

THE INFLUENCE OF CONTENT MARKETING AND INFLUENCER MARKETING ON THE PURCHASE DECISION OF SKINTIFIC CUSHION ON THE TIKTOK APPLICATION



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Abstract

Technological developments encourage companies to utilize social media as a marketing tool, one of which is Skintific as a beauty brand that actively uses TikTok to promote its products. This study aims to analyze the influence of content marketing and influencer marketing on purchasing decisions for Skintific cushions on the TikTok application. The study applies a quantitative approach with a population of consumers who have purchased Skintific cushions on the TikTok application. Samples were taken using non-probability sampling with a purposive sampling technique by distributing questionnaires to 108 respondents. The data were analyzed using the Partial Least Square (PLS) method with SmartPLS, and it was found that content marketing and influencer marketing contributed to purchasing decisions.

Keywords: Content Marketing, Influencer Marketing, Purchase Decision

INTRODUCTION

The development of information technology today has changed the way companies market their products. Digital marketing is important to attract more consumers. Companies can interact with consumers through various platforms, so they can better understand consumer needs and behavior, which ultimately increases marketing effectiveness. TikTok is a social media platform that is now not only a medium for entertainment and information, but also develops as an e-commerce that allows users to directly purchase products promoted in video content.

The number of e-commerce users in Indonesia continues to increase from year to year. E-commerce sales competition can be described through data from Bloomberg Technoz. According to Bloomberg analyst Catherine Lim, TikTok Shop managed to control 4.4% of regional GMV in 2022, this figure increased to 10% in 2023, and it is estimated that in 2024 the market share will reach 15% if it is able to adjust to Indonesian market regulations. However, in reality TikTok Shop is still in third place after Shopee and Lazada, due to the impact of the temporary closure as a result of the policy on Electronic System Trading Organizers (PPMSE). This situation reflects that sales through TikTok Shop are still relatively low.

One of Skintific's products that has received attention on TikTok is the Cover All Perfect Cushion. Cushion is a makeup that is equipped with skincare to overcome facial skin problems. Therefore, cushions are in great demand, especially among consumers who always follow beauty trends. Data from Kompas.co.id shows that Skintific's sales from January to April 2023 reached IDR 900 million, but in May to August 2023 it decreased to IDR 760 million, before finally increasing sharply in September to December 2023, which was IDR 1,140 million. Then in early 2024 there was another decline to IDR 700 million. Skintific's sales, which are not always stable, can be influenced by content marketing and influencer marketing. There are still shortcomings such as negative comments and consistency in responding to comments on content from the Skintific account on TikTok. In addition, there are also several influencers who share content about the weaknesses of the Skintific cushion. Although TikTok is increasingly popular as a digital marketing and e-commerce platform, sales of products such as the Skintific cushion still show fluctuations. This indicates a gap between the expectation that marketing through TikTok can increase sales consistently and the reality on the ground. Rahmayanti & Dermawan (2023) stated that content marketing influences purchasing decisions and research from Yasinta & Romauli Nainggolan (2023) revealed that influencer marketing influences purchasing decisions. Many studies have been found related to digital marketing, but those that discuss the influence of content and influencers together on purchasing decisions, especially for Skintific cushion products, are still limited. This study aims to fill this gap by analyzing the influence of content marketing and influencer marketing on purchasing decisions for Skintific cushions on the TikTok application.

REVIEW OF LITERATURE

Content Marketing on Purchase Decision

Content marketing is a marketing strategy that allows a business to design, produce, and distribute engaging content to influence purchasing decisions (Ainiyyah & Rejeki,

2022). This approach is considered efficient because it is able to reach a wider audience with relatively low expenditure. Content marketing is an important consideration for consumers in determining purchasing choices. This is reinforced by Rahmayanti & Dermawan (2023) who show that content marketing through social media has a significant influence on purchasing decisions. This finding confirms the importance of content marketing as a marketing strategy aimed at increasing sales. Mahardini et al. (2023) also stated that content marketing is an effective strategy to influence purchasing decisions. It can be concluded that content marketing has an influence on purchasing decisions. Quoting from Sjahrudin et al., (2024) the dimensions of content marketing are 1. reader cognition, 2. sharing motivation, 3. persuasion, 4. decision making, and 5. factors.

Influencer Marketing on Purchase Decision

Influencer marketing has become popular in the digital era because it is a marketing strategy that utilizes influential individuals to promote a product (Lengkawati & Saputra, 2021). Influencers who have high credibility are able to have a significant influence on purchasing decisions. Lestiyani & Purwanto (2024) stated that influencer marketing has a crucial role in influencing consumer behavior towards products. Recommendations from trusted influencers make consumers more likely to make purchases. Supported by research from Yasinta & Romauli Nainggolan (2023) which concluded that if a company increases the use of influencer marketing, the greater the likelihood of a purchasing decision. It can be concluded that influencer marketing has an influence on purchasing decisions. As explained by Jose et al., (2024) the dimensions of influencer marketing are 1. reach, 2. relevance, and 3. resonance. Meanwhile, the indicators of purchasing decisions according to Saputra & Ningsih (2022) are 1. Brand Selection, 2. Purchase Channel Selection, 3. Purchase Amount, 4. Purchase Time, and 5. Payment Method.

RESEARCH METHOD

This study was conducted using a quantitative approach method. The population used were consumers who had purchased Cushion Skintific on the TikTok application. Sampling was carried out using non-probability sampling with a purposive sampling technique by distributing questionnaires to 108 respondents who had watched Cushion Skintific content from the @skintific_id account on TikTok and had watched Cushion Skintific reviews by influencers on TikTok. Data were analyzed using the Partial Least Square (PLS) method with the help of SmartPLS software.

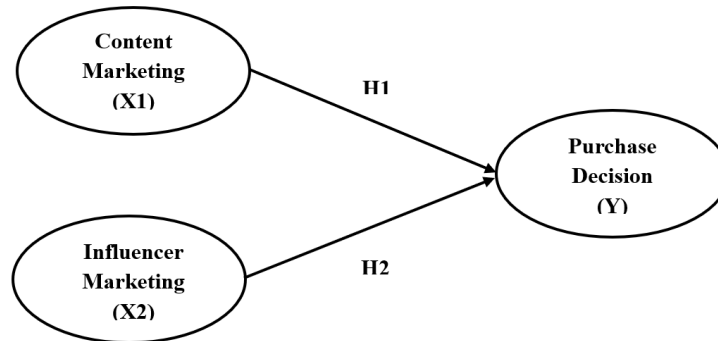
Research Hypothesis

This study aims to analyze how content marketing and influencer marketing influence purchasing decisions for skintific cushions on the TikTok application. Based on previous studies and relevant literature, the following hypotheses are formulated in this study:

- H1: It is suspected that content marketing has a positive influence on the purchase decision of Skintific cushion on the TikTok application.
- H2: It is suspected that influencer marketing has a positive influence on the decision to purchase Skintific cushion on the TikTok application.

Research Model

This research model illustrates how the independent variables (content marketing and influencer marketing) relate to the dependent variable (purchase decisions). The relationship between these variables can be described as follows:



RESULTS AND DISCUSSION

Outer Model Testing

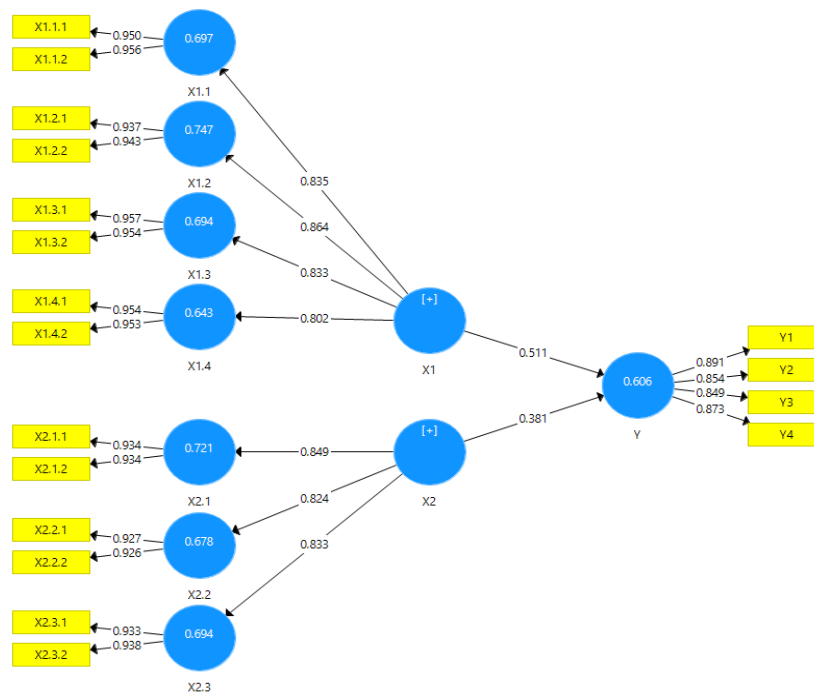


Figure 1.
Outer Model

Referring to the PLS output image above, the loading factor value is visible above the arrow line. The magnitude of the path coefficient connecting the exogenous variable with the endogenous variable is also listed above the arrow line. Meanwhile, the r-square value for the endogenous variable (purchase decision) is shown in the circle representing the variable. From the image, it can be seen that the variables X1 (content marketing) and X2 (influencer marketing) both first order and second order have a loading factor value

greater than 0.7. Meanwhile, all Y indicators (purchase decisions) also have a loading factor value greater than 0.7 so that overall they have met the requirements for convergent validity.

Discriminant Validity

Table 1.
Discriminant Validity

Description	Content Marketing	Influencer Marketing	Purchase Decision
Content that Attracts the Audience's Attention	0,771	0,398	0,519
Easy to Understand Content	0,820	0,379	0,527
Content can Educate the Audience	0,794	0,358	0,535
Content Follows Trends	0,830	0,473	0,666
Consistent Content	0,810	0,409	0,626
Unique and Different Content	0,782	0,425	0,583
Content According to Facts	0,767	0,382	0,493
Content Motivates the Audience to Make Decisions	0,761	0,427	0,515
Influencer Popularity	0,424	0,795	0,581
Influencer's Closeness to the Audience	0,344	0,791	0,511
Influencer's Ability to Promote Products	0,406	0,768	0,465
Influencers can Help Solve Audience Problems	0,460	0,758	0,511
Influencers Encourage Audiences to Share Content	0,360	0,763	0,481
Influencers Encourage Audiences to Recommend Products	0,405	0,795	0,452
Brand Selection	0,630	0,603	0,891
Purchasing Channel Selection	0,538	0,566	0,854
Purchase Time	0,628	0,495	0,849
Payment Methods	0,649	0,565	0,873

Source: Processed by Researchers, 2025.

Discriminant validity aims to ensure that each construct in the model is different from other constructs. Validity is assessed from the extent to which data has a greater weight compared to other data. It can be seen that the cross loadings on the content marketing indicator are greater than the other values, so it is declared valid. Then the cross loadings on the influencer marketing indicator are greater than the other values, so it is declared valid. Finally, the cross loadings on the purchasing decision indicator are greater than the other values, so it is declared valid.

Validity and Reliability

Table 2.
Validity and Reliability

Description	Average Variance Extracted (AVE)	Composite Reliability
Content Marketing (X1)	0,628	0,931
Reader Cognition	0,909	0,952
Sharing Motivation	0,884	0,938
Persuasion	0,913	0,954
Decision Making	0,908	0,952
Influencer Marketing (X2)	0,606	0,902
Reach	0,872	0,932
Relevance	0,858	0,924
Resonance	0,875	0,933
Purchase Decision (Y)	0,752	0,924

Source: Processed by Researchers, 2025.

The test is said to have good validity if the AVE value is greater than 0.5 and reliable if the composite reliability value is greater than 0.7 which means consistent in measuring latent variables. Based on the test results in the table above, all AVE values are greater than 0.5, so the constructs and variables of this study have a good level of validity and the composite reliability value is greater than 0.7, so it is reliable.

Latent Variable Correlations

Table 3.
Latent Variable Correlations

Description	Content Marketing	Influencer Marketing	Purchase Decision
Content Marketing	1,000		
Influencer Marketing	0,513	1,000	
Purchase Decision	0,706	0,643	1,000

Source: Processed by Researchers, 2025.

In the Partial Least Square (PLS) approach, the relationship between variables or constructs can influence each other both between exogenous and endogenous variables and between exogenous variables. The correlation between variables can reach a maximum value of 1, where the closer it is to that number, the stronger the relationship between variables. Based on the data in the table, the highest correlation is in the content marketing and purchasing decision variables, which is 0.706. This shows that the relationship between the two variables is stronger than other variables.

Inner Model Testing

Structural model testing is carried out using the R Square value which shows how much the independent variables are able to explain the dependent variables.

Table 4.
R Square

Description	R Square
Purchase Decision	0,606

Source: Processed by Researchers, 2025.

In this study, the R Square value for purchasing decisions is 0.606, which means that 60.6% of the variables can be explained by content marketing and influencer marketing, while the remaining 39.4% are influenced by other factors outside the model. This value indicates that the model has a fairly good ability to explain the relationship between latent variables. In addition, the Q Square value of 0.606 indicates that the model has adequate predictive relevance.

Hypothesis Testing

Testing is done by looking at the p values of the inner model.

Table 5.
Hypothesis Testing

Description	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Content Marketing -> Purchase Decision	0,511	6,208	0,000	Accepted
Influencer Marketing -> Purchase Decision	0,381	3,403	0,000	Accepted

Source: Processed by Researchers, 2025.

If the p value is less than 0.05 then the hypothesis is accepted, indicating that there is a positive influence. Based on the table above, it can be seen that content marketing to purchasing decisions has a p value of 0.000 so that hypothesis 1 is accepted, then content marketing is proven to contribute to purchasing decisions. While influencer marketing to purchasing decisions has a p value of 0.000 so that hypothesis 2 is accepted, then influencer marketing is proven to contribute to purchasing decisions.

The Influence of Content Marketing on Purchasing Decision

Based on the results of the study, content marketing has a contribution to the purchase decision of the Skintific cushion on the Tiktok application. Therefore, the first hypothesis can be accepted, meaning that the better the content marketing strategy implemented, the higher the purchase decision.

From the test results, it is known that the dimensions and indicators with the highest loading factors in the content marketing variable are the first dimension of sharing motivation with the indicator of content following trends indicating that the audience is encouraged to share content because it is relevant to the topic being discussed. Then the reader cognition dimension with the indicator of easy-to-understand content indicates that the information conveyed is easy for the audience to understand without causing confusion. Then the persuasion dimension with the indicator of consistent content indicates that content that is uploaded regularly is able to create a positive perception of the product. Finally, the decision-making dimension with the indicator of content according to the facts

explains that accurate content can influence consumer purchasing decisions. Overall, these dimensions and indicators play a dominant role in the content marketing variable which ultimately drives purchasing decisions.

The results of this study are in line with research from Rahmayanti & Dermawan (2023) which shows that content marketing through social media has a significant influence on purchasing decisions. This finding confirms the importance of content marketing as a marketing strategy that aims to increase sales. Mahardini et al. (2023) also stated that content marketing is an effective strategy to influence purchasing decisions.

The Influence of Influencer Marketing on Purchasing Decision

Based on the research results, influencer marketing has a contribution to the purchase decision of the Skintific cushion on the Tiktok application. Therefore, the second hypothesis can be accepted, meaning that the better the credibility of the influencer, the higher the purchase decision.

From the test results, it is known that the indicator with the highest loading factor in each dimension is the reach dimension with the influencer popularity indicator which indicates that the more popular the influencer, the wider the audience reach. In the resonance dimension with the influencer indicator encouraging the audience to recommend the product, it means that the influencer has succeeded in creating audience involvement to recommend the product to others. Meanwhile, the relevance dimension with the influencer's ability to promote the product shows that the influencer is able to convey information clearly and convincingly so that it will influence the audience. Overall, this indicator plays a dominant role in each dimension of influencer marketing which ultimately drives the purchase decision of the Skintific cushion.

The results of this study are in line with research from Lestiyani & Purwanto (2024) which states that influencer marketing has a crucial role in influencing consumer behavior towards products. Recommendations from trusted influencers make consumers more likely to make purchases. Supported by research from Yasinta & Romauli Nainggolan (2023) which concluded that if a company increases the use of influencer marketing, the greater the likelihood of a purchase decision.

Although this study has provided an overview of purchasing decisions, there are limitations in the form of the number of samples used so that the findings cannot be generalized widely. In addition, this study does not cover all variables that have the potential to influence purchasing decisions, so there is still room for further development in subsequent studies.

CONCLUSION

Based on the test results, it was concluded that content marketing contributes to purchasing decisions. Skintific cushion content on TikTok is not only of high quality but also up-to-date, encouraging the audience to share it and creating purchasing motivation. Likewise, influencer marketing has a contribution to purchasing decisions. The popularity and ability of influencers make review content more credible and encourage purchases. Through this study, several suggestions can be found to be used as considerations, namely that Skintific is expected to continue to develop quality marketing content and follow trends. It is also expected that Skintific will collaborate with influencers who are not only

popular but also able to build audience engagement in order to create trust in the product, thereby encouraging purchasing decisions.

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