Content Marketing on TikTok and Online Reviews: Impact on Purchase Intentions and Decisions for Gen Z in Indonesia

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Article Info	Abstract
	This study try to test the content marketing, online customer reviews, and consumer behavior, namely purchasing decisions and mediated by a preference or purchase interest approach. Local brand bag fashion is a growing trend in society, supported by the major role of social media progress, namely TikTok, especially among generation Z. However, business actors need to understand the characteristics of the TikTok platform and its users well. The existence of interesting marketing content, the creation of online consumer reviews, this can increase consumer interest and ultimately make consumers interested in buying products. The research method used a Google Form questionnaire involving 266 respondents. The purposive sampling is used in this research with the criteria of generation Z who bought local brand bags on the TikTok platform. SMART PLS 4.0 was used to evaluate the data. The study's findings demonstrated that: content marketing significantly and favorably influenced consumer behavior; content marketing significantly and favorably influenced preferences; preferences significantly and favorably influenced consumer behavior; customer reviews significantly and favorably influenced consumer behavior; customer reviews significantly and favorably influenced preferences; content marketing significantly and favorably influenced consumer behavior with preference mediation; and content marketing significantly and favorably influenced consumer behavior with preference mediation.

INTRODUCTION

Indonesia's local products have gained renewed attention in recent years, experiencing rapid annual growth. Notably, Generation Z has emerged as the primary consumer base. This rise in local brand popularity among Gen Z has sparked the viral #LocalPride movement on social media, marking the resurgence of local brands in Indonesia's fashion industry, particularly in clothing lines. These brands independently produce and market items like clothes, jackets, accessories, and bags (Gunawan, 2019). Events like Jakarta Clothing Expo (Jakcloth) and Basha Market 2023 have showcased this enthusiasm. Basha Market, which connects creative industry players, featured 140 curated local brands in its ninth edition under the theme "Planet Z." These brands were evaluated for product quality, design, and social media branding. Co-founder Cristie Erin highlighted Basha Market's mission as a platform for Gen Z expression, targeting Indonesia's substantial Gen Z population (Redaksi Global News, 2023).

This trend underscores the significant role of the fashion industry in Indonesia's economic growth, contributing to the nation ranking ninth in global fashion revenue in 2019 (Putri, 2021). While Western influences like the US and Europe remain, Asian fashion particularly from Japan and Korea has gained its own identity. Gen Z, aged 12 to 29, prefers simple designs and practical styles for daily activities like college or social gatherings. Events like Basha Market reflect their strong interest, with many praising the world-class quality of local brands (Redaksi Global News, 2023).
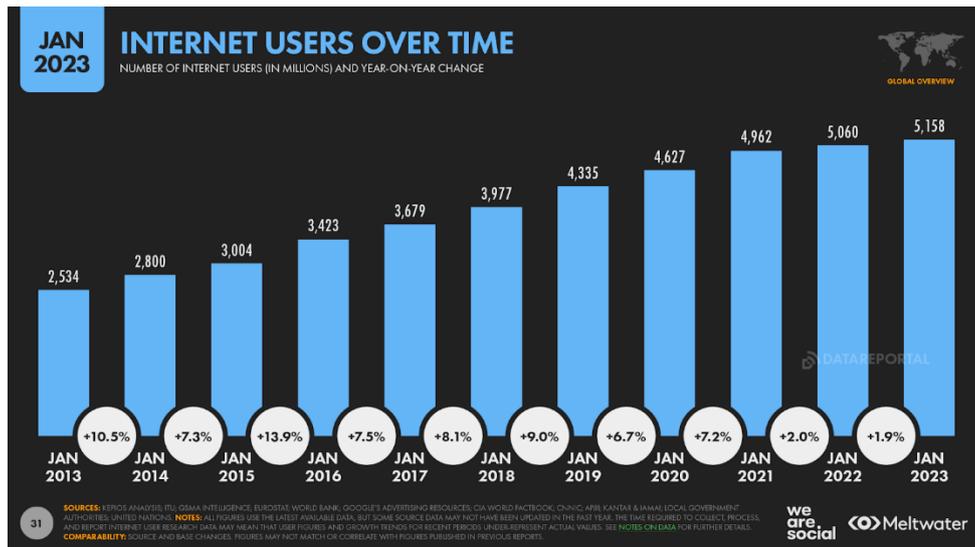
Figure 1. Intermet Users Data 2023
Source: we are social

According to the "We Are Social" report, internet usage in Indonesia continues to rise, reaching 212.9 million users by January 2023. This is out of Indonesia's population 276.4 million, comprising 49.7 % women, 50.3 % men, with an annual growth of 5.2%. Generation Z, also known as the "internet generation," has grown up in the era of information technology, characterized by their strong reliance on digital interaction. As noted by Arianto & Difa (2020), Generation Z possesses the following traits: (1) highly active on social media; (2) tech-savvy; (3) expressive, showing tolerance for cultural differences and environmental awareness; and (4) adept at multitasking.

Social media platforms play a crucial role in Generation Z's daily lives. Platforms like Instagram, TikTok, and Facebook serve as channels for sharing information, personal messages, and even conducting online shopping. Beyond being tools for digital social interaction, social media has become a powerful business platform. Many businesses now leverage these platforms for marketing, enabling broader market reach. Among these platforms, TikTok has gained significant popularity among Generation Z. According to Data Reportal (2023), TikTok's user base has been growing consistently, making it the third most-used social media platform in Indonesia. The top three platforms YouTube, Facebook also TikTok. This highlights TikTok's substantial role in shaping digital communication and engagement within Generation Z.

Figure 2. Ranking of Social Media Platforms in Indonesia

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Social media has become an integral part of daily life, especially for Generation Z, with many unable to imagine life without it. TikTok, one of the most popular platforms since 2020, revolutionized social media through its short video format (15–60 seconds), enabling users to express themselves creatively. It also features content like education, tips, reviews, and live interactions, making it influential in various sectors, particularly business marketing.

Research by Sumiati (2023) found that content marketing, product reviews, design, and pricing positively and significantly impact consumer purchase interest for TaseNyong brand bags. Similarly, Mukarromah et al. (2022) concluded that content marketing positively influences purchase interest, which in turn affects purchasing decisions. However, brand image has no direct effect on purchase decisions, and purchase interest doesn't mediate the content marketing's impact. This highlights the importance of good promotion and excellent service—whether online or offline—in shaping consumer interest. These studies contribute to understanding factors influencing consumer behavior, with Sumiati's research focusing on Instagram followers and Mukarromah et al. analyzing Tokopedia users, underscoring the role of content marketing in driving purchase decisions.

State of The Art

The Stimulus-Response (S-R) Theory, influenced by psychology, describes communication as a simple action-reaction process involving a message (stimulus), a receiver, and a response (effect). According to Mulyana in Amalia (2020), communication occurs through verbal or nonverbal exchanges, aiming to elicit and respond to stimuli. Daryanto and Rahardjo in Amalia (2020) emphasize that the receiver's role is often overlooked, as their response may depend on external stimuli, personal factors, or symbols beyond their control. Communication effects include cognitive (knowledge acquisition), affective (changes in beliefs or emotions), and behavioral (action or reinforcement) outcomes, highlighting the multifaceted impact of messages on individuals (Rustan & Hakki, 2017).

Social Judgment Theory

Social Judgment Theory examines how individuals evaluate information or statements in various contexts. Introduced by Muzafer Sherif, the theory explores how people assess messages and how these evaluations influence existing beliefs (Safitri et al., 2021). This process involves forming attitudes—acceptance, rejection, or neutrality—based on the evaluation of received information (Situmeang, 2020).

Preference Theory (Purchase Interest)

Purchase interest is the potential a consumer has to buy a product, forming a crucial part of consumer behavior before a purchase decision. It arises when consumers evaluate options, weighing the expected benefits against costs; if the benefits surpass the costs, interest increases (Kurniawan, 2020). According to Kotler (2017), this interest involves planning based on experiences and information about similar products. Agusty Ferdinand (in Amalia, 2020) identifies four indicators of purchase interest: transactional, referential, preferential, and exploratory interest (seeking information about the desired product).

Content Marketing

Content marketing aims to attract consumers and drive purchases through digital strategies that create and share valuable, relevant, and consistent content. According to Amalia (2020), it involves planning, creating, and distributing content to engage audiences. Firmansyah (2020) mentions that content can include videos, images, articles, and research. Milhinhos (in Amalia, 2020) identifies six key indicators: relevance, accuracy, value, understandability, accessibility, and consistency.

Content Review

Mo et al. (2015) define content review as product evaluation based on user experience, usually presented in videos or photos. Key indicators of content review include: description rating (consumer feedback on product description, design, and price), logistic rating (evaluating product availability), service rating (assessment of seller service), quantity of picture reviews (using images to show product

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quality and issues), quantity of additional reviews (reflecting post-purchase experiences), and quantity of cumulative reviews (total reviews posted within a month).

Consumer Behaviour

The acts of individuals, groups, or organizations in choosing and utilizing products to satisfy their needs and desires are referred to as consumer behavior (Kotler, 2017). Purchase decisions are influenced by the environment, which plays a crucial role in consumer behavior.

Hypothesis and Conceptual Framework

This study differs from previous research by including the preference approach variable as an intervening variable between the independent-dependent variables. It focuses on the TikTok platform with Generation Z as the sample, as detailed in the framework Figure 3. The hypothesis:

H1: Content marketing positive-significant effects consumer behavior.

H2: Content marketing positive-significant effects preference.

H3: Preference positive-significant effects consumer behavior.

H4: Customer reviews positive-significant effects consumer behavior.

H5: Customer reviews positive-significant effects preference.

H6: Content marketing positive-significant effects consumer behavior through preference as an intervening variable.

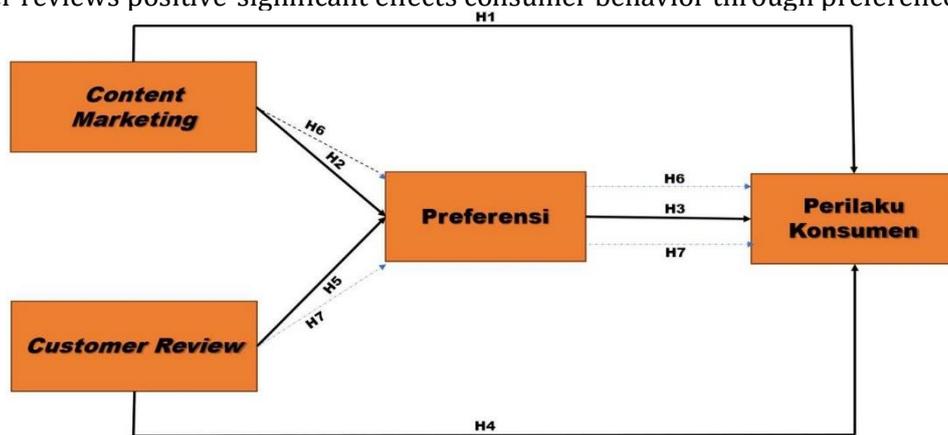H7: Customer reviews positive-significant effects consumer behavior through preference.

Figure 3. Conceptual Framework

METHODS

Sample and Population

Its study population consists of Generation Z in Bandar Lampung. Using purposive sampling, the study targets Generation Z who purchase local brand bags on TikTok (Sugiono, 2015).

Operational Definition of Variables

1. Dependent Variables (Y)
   a. Preference approach explains consumer desire for a product through actions like choosing, recommending, and decision-making (Masyithoh & Novitaningtyas, 2021).
   b. Consumer behavior refers to actions in selecting, purchasing, or consuming products (Kotler, 2017).
2. Independent Variables (X)
   a. Content marketing, a modern strategy where businesses plan, create, also distribute content to serve as marketing communication for their products/services (Mo et al., 2015).
   b. Customer review is consumer feedback on purchased or used products, often shared through photos and videos (Situmeang, 2020).

Data Collection Method

Data study collected by interviews and questionnaires. Interviews involve a meeting between two

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individuals to exchange information and ideas through a question-and-answer process, constructing meaning on a specific topic (Sugiono, 2015). Questionnaires consist of a series of questions designed to gather respondent feedback through forms, written correspondence, or direct interaction (Sugiono, 2015). A Likert scale questionnaire is employed to measure variables, evaluating respondent perceptions based on their level of agreement or disagreement on a 1-to-5 interval scale.

Data Analysis Technique

This study uses statistical methods like Partial Least Squares (PLS) and Outer Model to ensure data validity-reliability. These techniques assess relationships among latent and manifest variables.
1. Partial Least Squares (PLS) Method
    This study uses PLS with Smart PLS 7.0, a variance-based Structural Equation Modeling (SEM) approach, suitable for analyzing multiple dependent and independent variables (Sugiono, 2015).
2. Outer Model Analysis
    The Outer Model tests internal validity and reliability by linking latent variables to their indicators. Latent variables are categorized as:
    a. Exogenous (independent): Content Marketing (CM) (X1) and Customer Review (CR) (X2).
    b. Endogenous (dependent): Preference Approach (PP) (Y1) and Consumer Behavior (PK) (Y2). Tests include the validity of:
        1) Convergent
        2) Discriminant
        3) Reliability

Hyphotesis Test

The explanatory research approach uses Partial Least Squares (PLS), where hypothesis testing is done by examining t-statistic and probability values. For a 5% significance level, the t-stat = 1.96.

RESULTS AND DISCUSSION

Data was collected through a questionnaire, gathering 266 responses, mostly from TikTok users residing in Lampung, representing 85% of respondents.

Validity Test Result

All questionnaire items were valid (> 0.7). Here the results.

Table 1. The Outer Loading from 266 Respondenst

	X1	X2	Y	Z
X1.2	0.778			
X1.3	0.78			
X1.4	0.8			
X1.5	0.761			
X1.6	0.793			
X1.7	0.797			
X1.8	0.783			
X1.9	0.744			
X2.12		0.837		
X2.13		0.83		
X2.14		0.787		
X2.15		0.824		
X2.16		0.797		
X2.6		0.756		
X2.7		0.769		
Y1.10			0.891	
Y1.11			0.879	
Y1.13			0.793	
Y1.15			0.861	
Y1.4			0.733	
Y1.8			0.776	

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Y1.9	0.884	
Z1.10		0.762
Z1.11		0.726
Z1.12		0.761
Z1.2		0.756
Z1.3		0.796
Z1.4		0.765
Z1.5		0.802
Z1.6		0.811
Z1.7		0.806
Z1.8		0.726
Z1.9		0.757

Source: The data was processed using SmartPLS version 4.1, 2024

Average Variance Extracted (AVE) Test Result

The AVE values > 0.5 indicate that the research instruments meet the convergent validity criteria.

Table 2. AVE Result

Variable	Average variance extracted (AVE)
X1	0.608
X2	0.641
Y	0.694
Z	0.593

Source: The data was processed using SmartPLS version 4.1, 2024

Discriminant Validity Test Result

Each indicator within a construct shows higher loading scores in its own construct compared to others, confirming that the research instruments meet the discriminant validity criteria.

Table 3. Discriminant Validity Test Result

	X1	X2	Y	Z
X1.2	0.778	0.458	0.5	0.581
X1.3	0.78	0.53	0.466	0.522
X1.4	0.8	0.524	0.488	0.564
X1.5	0.761	0.546	0.494	0.522
X1.6	0.793	0.573	0.493	0.564
X1.7	0.797	0.553	0.52	0.583
X1.8	0.783	0.594	0.523	0.6
X1.9	0.744	0.46	0.447	0.566
X2.12	0.525	0.837	0.579	0.593
X2.13	0.561	0.83	0.528	0.562
X2.14	0.481	0.787	0.516	0.505
X2.15	0.575	0.824	0.605	0.643
X2.16	0.567	0.797	0.552	0.572
X2.6	0.518	0.756	0.51	0.494
X2.7	0.576	0.769	0.567	0.56
Y1.10	0.55	0.604	0.891	0.713
Y1.11	0.542	0.611	0.879	0.707
Y1.13	0.477	0.532	0.793	0.577
Y1.15	0.536	0.578	0.861	0.673
Y1.4	0.552	0.514	0.733	0.676
Y1.8	0.439	0.502	0.776	0.547
Y1.9	0.568	0.664	0.884	0.709
Z1.10	0.618	0.514	0.587	0.762
Z1.11	0.542	0.569	0.677	0.726
Z1.12	0.561	0.579	0.728	0.761
Z1.2	0.623	0.512	0.62	0.756

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Z1.3	0.631	0.604	0.632	0.796
Z1.4	0.472	0.504	0.56	0.765
Z1.5	0.504	0.543	0.554	0.802
Z1.6	0.533	0.538	0.556	0.811
Z1.7	0.552	0.579	0.606	0.806
Z1.8	0.528	0.523	0.607	0.726
Z1.9	0.531	0.478	0.558	0.757

Source: The data was processed using SmartPLS version 4.1, 2024

Reability Test Result

Variables have a value >0.7, so the variables are reliable and meet the Composite Reliability standards.

Table 4. Cronbach's Alpha and Composite Reliability Value

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
X1	0.908	0.908	0.925
X2	0.906	0.909	0.926
Y	0.925	0.93	0.94
Z	0.931	0.932	0.941

Source: The data was processed using SmartPLS version 4.1, 2024

Hyphotesis Test Result

Content Marketing (X1) positively and significantly affects Purchase Decision (Y) and Purchase Intention (Z), while OCR (X2) also positively influences these variables. Purchase Intention mediates the relationship Content Marketing and Purchase Decision, accepting all hypotheses.

Table 5. Hyphotesis Test Result

	Original sample (O)	T statistics (|O/STDEV|)	P values	Keterangan
X1 -> Y	0.632	13.544	0	H1 acccepted
X1 -> Z	0.726	19.976	0	H2 acccepted
Z -> Y	0.797	29.379	0	H3 acccepted
X2 -> Y	0.691	15.332	0	H4 acccepted
X2 -> Z	0.705	17.849	0	H5 acccepted
X1 -> Z -> Y	0.27	5.519	0	H6 acccepted
X2 -> Z -> Y	0.236	5.123	0	H7 acccepted

Source: The data was processed using SmartPLS version 4.1, 2024

Content Marketing Influences Purchase Decision

Content Marketing (X1) shows an original sample value of 0.632, T-stat. of 13.544 (>1.96), Prob. 0.000 <0.05, confirming a significant positive influence on Purchase Decision (Y), thus H1 is accepted. Social media content marketing impacts Gen Z's purchasing decisions, aligning with Safitri et al. (2021), which showed that Erigo's content marketing successfully attracted customers. The findings strengthen the theory that engaging content marketing affects purchase decisions. Since most Gen Z users rely on TikTok for entertainment and shopping, businesses should create captivating content that can go viral and appear on the For Your Page (FYP), ultimately boosting sales of local brand bags on TikTok.

Content Marketing Influences Purchase Intention

Content Marketing (X1) has an original sample value of 0.726, T-stat. 19.976 >1.96, Prob. 0.000 <0.05, confirming significant-positive effect on Purchase Intention (Z), thus H2 is accepted. This finding aligns with Mukarromah et al. (2022), Amalia (2020), and Situmeang (2020), highlighting that engaging and consistent content encourages consumers to interact with products. Content marketing, which includes videos, images, articles, and research findings (Firmansyah, 2020), can effectively attract consumer interest when managed consistently and creatively.

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Purchase Intention Influences Purchase Decision

Purchase Intention (Z) has an original sample value of 0.797, T-stat. 29.379 >1.96, Prob. 0.000 <0.05, confirming a significant positive influence on Purchase Decision (Y), thus H3 is accepted. This result aligns with Sumiati (2023), Augusta et al. (2019), and Safitri et al. (2021). Purchase intention is a key factor in buying decisions (Putri, 2021) and occurs when a consumer's desired product matches their choice, although it may not always materialize due to other factors. Therefore, businesses should respond quickly to customer requests to prevent delays in purchases.

OCR Influences Purchase Decision

OCR (X2) has an original sample value of 0.691, T-stat. 15.332 >1.96, Prob. 0.000 <0.05, confirming a significant positive influence on Purchase Decision (Y), thus H4 is accepted. This aligns with Sari & Sartika (2022). OCR provides reliable insights into product quality and service, as consumer reviews are often more trustworthy than business-created advertisements, helping potential buyers make informed purchase decisions.

OCR Influences Purchase Intention

OCR (X2) has an original sample value of 0.705, T-stat. 17.849 >1.96, Prob. 0.000 <0.05, confirming a significant positive effect on Purchase Intention (Z), thus H5 is accepted. This aligns with Mukarromah et al. (2022). Consumer reviews, especially among Gen Z buying local brand bags on TikTok, provide valuable insights into product price and quality, influencing potential buyers' purchase intentions.

Content Marketing Influences Purchase Decision Mediated by Purchase Intention

Content Marketing (X1) influences Purchase Decision (Y) through Purchase Intention (Z), showing an Original Sample 0.270, T-stat. of 5.519 >1.96, Prob. 0.000 <0.05, meaning Partial Mediation is present. Purchase Intention positively-significantly mediates the relationship between Content Marketing and Purchase Decision. This result aligns with previous research by Masyithoh & Novitaningtyas (2021), which showed that engaging content marketing, combined with customer testimonials, strengthens the connection between Content Marketing, Purchase Intention, and Purchase Decision. Effective content marketing provides clear product information, attracting consumer interest and driving purchases.

OCR Influences Purchase Decision Mediated by Purchase Intention

OCR (X2) influences Purchase Decision (Y) through Purchase Intention (Z), with an Original Sample value of 0.236, T-stat. 5.123 >1.96, Prob. 0.000 <0.05, indicating significant Partial Mediation. Before Purchase Intention, OCR positively affects Purchase Decision, and after mediation, it remains significant. This finding aligns with studies by Mo et al. (2015), Chen (2024), and Levrini & Dos Santos (2021), Levrini & Dos Santos (2021), showing that consumer reviews and feedback effectively drive potential buyers' interest. OCR provides independent and trustworthy product insights, helping consumers evaluate products before purchasing, thereby influencing Purchase Intention and facilitating Purchase Decision.

CONCLUSIONS AND SUGGESTIONS

The study concludes that a combination of consistent content marketing on TikTok and effective OCR management can significantly influence Generation Z's purchase intention and decision for local brand bags. A holistic strategy that focuses on consumer needs and preferences yields optimal results in a competitive market. Content marketing positively impacts purchase intention and decision by offering relevant, informative, and trend-aligned content. OCR also plays a crucial role, as consumer feedback serves as a trusted reference, building confidence and influencing purchase decisions. Both content marketing and OCR remain significant predictors, with purchase intention acting as a key mediator in driving purchase decisions.

For businesses, it is crucial to maintain consistent, trend-aligned, high-quality content and product designs that appeal to Gen Z preferences, ensuring continuous positive consumer reviews and new purchase intentions. Consumers should strengthen their purchase decisions by gathering information

from various sources, such as online reviews and personal recommendations. Future researchers can explore additional variables like product quality, social media marketing, and service equality, as well as investigate dependent variables such as repeat purchase decisions.

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