variable Repurchase Intention, b) If $F_{count} < F_{table}$, then H_0 is accepted and H_1 is rejected. Indicates that all independent variables (Content Marketing, E-WOM, and Product Quality) simultaneously have no significant effect on the dependent variable Repurchase Intention.

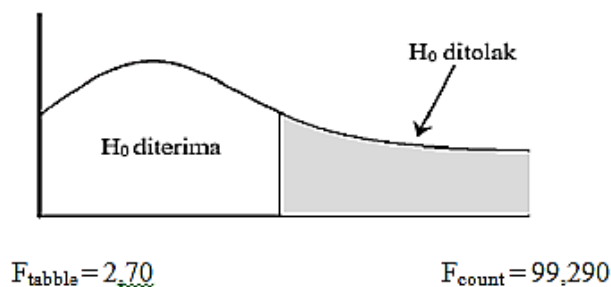


Figure 3

F Test Curve

Source: Primary Data, 2025

From the table and explanation above, it is concluded that the Fcount value in this study is greater than Ftable, namely $99.290 > 270$, and the significance value < 0.05 , namely $0.00 (0.00 < 0.05)$, so it can be said that H1 is accepted. Thus, it can be interpreted that the variables Content Marketing (X1), E-WOM (X2), and Product Quality (X3) simultaneously have a significant influence on Repurchase Intention (Y) of COSRX products.

T Test (Partial)

Table 9
T Test (Partial)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-3,401	1,210		-2,810	,006
Content Marketing	,499	,084	,491	5,964	,000
E-WOM	,211	,063	,271	3,367	,001
Product Quality	,136	,054	,192	2,538	,013

a. Dependent Variable: Repurchase Intention

Source: Primary Data, 2025

Based on the T-test results, all independent variables were found to have a significant effect on repurchase intention. The content marketing variable showed a t-count value of $5.964 > t\text{-table } 1.985$ with a significance level of $0.000 < 0.05$, indicating that H1 is accepted and content marketing significantly influences repurchase intention. Similarly, the E-WOM variable had a t-count of $3.367 > t\text{-table } 1.985$ and a significance value of $0.001 < 0.05$, thus H2 is accepted and E-WOM has a significant effect. Lastly, the product quality variable showed a t-count of $2.538 > t\text{-table } 1.985$ with a significance level of $0.013 < 0.05$, meaning H3 is accepted and product quality also significantly affects repurchase intention.

The Influence of Content Marketing, E-WOM, and Product Quality Simultaneously on Repurchase Intention

With an F-count value of 99.290 , which is greater than F-table 2.70 , and a significance level of 0.000 , which is lower than 0.05 , the hypothesis test results prove a significant effect simultaneously. Thus, it can be concluded that factors such as content marketing, E-WOM, and product quality jointly influence repurchase intention.

Content Marketing is a digital strategy used to promote COSRX skincare while also acting as a communication channel between the brand and consumers. Engaging content and social media presence help build trust and attract potential buyers. Electronic Word of Mouth (E-WOM), such as reviews and comments, also plays a key role in influencing purchase decisions. Positive E-WOM can increase consumer interest and drive repurchase behavior.

Consumers who experience good product quality are more likely to feel satisfied and fulfilled. In skincare, where results are personal and visible, quality becomes a crucial factor. When expectations are met, it encourages loyalty and repeat purchases. Thus, both content marketing and product quality work together to shape repurchase intentions.

The Influence of Content Marketing on Repurchase Intention

The T test in testing the Content Marketing variable proves that there is a partial influence, which can be stated with the results of tcount $5.964 > t\text{ table } 1.985$ with a sign

value. 0,000. So, it can be concluded that H_0 is rejected and H_1 is accepted, meaning that there is an effect of Content Marketing (X1) on Repurchase Intention (Y), partially on COSRX products.

Most customers believe that the advertised content about COSRX skincare products is relevant, that is, the information is relevant to their needs and problems, accurate, that is, the information conveyed is in line with facts and reality, and value, that is, it provides benefits and advantages to customers, and is easy to understand, which in turn has the potential to encourage repurchase intentions.

The Influence of E-WOM on Repurchase Intention

The T test in testing the E-WOM variable proves that there is a partial influence, which is further strengthened by the results obtained from the t_{count} of $3.367 > t_{table}$ 1.985 with a sign value. 0,001. So, it can be stated that H_0 is rejected and H_2 is accepted, meaning that there is an effect of E-WOM (X2) on Repurchase Intention (Y), partially on COSRX skincare.

E-WOM has an influence on a consumer's interest in purchasing or reusing COSRX skincare. Before buying or using something, consumers will see and read reviews that have been shared regarding COSRX skincare. This can prove that positive E-WOM will provide its own interest, where a consumer will buy again due to the influence of the recommendations implied in the E-WOM. The more positive comments received, the greater the likelihood of increasing consumer repurchase intentions for COSRX skincare.

The Influence of Product Quality on Repurchase Intention

The T test in this study shows that the t_{count} is $2.538 > t_{table}$ of 1.985 with a sign value of 0.013. Therefore, it can be concluded that H_0 is rejected and H_1 is accepted, which shows that there is a partial influence. product quality (X3) on repurchases intention (Y) on COSRX skincare products.

The product or skincare that will be purchased by is of course tailored to the skin needs of the consumers, if it has good content, it will produce results that can meet the needs of the consumers themselves. If the quality of the product delivered is the same as the claims stated in the product packaging, then the product has a good fit and this will certainly provide its own satisfaction and consumers will make Repurchase Intention of the product or skincare.

CONCLUSION

This research focuses on understanding the influence of Content Marketing, E-WOM, and Product Quality variables on Repurchase Intention for Generation Z in Surabaya City who buy COSRX skincare products through the TikTok platform. Through the results of research and analysis, the conclusions that can be drawn are, Content Marketing, E-WOM, and Product Quality have a simultaneous influence on Repurchase Intention, Content Marketing partially has a significant effect on Repurchase Intention, E-WOM partially has a significant effect on Repurchase Intention, and Product Quality partially has a significant effect on Repurchase Intention.

The authors recommend that consumers be more selective in choosing TikTok content by relying on trusted sources and considering user reviews and product quality to increase satisfaction and loyalty in repurchase decisions. Meanwhile, future researchers are

advised to explore other variables that can influence repurchase intentions, such as price and brand loyalty, and explore other social media platforms, such as YouTube and Instagram, for further study.

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