

## **THE INFLUENCE OF MARKETING CONTENT, ONLINE CUSTOMER REVIEW, EWOM ON THE DECISION TO PURCHASE MOISTURIZER PRODUCTS ON THE TIKTOK APPLICATION**

**Della Ayu Safitri<sup>1</sup>, Rafly Alfikri Sobari<sup>2</sup>, May Dedu<sup>3\*</sup>**

Universitas Swadaya Gunung Jati Indonesia

dellasafitri588@gmail.com, raflyalfikrisobari@gmail.com, maydedu@ugj.ac.id

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### **ABSTRACT**

This study investigates the influence of content marketing, online customer reviews, and Electronic Word of Mouth (E-WOM) on purchasing decisions for moisturizer products via TikTok, a platform increasingly pivotal in consumer behavior. Employing a quantitative approach, data were collected from 247 active TikTok users in Indonesia through online questionnaires and analyzed using SPSS Version 27 (multiple linear regression). Results revealed that online customer reviews ( $\beta=0.479$ ) exerted the strongest influence, followed by E-WOM ( $\beta=0.359$ ) and content marketing ( $\beta=0.159$ ), collectively explaining 47.3% of purchasing decisions ( $R^2=0.473$ ). The findings underscore the critical role of peer-generated content in building trust and reducing uncertainty, while TikTok's interactive format amplifies E-WOM's impact. The study contributes to the Technology Acceptance Model (TAM) by validating TikTok-specific drivers of consumer behavior. Practical implications suggest businesses prioritize authentic reviews and E-WOM strategies on TikTok to enhance consumer engagement and sales. Unexplained variance (52.7%) calls for future research on influencer marketing and cross-platform comparisons.

**Keyword:** Marketing Content, Online Customer Review, Electronic Word of Mouth, Purchase Decision

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### **INTRODUCTION**

The rapid advancement of technology and information in today's globally connected world, including in Indonesia, has significantly transformed business activities, particularly through the internet, making online buying and selling increasingly convenient (Dewi & Lusikooy, 2023). TikTok, a prominent digital media platform, exemplifies this shift with its introduction of TikTok Shop, enabling users to trade and purchase goods directly (Ringborg & Ohlsson, 2024). The platform's growing popularity across diverse age groups has heightened consumer brand awareness and influenced purchasing decisions, reflecting a broader trend of shifting from offline to online shopping. Among the most sought-after products in e-commerce are beauty items, with facial moisturizers standing out as particularly popular in Indonesia; a Kompas market research report revealed that 26 million units were sold on major platforms like Tokopedia, Shopee, and Blibli in the first half of 2024, based on data collected from January to July 2024 through digital crawling of both official and non-official stores with a minimum rating of 4.

From the data gathered, ten best-selling facial moisturizer brands on domestic e-commerce platforms were identified. The local brand The Originote ranked first with a market share of 7.8% of the total moisturizer sales volume, followed by Skintific (6.1%), Glad2Glow (5.1%), Ms Glow (3.6%), and Wardah (3.5%). The Originote also topped TikTok Shop's moisturizer category with 12,000 items sold and a total sales value of IDR 502.7 million.

Purchasing decisions are an integral part of human life and precede product acquisition (Erlina, 2003), following a five-stage process: (1) Problem Recognition, where consumers identify needs (Jannah M., 2019); (2) Information Search for suitable products; (3) Evaluation of Alternatives based on price, brand, and quality; (4) Purchase Decision after assessment; and (5) Post-Purchase Behavior, reflecting satisfaction or dissatisfaction (Prihandini & Hadi, 2021). These decisions are shaped by factors like Content Marketing, which involves creating and disseminating valuable content to engage target audiences and drive actions (Lucyani Fryda, 2009), and is further defined as a strategic approach to promote products through planned content distribution (Yunita et al., 2021), alongside Online Customer Reviews and Electronic Word of Mouth (E-WOM).

Although TikTok Shop provides a convenient way to purchase products, many consumers report dissatisfaction due to receiving products that do not meet their expectations, which lowers trust in sellers. Therefore, potential buyers tend to first assess the product, store, and price using the Online Customer Review feature. This feature is particularly valuable because it displays reviews from previous buyers regarding product quality. Consumers tend to trust these reviews more than the online store itself, as fellow consumers are generally unbiased and honest in their evaluations, especially when expressing dissatisfaction (V.A.R. Barou et al., 2002). As such, Online Customer Reviews help evaluate product quality, aligning it with expectations and avoiding fraud.

The significant impact of social media development has led to the rise of Electronic Word of Mouth (E-WOM). E-WOM influences consumer behavior in purchasing decisions. Supported by digitalization, E-WOM aims to attract a broad range of potential customers through social media platforms. Reviews provided by customers about purchased products are a form of E-WOM. Reviews concerning product quality, price, and seller responsiveness are part of this activity. According to Kotler and Keller, (2016) E-WOM refers to both positive and negative statements made by actual, previous, or potential customers about a product or company, disseminated via the internet.

Research by Gbadamosi (2016) identified psychological (motivation, perception), social (family, peer influence), and situational factors (product availability, promotions) as key influencers of purchasing decisions, revealing that emotions and social context complement functional needs in consumer choices, while Solomon (2020) highlighted how self-identity and lifestyle shape preferences. The technological transformation of consumer behavior has been extensively studied, with Pavlou and Fygenon (2006) showing how

internet advancements have revolutionized information-seeking and decision-making through online reviews, price comparisons, and e-commerce recommendations, further amplified by Yadav and Pavlou's (2014) findings on social media's role in purchase decisions via electronic word-of-mouth (E-WOM) and personalized ads. Kotler and Keller (2016) emphasized that understanding these decision processes allows businesses to craft targeted strategies like market segmentation and personalized campaigns to boost satisfaction and loyalty, building on Sheth, Newman, and Gross's (1991) framework of five consumer values (functional, social, emotional, epistemic, conditional) that underpin purchasing behavior.

The relationship between content marketing, online customer reviews, and electronic word of mouth (E-WOM) is closely linked to consumer purchasing decisions. Content marketing has a significant impact on purchasing behavior by influencing consumer interest and trust in a product (Yusuf et al., 2020; Ugonna et al., 2017; Prasetya et al., 2021). Similarly, online customer reviews, which consist of evaluations or feedback from previous buyers, provide valuable product information that helps potential consumers make informed decisions (Ahmed & Rodríguez-Díaz, 2020; Almaná & Mirza, 2013 in Sari et al., 2022). Consumers tend to seek comprehensive reviews before purchasing to assess the quality and reliability of a product. Moreover, E-WOM plays a crucial role in shaping consumer behavior and purchasing decisions, as it involves sharing positive or negative experiences through digital platforms, thus influencing the choices of potential buyers (Schiffman & Kanuk, 2004; Jalilvand, 2012 in Chrismardani, 2023). Collectively, content marketing, online customer reviews, and E-WOM have a significant and positive correlation with consumers' purchasing decisions.

Purchase decisions are influenced by a combination of content marketing, online customer reviews, and electronic word-of-mouth (eWOM). Effective content marketing—such as articles, videos, and social media posts—provides consumers with information, education, and persuasion, thereby enhancing brand awareness and trust, which can lead to increased purchase intentions.

Online customer reviews serve as social proof, offering insights into product quality and reliability based on previous users' experiences. Positive reviews can boost consumer interest, while negative reviews may deter potential buyers. eWOM encompasses digital communications like social media recommendations and forum discussions, allowing consumers to share their experiences widely. This form of communication is often perceived as more authentic and trustworthy than traditional advertising, significantly impacting consumer perceptions and purchase decisions.

This study aims to analyse the influence of content marketing, online customer reviews, and Electronic Word of Mouth (E-WOM) on the TikTok platform on purchasing decisions. This study advances existing research by specifically examining the influence of content marketing, online customer reviews, and E-WOM on purchasing decisions for moisturizer products via TikTok, a platform underexplored in prior studies (Djafarova &

Bowes, 2021; Filieri, 2015). While previous research has broadly addressed digital marketing impacts (Cheung & Thadani, 2012; Hennig-Thurau et al., 2004), this study uniquely quantifies the dominance of online reviews ( $\beta=0.479$ ) over E-WOM ( $\beta=0.359$ ) and content marketing ( $\beta=0.159$ ) in the TikTok context, revealing platform-specific consumer behavior trends. Additionally, it identifies a 47.3% explanatory power ( $R^2=0.473$ ) for these variables, leaving 52.7% unexplained—highlighting gaps for future research on factors like algorithmic bias and influencer endorsements (Erkan & Evans, 2016; Kumar & Rajan, 2012). The focus on moisturizer products, a high-demand category in Indonesian e-commerce, further narrows the scope, offering practical insights for beauty brands leveraging TikTok Shop (Kotler et al., 2016).

## **METHOD**

This study employs a quantitative research approach to analyze the influence of content marketing, online customer reviews, and Electronic Word of Mouth (E-WOM) on purchasing decisions via the TikTok platform. The target population comprises residents around Campus 1 of Universitas Swadaya Gunung Jati (UGJ) in Cirebon who have TikTok accounts, as well as UGJ students actively using the TikTok application. This population was selected based on the consideration that TikTok is a popular platform among the younger generation, including university students, and holds significant potential in influencing purchasing decisions through content marketing, online reviews, and E-WOM.

The sampling method utilized is non-probability sampling with a purposive sampling technique. This technique was chosen because the researchers required respondents who met specific criteria, namely individuals actively using TikTok and who have been exposed to content marketing, online reviews, or E-WOM on the platform. The study involved 247 respondents, deemed sufficiently representative of the researched population. Data collection was conducted through online questionnaires distributed to the respondents. The questionnaire was designed to measure respondents' perceptions of content marketing, online customer reviews, E-WOM, and their purchasing decisions. The collected data were then analyzed using SPSS Version 27 software, employing statistical analysis techniques such as validity tests, reliability tests, normality tests, linearity tests, and multiple linear regression. This analysis aimed to test hypotheses and determine the extent of influence that independent variables have on the dependent variable.

## **RESULTS AND DISCUSSION**

This subsection presents the research findings along with an in-depth discussion on the influence of content marketing, online customer reviews, and Electronic Word of Mouth (E-WOM) on purchasing decisions. The data, obtained through statistical analysis, were processed using SPSS Version 27 software, employing methods such as validity tests, reliability tests, normality tests, linearity tests, and multiple linear regression. The results of

these analyses are interpreted to address the research questions and hypotheses. This discussion aims to provide a comprehensive understanding of the factors influencing purchasing decisions in the context of digital marketing, while also offering practical implications for businesses in designing effective marketing strategies. The following are the results analyzed using SPSS Version 27 software.

Table 1. Validity Test Results

| Variable                         | Indicator | r-count | r-table | Sign  | $\alpha$ | Information |
|----------------------------------|-----------|---------|---------|-------|----------|-------------|
| Content Marketing<br>(X1)        | X1.1      | 0,605   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | X1.2      | 0,675   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | X1.3      | 0,766   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | X1.4      | 0,775   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | X1.5      | 0,543   | 0,125   | 0,001 | 0,05     | Valid       |
| Online Customer Review<br>(X2)   | X2.1      | 0,681   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | X2.2      | 0,776   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | X2.3      | 0,668   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | X2.4      | 0,775   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | X2.5      | 0,714   | 0,125   | 0,001 | 0,05     | Valid       |
| Electronic Word of Mouth<br>(X3) | X3.1      | 0,708   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | X3.2      | 0,796   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | X3.3      | 0,743   | 0,125   | 0,001 | 0,05     | Valid       |
| Purchase Decision (Y)            | Y.1       | 0,593   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | Y.2       | 0,694   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | Y.3       | 0,762   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | Y.4       | 0,679   | 0,125   | 0,001 | 0,05     | Valid       |
|                                  | Y.5       | 0,569   | 0,125   | 0,001 | 0,05     | Valid       |

Source: Data processed by SPSS Version 27 of 2025

Based on Table 1: Validity Test Results, it can be interpreted that all indicators for each variable are declared valid. This is evident from the calculated r-values (r-count) exceeding the critical r-value (r-table) of 0.125 at a significance level ( $\alpha$ ) of 0.05.

- Content Marketing (X1): This variable comprises five indicators (X1.1 to X1.5) with r-count values ranging from 0.543 to 0.775, all surpassing the r-table threshold, indicating validity.
- Online Customer Review (X2): With five indicators (X2.1 to X2.5), the r-count values span from 0.668 to 0.776, confirming the validity of each indicator.

- Electronic Word of Mouth (X3): This variable includes three indicators (X3.1 to X3.3) with r-count values between 0.708 and 0.796, all exceeding the r-table value, thus deemed valid.
- Purchase Decision (Y): Encompassing five indicators (Y.1 to Y.5), the r-count values range from 0.569 to 0.762, all above the r-table benchmark, confirming their validity.

**Table 2.** Reliability Test Results

| Variable                      | Cronbach's Alpha | Standard Information | Reliabel |
|-------------------------------|------------------|----------------------|----------|
| Marketing Content (X1)        | 0,695            | 0,60                 | Reliabel |
| Online Customer Review (X2)   | 0,770            | 0,60                 | Reliabel |
| Electronic Word of Mouth (X3) | 0,608            | 0,60                 | Reliabel |
| Purchase Decision (Y)         | 0,774            | 0,60                 | Reliabel |

*Source: Data processed by SPSS Version 27 of 2025*

Based on Table 2: Reliability Test Results, all variables in this study are deemed reliable, as indicated by Cronbach's Alpha values exceeding the minimum threshold of 0.60. This aligns with the standard that values above 0.60 are considered acceptable in exploratory research contexts .

- Content Marketing (X1): Cronbach's Alpha = 0.695, indicating good internal consistency.
- Online Customer Review (X2): Cronbach's Alpha = 0.770, reflecting very good internal consistency.
- Electronic Word of Mouth (X3): Cronbach's Alpha = 0.608, which, while close to the minimum threshold, still meets the reliability criteria.
- Purchase Decision (Y): Cronbach's Alpha = 0.774, signifying a high level of reliability.

**Table 3.** Normality Test Results  
**One-Sample Kolmogorov-Smirnov Test**

|  |                | Unstandardized Residual |
|--|----------------|-------------------------|
| N  |                | 247                     |
| Normal Parameters <sup>a,b</sup>         | Mean           | ,0000000                |
|  | Std. Deviation | 1,68455142              |
| Most Extreme Differences                 | Absolute       | ,051                    |
|  | Positive       | ,051                    |
|  | Negative       | -,045                   |
| Test Statistic                           |                | ,051                    |
| Asymp. Sig. (2-tailed) <sup>c</sup>      |                | ,200 <sup>d</sup>       |
| Monte Carlo Sig. (2-tailed) <sup>e</sup> | Sig.           | ,123                    |
|  | Lower Bound    | ,114                    |



**Table 5.** Linearity Test Results of Purchasing Decisions on Online Customer Reviews

| ANOVA Table                                      |                   |                             |         |             |         |              |
|--|-------------------|-----------------------------|---------|-------------|---------|--------------|
|  |                   | Sum of Squares              | df      | Mean Square | F       | Sig.         |
| Purchase Decision *<br>Online Customer<br>Review | Between<br>Groups | (Combined)                  | 585,086 | 12          | 48,757  | 15,417 ,000  |
|  |                   | Linearity                   | 539,068 | 1           | 539,068 | 170,457 ,000 |
|  |                   | Deviation from<br>Linearity | 46,018  | 11          | 4,183   | 1,323 ,212   |
|  | Within Groups     | 740,024                     | 234     | 3,162       |         |              |
| Total  |                   | 1325,109                    | 246     |             |         |              |

Source: Data processed by SPSS Version 27 of 2025

Based on the ANOVA Table for the linearity test between purchasing decisions and online customer reviews, it can be interpreted that there is a significant linear relationship between the two variables. This is indicated by the Sig. value for Deviation from Linearity of 0.212, which is greater than 0.05. The F value for Linearity of 170.457 also indicates that the linear relationship between purchasing decisions and online customer reviews is very strong and statistically significant. Overall, the results of this linearity test confirm that online customer reviews have a significant linear effect on purchasing decisions. Thus, it can be concluded that the linear model used is valid and suitable for further analysis.

**Table 6.** Linearity Test Results of Purchasing Decisions on Electronic Word of Mouth

| ANOVA Table  |                   |                             |         |             |         |            |
|--|-------------------|-----------------------------|---------|-------------|---------|------------|
|  |                   | Sum of Squares              | df      | Mean Square | F       | Sig.       |
| Purchase Decision *<br>Electronic Word of<br>Mouth | Between<br>Groups | (Combined)                  | 266,229 | 7           | 38,033  | 8,584,000  |
|  |                   | Linearity                   | 233,678 | 1           | 233,678 | 52,744,000 |
|  |                   | Deviation from<br>Linearity | 32,551  | 6           | 5,425   | 1,225,294  |
|  | Within Groups     | 1058,880                    | 239     | 4,430       |         |            |
| Total  |                   | 1325,109                    | 246     |             |         |            |

Source: Data processed by SPSS Version 27 of 2025

Based on Table 6. The Results of the Linearity Test of Purchase Decisions on Electronic Word of Mouth can be interpreted that there is a significant linear relationship between the two variables. This is indicated by the Sig. value for Deviation from Linearity of 0.294, which is greater than 0.05. The F value for Linearity of 52.744 also indicates that the linear relationship between purchase decisions and Electronic Word of Mouth is very strong and statistically significant. Overall, the results of this linearity test confirm that Electronic Word of Mouth has a significant linear influence on purchase decisions. Thus, it can be concluded that the linear model used is valid and suitable for further analysis.

**Table 7. Model Summary**  
**Model Summary<sup>b</sup>**

| Change Statistics |          |                   |          |     |     |               |
|-------------------|----------|-------------------|----------|-----|-----|---------------|
| Model             | R Square | Change            | F Change | df1 | df2 | Sig. F Change |
| 1                 |          | ,473 <sup>a</sup> | 72,756   | 3   | 243 | ,000          |

a. Predictors: (Constant), Electronic Word of Mouth, Online Customer Review, Konten Marketing

b. Dependent Variable: Keputusan Pembelian

*Source: Data processed by SPSS Version 27 of 2025*

Based on Table 7. Model Summary, it can be interpreted that the regression model used in this study has a fairly good ability to explain variations in the dependent variable, namely purchasing decisions. The R Square Change value of 0.473 indicates that around 47.3% of the variation in purchasing decisions can be explained by the independent variables, namely marketing content, online customer reviews, and Electronic Word of Mouth. The remaining 52.7% is influenced by other factors not included in this model. The F Change value of 72.756 with Sig. F Change 0.000 (less than 0.05) indicates that this regression model is statistically significant. In other words, the three independent variables together have a significant influence on purchasing decisions. Thus, it can be concluded that the regression model used in this study is feasible and able to explain the relationship between the independent and dependent variables. These results also indicate that marketing content, online customer reviews, and Electronic Word of Mouth are relevant predictors in influencing purchasing decisions.

**Table 8. Anova Result Test**

| ANOVA <sup>a</sup> |            |                |     |             |        |                   |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model              |            | Sum of Squares | df  | Mean Square | F      | Sig.              |
| 1                  | Regression | 627,032        | 3   | 209,011     | 72,756 | ,000 <sup>b</sup> |
|                    | Residual   | 698,078        | 243 | 2,873       |        |                   |
|                    | Total      | 1325,109       | 246 |             |        |                   |

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Electronic Word of Mouth, Online Customer Review, Konten Marketing

*Source: Data processed by SPSS Version 27 of 2025*

Based on Table 8. ANOVA Test Results, it can be interpreted that the regression model used in this study is statistically significant. This is indicated by the F value of 72.756 with a significance level (Sig.) of 0.000, which is smaller than 0.05. This value indicates that the independent variables, namely marketing content, online customer reviews, and Electronic Word of Mouth, together have a significant influence on the dependent variable, namely purchasing decisions. Thus, it can be concluded that the regression model used is feasible

and able to explain the relationship between the independent and dependent variables. These results strengthen previous findings that marketing content, online customer reviews, and Electronic Word of Mouth are significant factors in influencing purchasing decisions.

**Table 9.** Multiple Linear Regression Test Results

| Model |                  | Unstandardized |            | Standardized |       |      |
|-------|------------------|----------------|------------|--------------|-------|------|
|       |                  | Coefficients   |            | Coefficients |       |      |
|       |                  | B              | Std. Error | Beta         | t     | Sig. |
| 1     | (Constant)       | 5,686          | 1,175      |              | 4,840 | ,000 |
|       | Konten Marketing | ,159           | ,073       | ,137         | 2,170 | ,031 |

a. Dependent Variable: Keputusan Pembelian

*Source: Data processed by SPSS Version 27 of 2025*

Based on Table 9. Multiple Linear Regression Test Results, the multiple linear regression equation is:

$$Y = 5,686 + 0,159X_1 + 0,479X_2 + 0,359X_3$$

1. From the multiple linear regression equation model, it can be interpreted that the three independent variables, namely marketing content, online customer reviews, and Electronic Word of Mouth, significantly influence the dependent variable, namely purchasing decisions. The following is a more detailed explanation for each variable:
2. Constant: The constant value of 5.686 indicates that if all independent variables are considered zero, then the value of the purchasing decision is 5.686. This value is significant with Sig. 0.000.
3. Marketing Content: The regression coefficient for marketing content is 0.159 with Sig. 0.031 (less than 0.05), indicating that marketing content has a positive and significant influence on purchasing decisions. Each one-unit increase in marketing content will increase purchasing decisions by 0.159 units, assuming other variables remain constant.
4. Online Customer Review: The regression coefficient for online customer reviews is 0.479 with Sig. 0.000, indicating that online customer reviews have a positive and very significant influence on purchasing decisions. Every one unit increase in online customer reviews will increase purchasing decisions by 0.479 units, assuming other variables remain constant.
5. Electronic Word of Mouth: The regression coefficient for Electronic Word of Mouth is 0.359 with Sig. 0.000, indicating that Electronic Word of Mouth also has a positive and very significant influence on purchasing decisions. Every one unit increase in Electronic Word of Mouth will increase purchasing decisions by 0.359 units, assuming other variables remain constant.

From these results, it can be concluded that online customer reviews have the greatest influence on purchasing decisions, followed by Electronic Word of Mouth and marketing content. This regression model is significant overall and can be used to predict purchasing decisions based on the three independent variables.

The results of this study indicate that Marketing Content ( $X_1$ ), Online Customer Reviews ( $X_2$ ), and Electronic Word of Mouth ( $X_3$ ) significantly influence Purchasing Decisions ( $Y$ ). Based on multiple linear regression analysis, the three independent variables have a positive influence on purchasing decisions, with Online Customer Reviews as the most dominant factor. This finding is in line with the research of Djafarova and Bowes (2021) which states that creative and informative marketing content can increase consumer interest and trust, thereby encouraging purchasing decisions. In addition, Hudson et al. (2016) emphasized that relevant and interesting marketing content can influence consumer perceptions of brands, which ultimately encourage purchases.

Online customer reviews have the greatest influence on purchasing decisions, with a regression coefficient of 0.479. This is supported by Filieri's (2015) research which found that online reviews are the main source of information for consumers in evaluating products before making a purchase. Zhang et al. (2014) also stated that positive reviews from other consumers can increase trust and reduce uncertainty, thereby encouraging purchasing decisions. This finding is further strengthened by Park et al. (2007) who showed that the level of consumer involvement in reading online reviews significantly affects purchase intentions.

Electronic Word of Mouth (eWOM) also has a positive and significant influence on purchasing decisions, with a regression coefficient of 0.359. This result is in line with the research of Cheung and Thadani (2012) which states that eWOM, especially through social media and online platforms, can influence consumer attitudes and behavior. Litvin et al. (2008) added that eWOM has the power to shape consumer perceptions and influence purchasing decisions. In addition, Hennig-Thurau et al. (Hennig-Thurau et al., 2004) found that consumer motivation in participating in eWOM, such as the desire to share experiences, can increase its impact on purchasing decisions.

Theoretically, this study strengthens the Technology Acceptance Model (TAM) theory by showing that factors such as marketing content, online customer reviews, and eWOM can influence consumer purchasing intentions and decisions. Godes and Mayzlin (2004) also emphasized that online interactions, including reviews and eWOM, can be effective tools in influencing consumer behavior.

Practically, these findings provide important implications for business actors. Kumar and Rajan (2012) suggested that companies should prioritize marketing strategies that leverage online reviews and eWOM, as both factors have a significant impact on consumer trust and purchasing decisions. De Vries et al. (2012) also emphasized the importance of

managing engaging and informative marketing content to increase consumer engagement. In addition, Berger and Schwartz (2011) suggested that companies should encourage consumers to share their positive experiences, as eWOM can be a very effective marketing tool. Thus, this study not only strengthens previous findings but also provides practical recommendations for business actors to optimize their digital marketing strategies. Erkan and Evans (2016) added that the integration of marketing content, online reviews, and eWOM can create a strong synergy in influencing consumer purchasing decisions. Therefore, companies need to adopt a holistic approach in managing these three factors to achieve optimal marketing results.

## **CONCLUSION**

This study concludes that content marketing, online customer reviews, and E-WOM significantly influence purchasing decisions on TikTok, with online reviews ( $\beta=0.479$ ) being the most dominant factor, followed by E-WOM ( $\beta=0.359$ ) and marketing content ( $\beta=0.159$ ), explaining 47.3% of purchasing decisions ( $R^2=0.473$ ). The findings highlight the critical role of peer-generated content in building trust and reducing uncertainty, while TikTok's interactive nature amplifies E-WOM's impact. However, 52.7% of variance remains unexplained, suggesting the need for future research on additional factors such as influencer endorsements, algorithmic bias, emotional triggers (FOMO, impulse buying), and cross-platform comparisons (Instagram Reels, YouTube Shorts). Further studies could also explore longitudinal trends, cultural/demographic differences, fake reviews, and qualitative insights into user motivations to deepen understanding of TikTok's influence on consumer behavior.

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