
EFFECTIVENESS OF CONTENT MARKETING, INFLUENCERS, AND TIKTOK SOCIAL MEDIA ON PURCHASE DECISIONS



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Abstract

In this study, we look at how well content marketing and social media platforms like TikTok work to sway consumers' purchasing decisions, utilizing Cho-Cweet products in Bandung City as a case study. A quantitative approach was employed, featuring descriptive and multiple regression analysis to explore the relationships among these variables. Data were collected from 300 respondents who actively engage with Cho-Cweet content on TikTok, using a purposive sampling technique. The findings reveal that an individual's propensity to make a purchase is positively affected by content advertising as well as social media, while the influence of Influencers was not found to be significant. The research concludes that effective content and social media strategies are essential for driving consumer engagement and sales in the digital market.

Keywords: Content Marketing, Influencer, Social Media, Digital Marketing Strategies, Purchase Decision

INTRODUCTION

In the increasingly developing digital era, Content Marketing, Influencers, and for instance, social media sites TikTok techniques are now vital to companies in influencing consumer purchase decisions. A company's relationship with its customers has changed drastically due to technology's meteoric ascent. In recent years, social media platforms, particularly TikTok, have emerged as a powerful platform in digital marketing. With its interactive short-video content features, TikTok enables brands to reach a wider audience and create high engagement.

According to (Anggriyanti et al., 2022), implementing promotional plans with engaging content can influence consumer decisions to purchase a product. Therefore, the Digital Marketing strategy through TikTok social media is currently very important for influencing consumer purchase decisions. One factor that enhances purchase decisions is Content Marketing on social media; this factor is considered the most important in influencing purchase decisions.

Social media Content Marketing, according to (Varhan et al., 2023), is a common method used by businesses to increase sales by expanding the market to reach more customers. In addition to helping expand business reach, digital marketing also simplifies access for consumers to find information about products through digital platforms. Consequently, marketing through social media has become a popular business strategy for business owners.

Besides Content Marketing, the role of Influencers is also very significant in Social Media marketing strategies. Influencers have a substantial impact on their audience, so their recommendations can increase consumer trust in a product. According to (Lengkawati & Saputra, 2021), Influencers have been proven effective in directly influencing consumer purchase decisions; consumers tend to rely on influencers' recommendations when making purchase decisions.

One brand that utilizes TikTok social media and Influencers in its marketing strategy is Cho-Cweet. Cho-Cweet was established in 2015 as a company specializing in custom chocolates, creating unique snacks for various needs, from gifts and light snacks to special events and souvenirs. Cho-Cweet is located on Jl. Alamanda Raya, Cibeunying Kaler, Bandung City. With the increasing use of TikTok, Cho-Cweet utilizes Content Marketing such as promotional videos, product reviews by Influencers, and viral trends to attract consumer attention. This phenomenon demonstrates how social media can shape perceptions, increase awareness, and drive consumer purchase decisions.

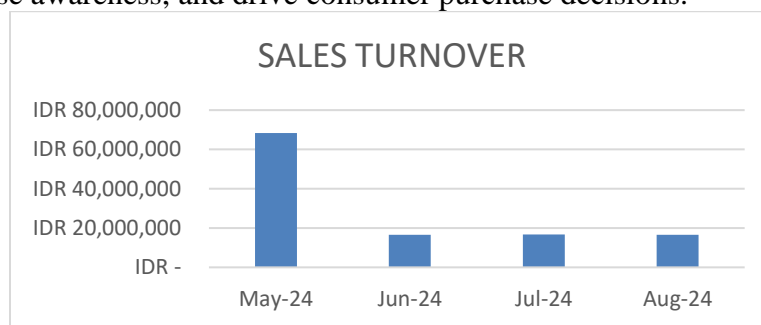


Figure 1.
Cho-Cweet Sales Turnover Chart

Based on the financial reports from May to August 2024, it's clear that sales have dropped. Similarly, the number of customers and orders for Cho-Cweet has also declined. This is due to several factors, including decreased consumer purchasing power, increased competition in the sweet food industry, and changes in customer trends or preferences. Additionally, ineffective promotion and a lack of product innovation may also contribute to the sales decline. Unstable economic conditions and inappropriate marketing strategies are also potential reasons for the decreasing number of customers and orders for Cho-Cweet. Therefore, a new evaluation and strategy are needed to boost sales and attract customer interest.

There are several relationships between Content Marketing and the choices about purchases that substantially affect the choices about purchases. (Hayati & Sudarwanto, 2024) states that consumers are more inclined to think about buying a product after seeing appealing and useful content marketing about it. This is in line with the findings of the study by (Saputra & Fadhilah, 2021), which found that content marketing significantly and positively affects consumer decision-making. On the other hand, Tukidi et al., (2024) found no evidence that content marketing had a favorable or substantial effect on consumers' propensity to make a purchase. The findings are in line with those of (Maudy & Setyawati, 2024), who also discovered that content marketing had little to no impact on consumers' final purchasing decisions.

In addition to Content Marketing, another factor is that Influencers are people who affect consumers' decisions to buy. Influencer marketing significantly and positively affects consumers' propensity to make a purchase (Prananda Putri et al., 2023). This lines up with study findings, which examined (Jovianti et al., 2024) its showing that Influencers significantly and positively affect consumers' decisions to buy. But this goes against the findings of a study (Nabilah et al., 2023) that Influencers do not influence purchase decisions. Therefore, this study aims to determine which content pieces are most effective in driving customer purchase decisions through an analysis of the efficiency of content advertising and the involvement of TikTok social media influencers. This study's findings also help brands recognize current consumer behavior patterns that increasingly rely on social media as a reference before making a purchase. Thus, the findings of this research can open opportunities for other businesses to implement similar strategies to enhance their competitiveness in the digital market. It is expected that the study's findings will help marketers enhance their TikTok digital marketing campaigns.

REVIEW OF LITERATURE

Content Marketing

In today's digital age, content from a single source holds great significance. To convert them into customers, content marketing entails creating, sharing, and distributing content that seems interesting to the target audience. (Huda et al., 2021) and (Azizah & Elok Fitriani Rafikasari, 2022) state that one strategy that focuses on content marketing is making, distributing, and promoting engaging content. Its main purpose is to attract people so they join and become members. This strategy helps consumers by providing informative, creative, and engaging content. Additionally, Content Marketing encourages interaction with

customers through relevant, easy-to-understand, and accessible material, while also inspiring potential customers to become interested in the business.

Meanwhile, according to (Maulana et al., 2025), one of the key goals of advertising through content is to draw in and keep a certain audience by the production and distribution of consistently high-quality, relevant, and engaging material to motivate those people to take action that will yield a financial return.

There are 3 (three) indicators of Content Marketing according to various previous studies: (1) Content must be relevant to the needs and preferences of the target audience (Huda et al., 2021). (2) Attractive and creative content has a greater chance of attracting attention and increasing engagement (Azizah & Elok Fitriani Rafikasari, 2022). (3) Content posted regularly can build audience loyalty (Maulana et al., 2025).

One of the factors influencing the attractiveness of Content Marketing is all about making the most of social media and influencers. Media coverage, influencers, and the internet all have a favorable and substantial role in influencing consumers' buying decisions (Mariatussadiyah & Manajemen, 2024). particularly on platforms such as TikTok and Instagram. Moreover, research by Firdi & Samad (2024) demonstrated that content marketing greatly influences social media users' inclination to repurchase. It is equally important for the impact of content marketing to have a well-executed strategy that can influence consumers' purchasing decisions. According to research (Hardiana & Kharisma, 2025), Instagram purchase intent is significantly impacted by content marketing and consumer involvement. An effective content strategy is crucial for driving consumer loyalty, as confirmed by a study (Firdi & Samad, 2024), which shows that purchase decisions moderate the effectiveness of content marketing on repurchase intention.

Influencer Marketing

The term "influencer marketing" describes a kind of advertising that makes use of people who have a large following to promote specific products. Through their influence, these individuals can motivate their audience or community to consider and make decisions regarding the use of the promoted products (Lengkawati & Saputra, 2021) According to (Anggraini et al., 2025), in the modern digital landscape, influencer marketing is one of the most talked-about forms of advertising. Brands and influential users of social media sites work together under this approach, with the aim of promoting products or services. This approach leverages the credibility and audience reach of Influencers, with the expectation of increasing brand awareness and driving purchase decisions among consumers.

The indicators used to measure the Influencer Marketing variable in this study consist of 4 (four) aspects according to (Chan-Olmsted & Kim, 2022): (1) Visibility, the level of exposure and popularity of a public figure among the audience. (2) Credibility, the extent to which a public figure has competence and understanding of the promoted product, thereby building consumer trust. (3) Attraction, referring to the personal appeal of the public figure, whether in terms of physical appearance, personality, or displayed image. (4) Power, the ability of the public figure to influence consumer decisions to make purchases through their influence.

(Chan-Olmsted & Kim, 2022) state that a wide range of ideas and concepts connected to the ever-expanding field of marketing is encompassed by the term "Influencer Marketing.". Several key characteristics can be observed in existing studies. These

characteristics reflect the important elements underlying this practice and provide a deeper understanding of the interaction between brands and influencers on various platforms.

Social Media

This has evolved into a significant medium in product marketing strategies. One application that has gained high popularity, especially among the younger generation, is TikTok. In addition to functioning as a means of entertainment, TikTok also serves as an effective marketing tool for reaching a broad audience. According to (Monia, 2022), social media is an internet-based platform that provides opportunities for consumers to interact by sharing text, images, audio, and video. This platform plays a role in various aspects of life, including as a means of disseminating information and a marketing strategy in the context of business and digital communication.

A social media platform facilitates user participation, content sharing, also creation (Liedfray et al., 2022). Blogs, communities, wikis, forums, and simulated worlds are categories of content. Hence, online communities function as an interactive and collaborative means of communication among their users.

According to Suprianto & Hajar, (2024), there are a number of signs in social media. First, interesting and amusing content; second, communication between buyers and sellers; third, communication amongst buyers themselves; fourth, ease of obtaining product details; fifth, ease of sharing information with the public; and sixth, confidence in social media.

Purchase Decision

A purchase decision is the problem-solving process that begins with recognizing a need or problem. After that, an appropriate solution is sought, and recommendations or suggestions are made. These recommendations are then discussed and used as a basis for making the final decision. (Tonda et al., 2024) and (Br Marbun et al., 2022) define purchase decision as a strategy used to help customers solve problems when they want to buy goods also services with the goal is for ensuring the purchase can meet all customer needs most effectively.

(Gunarsih et al., 2021) state that the buying process culminates in the purchase decision, where consumers decide to buy a product. When customers face a problem, they will seek information about products or brands that can help solve that problem. After that, they will compare several available options. This process helps customers find the best solution, which ultimately influences their decision to make a purchase. Regarding the various determinants of Purchase Decisions, 4 four factors influence Purchase Decisions, such as price, product quality, promotion, and previous customer experience (Gunarsih et al., 2021).

There are five measurable indices of purchase decision quality (Gunarsih et al., 2021). First is Identifying a need; second, seeking relevant information; Third, assessing available alternatives; fourth, making a purchase; and Last is Assessing the product's performance after use.

The Effectiveness of Content Marketing on TikTok Social Media on Purchase Decisions

TikTok has evolved into a powerful marketing tool for companies to use as a social media network that focuses on videos to reach a wider audience. According to (Septiarini & Ezra Karamang, 2023), well-crafted Content Marketing can go viral if many people view the content, especially if it appears on users' TikTok For You Page (FYP). This has the potential to increase curiosity about the products offered and influence purchase decisions. One kind

of advertising that tries to draw in customers is content marketing, with a targeted audience and turns them into customers. This strategy is carried out through the planning, creation, and distribution of content (Septiarini & Ezra Karamang, 2023).

Content Marketing can become viral if many people view the content and it has the opportunity to appear on TikTok users' FYP, which later makes TikTok users curious about the products offered, thereby influencing their decision to purchase the products in the content. This phenomenon can be called "TikTok made me buy it." This is consistent with previous research that states that Content Marketing on the TikTok application has a large and positive influence on purchase decisions (Azizah & Elok Fitriani Rafikasari, 2022).

According to (Septiarini & Ezra Karamang, 2023), the effectiveness of Content Marketing on TikTok can be seen from several factors, including: (1) The amount of engagement with the material in the form of likes, responses, and shares receives (2) How many users view and interact with the content (3) How many audiences are interested in buying the product after viewing the content (4) The role of influencers in increasing product credibility and attractiveness through the content they create.

The Effectiveness of Influencers on TikTok Social Media on Purchase Decisions

When it comes to swaying consumers' decisions to buy, social media influencers like TikTok play a huge role. Influencer marketing has the potential to raise product or service visibility and favorable impressions among target audiences (Anggraini et al., 2025). Millennials and Gen Zers are especially susceptible to this since they put more stock in recommendations from Influencers than in conventional ads. Collaborating with influential users of social media platforms for advertising purposes is referred to as "influencer marketing" platforms. The purpose of this strategy is to introduce products or services to a wider audience, leveraging the credibility and attractiveness of Influencers to increase brand visibility and appeal among consumers (Maudy & Setyawati, 2024).

According to (Fitri & Dwiyantri, 2021), the success of Influencers on the TikTok platform is influenced by several factors, as follows: (1) Appropriate Influencer Selection, choosing Influencers with a significant number of followers and relevant appeal is crucial in introducing products to consumers. (2) Content Quality, the video content produced by influencers must be designed to be attractive and informative, thereby facilitating effective product marketing. (3) Social Influence, Influencers, those with substantial social media followings, can potentially sway the purchase decisions of their followers, thus increasing the success of product marketing.

Based on the theoretical review above regarding Content Marketing, Influencers, and social media related to these variables with Purchase Decisions, here is the research model:

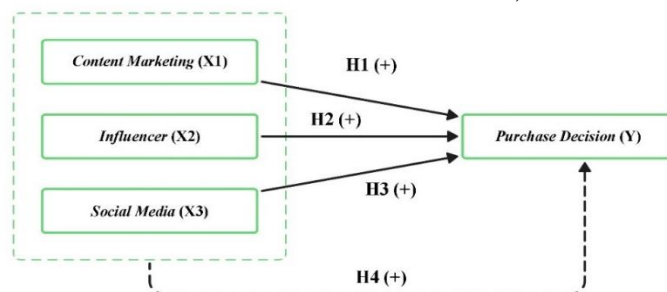


Figure 2.
Research Framework

- From the research model above, there are 4 (four) hypotheses in this study, namely:
- H1: Content marketing exerts a positive and significant influence on consumers' purchase decisions
 - H2: Influencers exert a significant and positive influence on consumers' purchasing decisions.
 - H3: Social media has a significant and positive influence on purchase decisions
 - H4: Content marketing, influencers, and TikTok social media collectively have a significant impact on purchase decisions

RESEARCH METHOD

This kind of study is quantitative, including Purchase Decisions (dependent variable), Content Marketing (independent variable), Influencers (independent variable), and social media (independent variable). The analysis methods used are descriptive and multiple regression. Descriptive analysis is used to calculate frequencies, averages, and percentages to obtain a general overview of the collected data. To examine the impact of content advertising, influential individuals, and social media platforms like TikTok on consumers' decisions to buy, researchers employ multiple regression analysis. A traditional assumption test will be run before the regression analysis to make sure the results will be legitimate. A purposive sampling strategy was used to choose the sample for this investigation, with 300 respondents who actively interact with Cho-Cweet content on TikTok.

People who have bought something are considered part of the people in this research, or are interested in purchasing Cho-Cweet products after being exposed to marketing content on TikTok social media. This population includes active TikTok users in Bandung City who have an interest in food products, especially chocolate, and have interacted with content published by Influencers or the official Cho-Cweet account.

When selecting participants for the study, researchers utilized a purposive selection strategy that took into consideration the following criteria: (1) TikTok users who have seen or interacted with Cho-Cweet marketing content. (2) Have purchased or considered purchasing Cho-Cweet chocolate products after seeing content on TikTok. (3) Aged 17–35 years, as the most active age group in using TikTok social media. A purposive sampling strategy was used to choose the sample for this investigation, with 300 respondents who actively interact with Cho-Cweet content on TikTok. Questionnaires were sent in order to gather data, which was subsequently processed using SPSS.

RESULTS AND DISCUSSION

Descriptive Variable

Table 1.
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Content Marketing	300	17	35	28.02	3.703
Influencer	300	10	25	19.83	2.837
Social media	300	11	30	22.77	3.648
Purchase Decisions	300	15	30	24.58	3.204

Valid N (listwise)	300		
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Source: Data processed by the author, 2024

As we can see at the descriptive above, explained:

- Respondents gave higher scores for "Content Marketing" with an average of 28.02, compared to "Influencer" which has an average of 19.83 and "Social Media" with an average of 22.77.
- The data distribution for the "Influencer" variable shows the smallest standard deviation value, which is 2.837. This indicates that the respondents' answers are more uniform and tend to be closer to each other, compared to other variables.
- Meanwhile, the "Content Marketing" and "Social Media" variables show a slightly larger data distribution, with standard deviations of approximately 3.7 and 3.6, respectively. This reflects a greater variation in respondents' answers for these two variables.
- The average value for "Purchase Decision" is 24.58, which lies between the averages regarding 3 independent variables, "Content Marketing," "Influencer," respectively, also "Social Media."

Overall, you can see the distribution of the data clearly in this table. for each variable studied. This information is very important as an initial step in further data analysis, such as testing the relationships between variables.

Validity Test

Table 2.
Validity Test Results

Variable	Score	Criteria	Decision
Content Marketing	0,670 – 0,765	>0,113	Valid
Influencer	0,697 – 0,786	>0,113	Valid

Source: Data processed by the author, 2024

- $r_{table} = 0.113$

Since the r score level is more than the r table value, the findings of the survey validity check are legitimate, considering at facts presented from the table above.

Reliability Test

One way to find out how trustworthy a measurement device is is to put it through the Check for Reliability. That is to clarify, the dependability test is all about the measurement instrument's reliability, trying to determine.

Table 3.
Reliability Test Results

Variable	Score	Criteria	Decision
Content Marketing	0,840	>0,60	Reliable
Influencer	0,798	>0,60	Reliable
Social media	0,835	>0,60	Reliable
Purchase Decisions	0,849	>0,60	Reliable

Source: Data processed by the author, 2024

Scores above 0.60 are displayed by all study variables in the reliability test findings for content promotion, Influencer, social media, and Buying Decision. This proves that each and every signal was a reliable tool for this study.

Classical Assumption Test

Normality Test

The normality test is conducted to assess whether the disturbance or residual variable follows by normal distribution in followed regression model. These findings provide important information about the suitability of the normality assumption in the regression analysis.

Table 4.
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		300	
Normal Parameters ^{a,b}	Mean	.000000	
	Std. Deviation	2.40555894	
	Most Extreme Differences	Absolute	.050
		Positive	.050
		Negative	-.029
Test Statistic		.050	
Asymp. Sig. (2-tailed)		.065 ^c	

Source: Data processed by the author, 2024

All variables have a Table 4, which displays Asymp sig (2-tailed) = 0.065, greater than 0.05, according to normality test results. Information that is thus assumed to follow a normal distribution.

Multicollinearity Test

Table 5.
Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1	.420	2.383
2	.499	2.005
3	.508	1.968

Source: Data processed by the author, 2024

According to Table 5, the content promotion (X1) variable The tolerance values for influencer (X2), social media (X3), and has a value of 0.420, 0.499, and 0.508, respectively. At 2.005, 1.968, and 2.383 points, respectively, are the VIF values for Influencer (X2), social media (X3), and Content Marketing (X1). All the independent variables in this study have

a VIF score below 10 also tolerance values above 0.1, which means that multicollinearity is not present research data.

Heteroscedasticity Test

The findings of the Heteroscedasticity Test used by SPSS version 26 are as follows:

Table 6.

Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.344	.827		5.251	.000
X1	.020	.036	.047	.574	.567
X2	-.082	.045	-.149	-1.833	.068
X3	-.052	.027	-.112	-1.885	.060

Source: Data processed by the author, 2024

The significant value that was obtained from the heteroscedasticity test is > 0.05, as shown in Table 6. This proves that the data do not exhibit any signs of heteroscedasticity.

Autocorrelation Test

Table 7.

Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.550 ^a	.302	.295	2.690	2.027

Source: Data processed by the author, 2024

In terms of autocorrelation, a Durbin-Watson score of 2.027 was discovered. Comparing with the 4-dU value to the DW table with a threshold of significance of 5%, n = 300, as well as 3 independent variables (K = 3), we find a value of 2.1759. Du = 1.82410 is the result. We can deduce that there is no autocorrelation.

Analysis of Multiple Linear Regression Models

This study aims to find out about the impact of TikTok social media (X3), influencer marketing (X2), and content marketing (X1) on consumers' final purchasing decisions (Y).

Table 8.

Multiple Linear Regression Analysis Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.566	1.358		7.042	.000
X1	.305	.058	.365	5.220	.000
X2	.136	.073	.128	1.855	.065
X3	.171	.045	.192	3.804	.000

Source: Data processed by the author, 2024

This leads to a multiple linear regression equation way by data in the table:

$$Y = 9.566 + 0.305X_1 + 0.136X_2 + 0.171X_3$$

The regression equation above can be explained:

- The constant value obtained is 9.566, which means that if the independent variable is 0 (constant), then the dependent variable is 9.566.
- The Regression Coefficient value of Variable X1 has a Positive (+) value of 0.305, which means that if variable X1 increases, then variable Y will also increase.
- The Regression Coefficient value of Variable X2 has a Positive (+) value of 0.136, which means that if variable X2 increases, then variable Y will also increase.
- The Regression Coefficient value of Variable X3 has a Positive (+) value of 0.171, which means that if variable X3 increases, then variable Y will also increase.

F Test

Table 9.
F Test Results

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
Regression	926.815	3	308.938	42.690	.000 ^b	
Residual	2142.102	296	7.237			
Total	3068.917	299				

Source: Data processed by the author, 2024

A significance level of $0.00 < 0.05$, also an F score indicates that the marketing of content (X1), influence (X2), and social media (X3) have a substantial impact on the choice for buying (Y) of $42.690 > 3.30$, as seen in the F test (simultaneous) findings shown above. It can be concluded that H3 is correct. Therefore, it's safe to say that purchase decisions, social media, influencer marketing, and content marketing all play a big role in Purchase Decisions.

T-Test

Table 10.
T-Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	9.566	1.358		7.042	.000	
X1	.305	.058	.365	5.220	.000	
X2	.136	.073	.128	1.855	.065	
X3	.171	.045	.192	3.804	.000	

Source: Data processed by the author, 2024

- T table = 1.650

Hypothesis (H1)

In the test results of Content Marketing on Purchase Decisions, the big impact level score is $0.000 < 0.005$, and the coefficient score is 0.305, with a t count of 5.220, indicating that it is larger than $> t$ table 1.650. Referring to the results obtained from the partial test,

Content marketing has a strong and positive impact on consumers' purchasing decisions. So, we can say that (H1) is correct.

Hypothesis (H2)

In the test results of Influencer on Purchase Decisions, the score is $0.065 < 0.005$, and the correlation coefficient value is 0.136, with a t-count of 1.855, indicating that it is larger than $> t$ -table 1.650. This indicates that there is no meaningful correlation between the Influencer variable also Purchase Decisions based on the incomplete test result. Consequently, we reject H2 as an alternate hypothesis.

Hypothesis (H3)

In the test results of social media on Purchase Decisions, with a p-value of $0.000 < 0.005$, the coefficient value of 0.171 is statistically significant. Its t-count is 3.804, which means it is $>$ score of 1.650. These results show that the Social Media metric significantly and positively affects Purchase Decisions, according to the partial test findings. It follows that (H3) is a valid one.

R Test

Table 11.
R Test Results

Model Summary			Adjusted	RStd. Error of
Model	R	R Square	Square	the Estimate
1	.550 ^a	.302	.295	2.690

Source: Data processed by the author, 2024

The adjusted R-squared value is 0.295, according to the R test findings that are mentioned in the table. This demonstrates that the study's independent factors simultaneously contribute 29.5% to the dependent variable.

CONCLUSION

The conclusion of this study shows that the impact of content advertising also social networking sites on consumer purchasing decisions is substantial for Cho-Cweet products, while the influence of Influencers does not show the same significance. This confirms the importance of marketing strategies that focus on creating engaging content and using social media platforms like TikTok to reach a wider audience. With the contribution of these variables at 29.5% to purchase decisions, this research indicates the need for evaluation and development of a more comprehensive marketing strategy to increase sales.

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