THE INFLUENCE OF CONTENT MARKETING AND INFLUENCERS ON ONLINE BUYING INTEREST IN MOTORCYCLE SPARE PARTS AT TIKTOK SHOP

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Abstract

This study aims to analyze the influence of content marketing and influencers on Generation Z's online buying interest in motorcycle spare parts products on the TikTok platform. Using a quantitative descriptive method with survey techniques, the study involved 200 respondents of Generation Z TikTok users who had purchased motorcycle spare parts products through purposive sampling. Data was collected using an online questionnaire with a Likert scale and analyzed using SPSS. The results showed that all variables were valid and reliable with normally distributed data. Multiple regression analysis resulted in the equation Y = 8.837 + 0.220X1 + 0.515X2, showing content marketing (t = 5.632; sig = 0.000) and influencers (t = 7.148; sig = 0.000) have a significant positive effect on online purchase intention. The F test shows Fcount = 154.877> Ftable = 3.04 with a significance of 0.000, proving that both variables simultaneously have a significant effect. The coefficient of determination of 0.611 shows that content marketing and influencers explain 61.1% of the variation in online purchase intention, with a strong correlation of content marketing (r = 0.714) and influencers (r = 0.741). The findings confirm that digital marketing strategies through content marketing and influencer marketing are effective in increasing Generation Z's online purchase intention on motorcycle spare parts products on the TikTok platform.

Keywords: Content Marketing, Influencers, Online buying interest, Zillennial Generation, Motorcycle Spare Parts Products, TikTok Platform

INTRODUCTION

TikTok has fundamentally changed the marketing landscape (Antika & Maknunah, 2023), especially in influencing the online behavior of Generation Z consumers. The massive influencer marketing phenomenon shows a dynamic transformation in the way producers and consumers interact, especially in the motorcycle parts industry. It is strongly suspected that Generation Z's online purchasing interest is no longer solely determined by product quality, but also by the attractiveness of the content and the credibility of the influencers who promote it. This paradigm shift signifies a change in marketing strategy that no longer focuses on the technical features of the product, but rather on the narrative, experience, and emotional connection created through digital media.

Digital marketing trends show new complexities in building consumer trust. TikTok has brought about a major transformation in the way online consumers consume and interact with content. According to (Dewa & Safitri, 2021), this platform provides a means of sharing content that varies greatly in terms of creativity, from video challenges, lip syncs, songs, dances, to singing. The diversity of content and the large number of users make TikTok an effective promotional opportunity. In addition to content, influencers also play a role in triggering Generation Z through their relevance and credibility to products and audiences. This phenomenon creates a unique persuasive dynamic, where an influencer's aesthetics, presentation style, and storytelling skills can overcome rational arguments about product quality, resulting in a more emotional and personal marketing approach.

Online buying interest is a key variable in understanding Generation Z consumer behavior towards motorcycle spare part products on the TikTok platform. According to (Kamanda, 2023), buying interest is something that arises after receiving the stimulus that they see, from there an interest arises to try the product until finally a desire to buy in order to have it arises. The phenomenon of online buying interest is now complex with the presence of massive online stimuli that allow online consumers to explore product choices through various attractive visual content. Generation Z shows a unique consumption pattern, where the purchasing decision-making process is no longer linear, but is influenced by various external factors, especially product representation through digital media. The massive online approach is no longer just about providing technical information, but more about creating narratives that build emotional closeness with consumers. The TikTok platform allows manufacturers to design content that is more personal, interactive, and able to penetrate traditional communication boundaries. Meanwhile, the role of influencers is not only as a promotional media, but has developed into an opinion-forming agent and trendsetter who has the ability to fundamentally influence consumer perceptions. This research will explore how both are able to create a complex ecosystem of trust among Generation Z.

REVIEW OF LITERATURE

Content Marketing

Content marketing is a complex and multidimensional digital marketing strategy, defined as a process that encourages individuals to promote their websites, products, or services through online social channels by utilizing a much larger community than traditional advertising channels (Kamilla & Greece, 2023). Based on Karr's (2016) perspective in research (Riska et al., 2020), content marketing has five key interrelated dimensions: (1)

reader cognition, which involves consumer understanding of content through various interaction methods such as visual, auditory, and kinesthetic; (2) sharing motivation, where companies seek to expand the target market by creating content that can increase readers' education and self-worth; (3) persuasion, which is the ability of content to persuade audiences to switch from competing brands to company brands; (4) decision-making, which explores how consumers are influenced by beliefs, feelings, and personal factors in decision-making; and (5) factors, which includes the personal evaluation of content by the immediate environment such as friends and family, which significantly affects consumers' perceptions and interest in a product or service.

Influencer Marketing

Influencer marketing is defined as a marketing strategy that involves collaboration between brands or companies and individuals who have high influence and credibility within a particular niche or community (Pambudi & Permatasari, 2024). There are four main dimensions in influencer marketing according to Rossiter and Percy in (Sari & Hidayat, 2021), (1) visibility which measures popularity and number of fans; (2) credibility which assesses the influencer's expertise and objectivity in promoting products; (3) attraction which includes physical attractiveness (likability) and emotional similarity (similarity); and (4) power which describes the influencer's ability to persuade consumers and influence purchasing decisions.

Purchase Intention

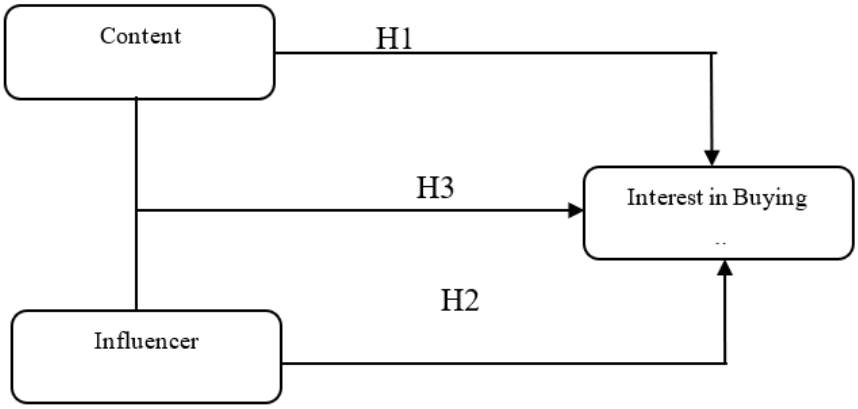
Purchase intention is consumer behavior that reflects the extent to which the consumer's action leads to a purchase transaction on the product (Anisa & Marlena, 2022). In the context of digital consumer behavior, according to Escobar-Rodriguez and Carvajal-Trujillo (2014) in (Doan, 2020), purchase intention has four main dimensions: (1) performance expectations that measure user expectations of performance improvement; (2) effort expectations that assess the level of ease of use of the system; (3) social influence that describes individual perceptions of the judgment of important others; and (4) facilitative conditions that evaluate organizational and technical infrastructure support in supporting the purchasing process.

RESEARCH METHOD

This research method uses a descriptive method with a quantitative approach through survey techniques. The survey was conducted on the variables of Content Marketing (X1), Influencer Marketing (X2), and Online Purchase Intention (Y), with data collection through a closed questionnaire distributed online using Google Form. The research population consists of Gen Z individuals using the TikTok application who have purchased motorcycle spare parts products. Because the population is not known with certainty, this study applies a purposive sampling method, which is a sample selection technique based on certain criteria. Based on Roscoe's formula, this study determined 200 respondents as the analyzed sample. Data collection was conducted through the distribution of digital questionnaires on various social media platforms and motorcycle spare parts user communities, with a Likert scale as the measurement tool. The data obtained were analyzed using descriptive and inferential statistical techniques with SPSS, including validity and reliability tests, as well as regression analysis or hypothesis testing to test the relationship between research variables.

The sampling method in this study uses purposive sampling, which is a sample selection technique based on certain predetermined criteria. These criteria include: (1) Respondents are all TikTok application users who have purchased motorcycle spare parts products, (2) Respondents must have purchased motorcycle spare parts products on TikTok. With this approach, the research is focused on the group that is most relevant to the objectives to be achieved, so that the data obtained becomes more specific and in accordance with the needs of the analysis.

The data that has been collected will be analyzed using descriptive and inferential statistical techniques. Validity and reliability tests will be conducted to ensure that the research instruments meet valid and consistent measurement standards. Furthermore, regression analysis or hypothesis testing will be applied to test the relationship between the research variables in accordance with the predetermined objectives.



Source: Primary data analysis results (2025)

Hypothesis Development

Relationship between Content Marketing and Online Purchase Intention

Interesting and relevant content is expected to build awareness, engagement, and emotional relationships with brands, thus encouraging them to develop a strong interest in products or services offered through digital platforms. In accordance with previous research, content marketing has a positive and significant influence on online shopping interest, such as on Instagram media (Case study: STIE Persada Bunda Pekanbaru students) in the study (Nefrida et al., 2022), and also in accordance with research (Pratiwi et al., 2023), which validates that content marketing has a positive and significant influence on online shopping interest. An effective content marketing strategy is able to create informative, entertaining, and inspiring content, so that it not only attracts consumers' attention but also builds brand trust and credibility, which ultimately converts the audience into potential consumers with high shopping interest on online platforms.

H1: Content Marketing has a significant influence on Online purchase intention

Influencer Relationships and Online Purchase Intention

Influencers through psychological mechanisms spread trusted content to create a sense of trust and consumer desire to follow the recommendations given so that an online response arises in the form of a quick interest in the product or service being promoted without conducting in-depth research on other product alternatives, this finding is in line with empirical research from (Yustiawan & Lestari, 2023) and (Handayani, 2023) which proves a

positive and significant relationship between the influence of influencers and online purchasing interest where when consumers follow and interact with influencers who are relevant to their interests, they will be more easily influenced by marketing persuasion as a mechanism to reduce uncertainty in subsequent actions to make online decisions caused by the many product choices on digital platforms.

H2: Influencers have a significant influence on online purchasing interest

Marketing and Influencer Relationships to Online Purchase Intention

With the right marketing strategy and effective collaboration between influencers and authentic content, Gen Z's online purchasing interest in products is expected to be significantly increased, which in turn has a positive impact on sales and business sustainability, further strengthening empirical evidence that both factors have a large collective impact in encouraging consumers to develop strong purchasing intentions in the context of e-commerce. This finding is also in line with the results of research by (Luthfy et al., 2025), which found that influencer marketing is able to build trust and credibility through personal recommendations given by influential individuals, while content marketing is effective in presenting relevant and valuable information to form positive consumer perceptions.

H3: Content Marketing and Influencers have a significant influence on Online Purchasing Intention

RESULTS AND DISCUSSION

Validity Test

Table 1.
Validity Test Content Marketing

No	Corrected Value Items Total Correlation /r Count	Sig	r Table	Criteria
1	0.451	0.000	0,138	Valid
2	0.450	0.000	0,138	Valid
3	0.596	0.000	0,138	Valid
4	0.496	0.000	0,138	Valid
5	0.482	0.000	0,138	Valid
6	0.479	0.000	0,138	Valid
7	0.698	0.000	0,138	Valid
8	0.545	0.000	0,138	Valid
9	0.592	0.000	0,138	Valid
10	0.554	0.000	0,138	Valid
11	0.600	0.000	0,138	Valid
12	0.616	0.000	0,138	Valid
13	0.495	0.000	0,138	Valid
14	0.672	0.000	0,138	Valid
15	0.661	0.000	0,138	Valid
16	0.693	0.000	0,138	Valid

Source: Data processed with SPSS IBM 29, 2024

Table 2
Validity Test Influencer

NO	Corrected Value Items Total Correlation /r Count	Sig	r Table	Criteria
1	0.791	0.000	0,138	Valid
2	0.626	0.000	0,138	Valid
3	0.741	0.000	0,138	Valid
4	0.745	0.000	0,138	Valid
5	0.773	0.000	0,138	Valid
6	0.770	0.000	0,138	Valid
7	0.548	0.000	0,138	Valid
8	0.566	0.000	0,138	Valid

Source: Data processed with SPSS IBM 29, 2024

Table 3
Validity Test
Interest in Buying Online

NO	Corrected Value Items Total Correlation /r Count	Sig	r Table	Criteria
1	0.620	0.000	0,138	Valid
2	0.539	0.000	0,138	Valid
3	0.579	0.000	0,138	Valid
4	0.554	0.000	0,138	Valid
5	0.666	0.000	0,138	Valid
6	0.524	0.000	0,138	Valid
7	0.499	0.000	0,138	Valid
8	0.461	0.000	0,138	Valid
9	0.492	0.000	0,138	Valid
10	0.616	0.000	0,138	Valid
11	0.602	0.000	0,138	Valid

Source: Data processed with SPSS IBM 29, 2024

Based on the results of the validity test that has been carried out, it is known that all question items for the Content Marketing, Influencer, and Online Purchase Interest variables show an rcount value greater than the r table of 0.138. The rtable value is obtained from the Product Moment correlation table with degrees of freedom (df) = N-2 = 200-2 = 198 at a significance level of 5%, which indicates that with 200 respondents, the minimum acceptable correlation limit is 0.138. Because all rcount values for the three variables exceed the minimum rtable limit, it can be concluded that all question items in this research instrument are declared valid and suitable for use to measure the intended construct, so that the research instrument has a good ability to measure what should be measured.

Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct, a questionnaire is said to be reliable or reliable if a person's answer to an item is consistent or stable over time. The level of reliability of a construct / variable can be seen

from the results of the Cronbach Alpha (α) statistic, a variable is said to be reliable if it provides a Cronbach Alpha value> 0.60 (Ghozali, 2018).

Table 4
Validity Test

No.	Variables	Cronbach's Alpha	Description
1.	Content marketing	0,860	Reliable
2.	Influencer	0,844	Reliable
3.	Interest in Buying Online	0,778	Reliable

Source: Data processed with SPSS IBM 29, 2024

Based on the table above, it can be seen that the reliability test obtained the value of all variables greater than 0.60, which, according to the criteria, can be said to be reliable.

Classical Assumption Test

Normality Test

The purpose of the normality test is to determine whether the data obtained from each variable being analyzed actually follows a normal distribution pattern or not. The variable normality test was carried out using the Kolmogorov-Smirnov formula. The rule used to determine whether a distribution is normal or not is p> 0.05, the distribution is declared normal, and if p <0.05, the distribution is said to be abnormal.

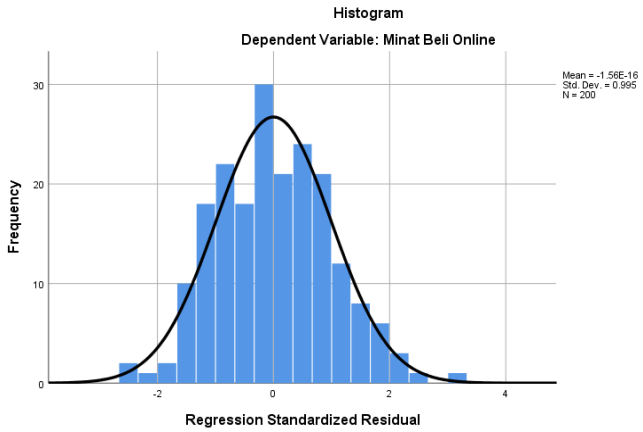


Figure 1
Histogram Graph

Source: Data processed with SPSS IBM 29, 2024

The shape of the following histogram graph also shows that the data is normally distributed because the shape of the graph is normal and does not deviate to the right or left. The normal plot graph also supports the test results with the histogram graph**.**

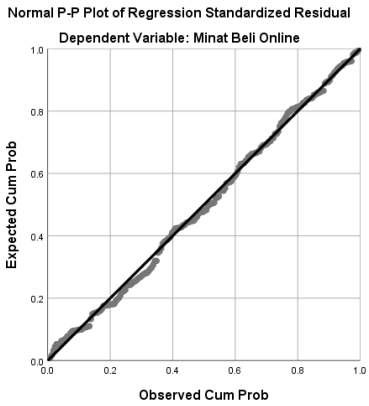


Figure 2
P-Plot

Source: Data processed with SPSS IBM 29, 2024

Based on the P-Plot image, it can be seen that the points follow and approach the diagonal line, so it can be concluded that the regression model fulfills the assumption of normality.

Table 5.
Residual Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.72026754
Most Extreme Differences	Absolute	.040
	Positive	.040
	Negative	-.029
Test Statistic		.040
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Data processed with SPSS IBM 29, 2024

From the results of the classical assumption test to test the normality of the residuals, namely using the One Sample Kolmogorov-Smirnov (K-S) test, it is found that the significance value is 0.200, which is more than alpha (0.05). These results indicate that the residuals are normally distributed.

Linearity Test

The linearity test is intended to determine whether the relationship between the independent variable and the dependent variable is linear or not. The linearity test criteria are that if the Linearity value value of significance is less than 0.05 and the Deviation from Linearity value of significance is greater (>) than 0.05, then the relationship between the independent variable and the dependent variable is linear.

Table 6
Linearity Test
Online Buying Interest Content Marketing

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Online Buying Interest * Content marketing	Between Groups	(Combined)	4353.275	43	101.239	5.782	.000
		Linearity	3616.396	1	3616.396	206.530	.000
		Deviation from Linearity	736.879	42	17.545	1.002	.478
	Within Groups		2731.600	156	17.510		
	Total		7084.875	199			

Source: Data processed with SPSS IBM 29, 2024

Based on the results above, the value of Content marketing with Online Purchase Interest shows a Linearity significance value of 0.000 <0.05 and a Deviation from Linearity value of 0.478> 0.05, so that Content marketing with Online Purchase Interest shows a linear relationship

Table 7
Linearity Test
Online-Influencer Purchase Intention

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Online Buying Interest * Influencer	Between Groups	(Combined)	4295.981	22	195.272	12.393	.000
		Linearity	3887.118	1	3887.118	246.700	.000
		Deviation from Linearity	408.863	21	19.470	1.236	.227
	Within Groups		2788.894	177	15.756		
	Total		7084.875	199			

Source: Data processed with SPSS IBM 29, 2024

Based on the results above, it is obtained that the value of Influencer with Online Purchase Interest shows a Linearity significance value of 0.000 <0.05 and a Deviation from Linearity value of 0.227> 0.05, so that Influencer with Online Purchase Interest shows a linear relationship.

Multicollinearity Test

Table 8
Multicollinearity Test

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	8.837	1.556		5.678	.000		
	Content marketing	.220	.039	.369	5.632	.000	.459	2.181
	Influencer	.515	.072	.469	7.148	.000	.459	2.181

Source: Data processed with SPSS IBM 29, 2024

From the calculations in the multicollinearity test results table, the *tolerance* value for all variables is> 0.10 and the VIF value is < 10, so the regression model does not experience multicollinearity.

Heteroscedasticity Test

To see the presence of heteroscedasticity is to use statistical tests. The statistical test chosen is the Glejser test, the basis for making heteroscedasticity test decisions through the Glejser test (Ghozali, 2018).

Table 9
Heteroscedasticity Test

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.059	.888		6.827	0.000
	Content marketing	-0.026	.022	-0.118	-1.161	0.247
	Influencer	-0.057	.041	-0.142	-1.395	0.165

Source: Data processed with SPSS IBM 29, 2024

Based on the heteroscedasticity test with the Glejser method, the significance value of all variables is greater than 0.05, so it can be concluded that the data does not occur heteroscedasticity problems.

Heteroscedasticity Test with Scatterplot

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. The way to find out whether heteroscedasticity occurs or not is by looking at the *Plot* Graph between the predicted value of the dependent variable, namely *ZPRED* with the residual *SRESID*. No heteroscedasticity occurs if there is no clear pattern, and the points spread above and below the number 0 on the Y axis.

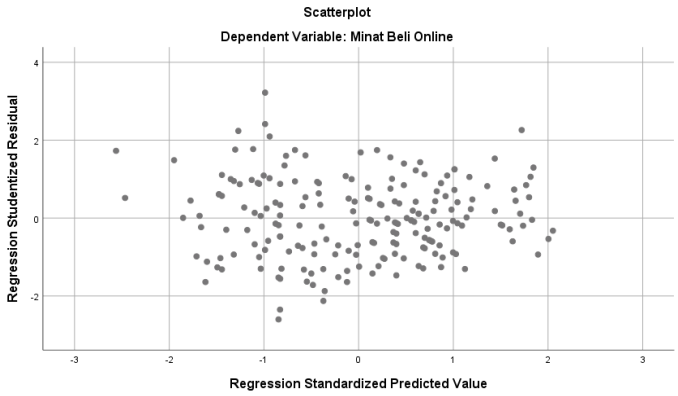


Figure 3.
P-Plot Heteroscedasticity Test
Source: Data processed with SPSS IBM 29, 2024

Based on the picture above, it can be seen that there is no clear pattern and the dots spread above and below the number 0 on the Y axis. This shows that the data in this study does not occur heteroscedasticity.

Table 10
Test of Multiple Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.837	1.556		5.678	0.000
	Content marketing	.220	0.039	.369	5.632	0.000
	Influencer	.515	0.072	.469	7.148	0.000

Source: Data processed with SPSS IBM 29, 2024

Based on the results above, the multiple linear regression equation can be arranged as follows:

$$\mathbf{Y = 8.837 + 0.220X_1 + 0.515X_2 + e}$$

a) The constant value is 8.837, this shows that if the *Content marketing* and *Influencer* variables are considered constant (0), then the *Online Purchase Interest* is 8.837.
b) The regression coefficient of the *Content marketing* variable (x1) is 0.220. This means that every 1% increase in *content marketing* will increase *online buying interest* by 0.220.
c) The regression coefficient of the *Influencer* variable (x2) is 0.515. This means that every 1% increase in *Influencer* will increase *Online Purchase Interest* by 0.515.

Hypothesis Testing
Partial T Test

Table 11
Partial T Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.837	1.556		5.678	.000
	Content marketing	.220	.039	.369	5.632	.000
	Influencer	.515	.072	.469	7.148	.000

Source: Data processed with SPSS IBM 29, 2024

Based on the table above, it can be seen that *Content marketing* has a t value = 5.632> t table = 1.972 with a significant level of 0.000 **<0**.05, then **H0 is rejected and H1 is accepted**. So that *content marketing* has an effect on *online buying interest*.

Influencer has a t value = 7.148> t table = 1.972 with a significant level of 0.000 <0.05, then **H0 is rejected and H2 is accepted**. So that *Influencers* have an effect on *Online Buying Interest*.

F test

The F test is used to show whether the independent variables as a whole or simultaneously have an influence on the dependent variable tested at the 0.05 level (Ghozali, 2018).

Table 12
F test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4330.637	2	2165.319	154.877	0.000[b]
	Residuals	2754.238	197	13.981		
	Total	7084.875	199			

Source: Data processed with SPSS IBM 29, 2024

Based on the results above, shows the value of Fhitung 154.877> 3.04 F Table and significant for *Content marketing* and *Influencers*, is 0.000 or less than 0.05. So the *Content marketing* and *Influencer* regression model simultaneously affects *Online Purchase Interest*.

Coefficient of Determination

Table 13
Determination Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782[a]	.611	.607	3.739

Source: Data processed with SPSS IBM 29, 2024

Based on the results of the coefficient of determination above, the amount of R Square is 0.611. The results of this statistical calculation mean that the ability of the independent variables (Content marketing and Influencers) to explain changes in the dependent variable (Online Purchase Interest) is 61.1%, the remaining 38.9% is explained by other variables outside the regression model analyzed.

Correlation Analysis

Table 14
Correlation Test

Correlations				
		Content Marketing	Influencer	Interest in Buying Online
Content marketing	Pearson Correlation	1	.736**	.714**
	Sig. (2-tailed)		.000	.000
	N	200	200	200
Influencer	Pearson Correlation	.736**	1	.741**
	Sig. (2-tailed)	.000		.000
	N	200	200	200
Interest in Buying Online	Pearson Correlation	.714**	.741**	1
	Sig. (2-tailed)	.000	.000	
	N	200	200	200
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Data processed with SPSS IBM 29, 2024

The results of the *Content marketing* variable hypothesis test with Online Purchase Interest, the correlation coefficient r = 0.714 is obtained; p = 0.000 (p < 0.050), so the hypothesis in this study is Ha accepted. Based on the results of the content marketing variable research, it is known that one of the things that influences Gen Z to be interested in automotive spare part products is the existence of informative content. This means that the more informative the content that provides relevant and valuable information will be a strong consideration for Gen Z, memorable marketing content alone is not enough, meaning that although memory is important in marketing, today's digital audiences prioritize content that is directly useful rather than just easy to remember..

The *Influencer* variable hypothesis test with Online Purchase Interest result correlation coefficient r = 0.741; p = 0.000 (p < 0.050), so the hypothesis Ha is accepted. Based on the coefficient of determination, it is known that the contribution of both variables (Content marketing and influencer) is strong simultaneously but the contribution of each is low, this indicates that implementing strategies together is more effective than implementing each strategy separately. Some Gen Z can be influenced by only one of them, but most Genz from this study are more interested if the marketing content created is relevant to the influencers they trust and follow.

CONCLUSION

This study successfully proves that content marketing and influencers contribute strongly to online purchase intention of generation Z simultaneously by 61.1% of the variation in online purchase intention can be explained by content marketing and influencer marketing, while the remaining 38.9% is influenced by other factors outside this research model. each variable independently also has an effect with each low contribution

The results of this study provide insight for motorcycle spare parts industry players that the integration of quality content marketing with credible influencer marketing has proven to be the right formula to reach and influence Generation Z on the TikTok platform.

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