The Influence of Tiktok Content Marketing for Improving Brand Image and Brand Awareness on Purchase Decisions for Skintific Indonesia

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Abstract

The increase in TikTok users has made business actors start using TikTok as a platform to share their content marketing. However, business actors must pay attention to the frequency of content marketing that they shared so as not cause content shock which can have an impact on brand image and brand awareness so that can influence the audience's purchase decisions. This research aims to determine the influence between content marketing, brand image, brand awareness, and purchase decisions. The research method used was descriptive and quantitative analysis with data collection techniques through questionnaires distributed and obtained 221 respondents. The sampling technique uses non probability sampling technique. Data processing in this research used SMARTPLS software version 3.2.9. It is known through research results that content marketing has a positive and significant effect on brand image, content marketing has a positive and significant effect on brand awareness, brand image has a positive and significant effect on purchase decisions, brand awareness has a positive and significant effect on purchase decisions, content marketing has a positive effect and significant to purchase decisions. Content marketing also has a positive and significant effect on purchase decisions through brand image and brand awareness as intervening variables.

Keywords: content marketing, brand image, brand awareness, purchase decision

1. Introduction

1.1 Introduction the Problem

We Are Social revealed that internet users in Indonesia in early January 2023 reached 212.9 million users. Internet users in Indonesia have increased by 5.2% or equivalent to 10 million users when compared to internet users in 2022 and Indonesians who are active social media users amount to 167 million or equivalent to 60.4% of the population. We Are Social also states that TikTok is in the fourth place of social media that is often used by Indonesians with a percentage of 70.8%, this is supported through other data that shows the popularity of TikTok social media is very broad, recorded in the TikTok user report globally in January 2023 as many as 1.05 billion users with Indonesian users reaching 109.9 million users in second place.

With the increase in TikTok users, Skintific utilizes TikTok social media as one of the digital marketing through content marketing starting at the end of 2021 with the username @skintific_id. The content marketing presented includes product education, product benefits, how to use, and testimonials. In addition, Skintific Indonesia also does paid content marketing through TikTok Ads and gets media acquisition from Skintific product users who create video content containing product reviews. With paid content marketing, personal content marketing, and earned media, Skintific is able to conduct creative marketing campaigns and create buzz on the TikTok platform. However, the massive buzz created by Skintific led to some negative remarks against Skintific expressed through social media X saying that they were getting annoyed with the massive content marketing that was always on their FYP. Reported in Businessgrow, this phenomenon is called content shock, which occurs when the endlessly increasing volume of content has exceeded the audience's capacity to consume the content marketing provided.

1.2 Urgency of Research

According to Gisha and Malinda (2023) TikTok's success in gaining popularity highlights the appeal of this platform that has managed to capture global attention in a relatively short period of time. As a result, businesses have recognized TikTok's potential as a powerful content marketing platform. Digital Global Statshot report by Datareportal (2023) TikTok has around 99,792,000 people who can be used as a potential reach to be attracted, engaged, and converted into customers. With this chance, all of the company uses TikTok as a platform to do their marketing campaign to increasing their sales through content marketing. Ekaputri et al (2021) said that content marketing is packaged attractively, it can enter the homepage of non-follower users or can be called explore if in TikTok it is called FYP. This also aims to determine the efficiency of brand awareness. In addition, the content marketing carried out by Skintific on TikTok also decreases audience interest when viewed from the interest over time graph on #skintific in Creative Center TikTok which has decreased since October 2023. The decline also occurred in the market share of several Skintific products. In Compas.co.id it is explained that market share is the percentage resulting from total company sales divided by total industry sales in a certain period. A decrease in market share occurred in the period January 1-15, 2023 compared to the period May 1-15, 2023 for toner products decreased by 2.81% and face wash decreased by 0.8%. Meanwhile, sunscreen products experienced a decrease of 0.5% by comparing the market share of June 1-15, 2023 with the market share of July 1-15, 2023. Therefore, this study examines the influence of the four variables, namely content marketing, brand image, brand awareness, and purchasing decisions.

1.3 Literature Review

Content Marketing

Safitri (2023) defines content as the heart of new media that is always evolving according to the point of view of media users. Basuki dan Cahyani (2022) explains that content marketing is a branch of digital marketing that uses various types of content (such as videos, articles, and other types of content) to reach and interact with the target market of the company's products or services.

Brand Image
According Keller dan Swaminathan in Pangestu and Tranggono (2022) it is explained that brand image is consumer perceptions of brands, as illustrated by brand associations stored in consumer memories. AMA in Indiani et al (2022) have the same opinion that brand image is something that consumers believe in brands that are reflected through perceptions in the form of thoughts, feelings, and expectations of a brand.

Brand Awareness
Firmansyah (2019) explains that brand awareness is defined as consumer familiarity with a brand. Indiani et al (2022) state that awareness is related to consumer perceptions of a brand in their minds which can be measured through consumers' ability to identify the brand among many brand choices.

Keputusan Pembelian
Indiani et al (2022) purchasing decisions are defined as the process of consumers assessing various alternative choices and choosing one or more alternatives that are needed as certain considerations. Martadina dan Anwar (2023) state that a purchasing decision is an action or consumer behavior to buy or not buy a product or service.

Relationship between Content Marketing and Brand Image
Pangestu dan Tranggono (2022) content marketing has a moderate influence on the Disney Hotstar + brand image with the biggest influence being sharing motivation and persuasion having a negative influence. Tiktok content marketing has a positive effect on Scarlett Whitening's brand image Muthohar dan Hartono (2023) if TikTok content marketing is done well, it will increase the company's brand image.

Relationship between Content Marketing and Brand Awareness
Based on research from Hasanah dan Aziz (2022) content marketing and online advertising have a positive impact on brand awareness of halal skincare product brands partially and simultaneously, worth 91.20% overall. Hidayah dan Rachmawati (2023) explained that content marketing has a positive influence on brand awareness, the more informative, interactive, representative, and interesting it will help increase brand awareness of a product..Another reserach from Genoveva (2022) also proves that TikTok content marketing has the most influence on brand awareness. Where 63.5% of SMEs brand awareness is determined by content marketing. Therefore, SMEs who want to increase brand awareness of their products can provide content that is interesting, attractive, involves user participation and is consistent.

Relationship between Content Marketing and Purchasing Decison
Based on research from Shadrina dan Sulistyanto (2022) content marketing has a positive influence on the purchasing decisions of Instagram or TikTok users in Magelang City. Ijan dan Ellyawati (2023) explain that content marketing has a high influence in increasing purchasing decisions, especially through TikTok social media.

Relationship between Brand Image and Purchasing Decison

Research by Indiani et al (2022) brand image has a positive and significant effect partially on purchasing decisions through digital marketing on wholesale incense products. The results of hypothesis testing by Tasia et al (2022) stated that brand image has a positive and significant influence on purchasing decisions for Wardah cosmetics in Pekanbaru. Wardah cosmetics have succeeded in creating a halal product brand image so that consumers do not feel worried when using Wardah cosmetic products.

Relationship between Brand Awareness and Purchasing Decison
Based on research from Indiani et al (2022) rand awareness has a positive and significant partial effect on purchasing decisions through digital marketing on wholesale incense products. Supangkat dan Pudjoprastyono (2022) state that brand awareness affects purchasing decisions. With product creativity, a company can increase consumer awareness of products which will have an impact on increasing purchasing decisions.

Relationship between Content Marketing and Purchasing Decison Through Brand Image

Based on research from Hidayanti et al (2023) it explains that content marketing, influencers, and brand image work together in influencing consumer purchasing decisions. Consumers tend to choose well-known products, public perception of a brand will have a significant impact on consumer purchasing decisions. Attractive content marketing is able to persuade consumers to buy a product through the advantages of the brand that are featured as a brand image.

Relationship between Content Marketing dan Purchasing Decison Through Brand Awareness
Adhawiyah dan Anshori (2019) examines the effect of social media marketing on purchasing decisions through brand awareness with one of the dimensions of social media marketing, namely content. It is known that social media marketing has a significant indirect effect on purchasing decisions through brand awareness. This can explain the involvement between the three variables, where the effect of social media marketing on purchasing decisions through the creation of brand awareness is 31.7%.

1.4 Hypothesis Framework and Research Hypothesis

Therefore, researchers chose the variables of content marketing, brand image, brand awareness, and purchasing decisions in this study. The following is a framework that is used as a reference by researchers with the following hypothesis:

H1: Content Marketing has a significant influence on Brand Image

H2: Content Marketing has a significant influence on Brand Awareness

H3: Brand Image has a significant influence on Purchasing Decisions

H4: Brand Awareness has a significant influence on Purchasing Decisions

H5: Content Marketing has a significant influence on Purchasing Decisions

H6: Content Marketing has a significant influence on Purchasing Decisions through Brand Image as an intervening variable
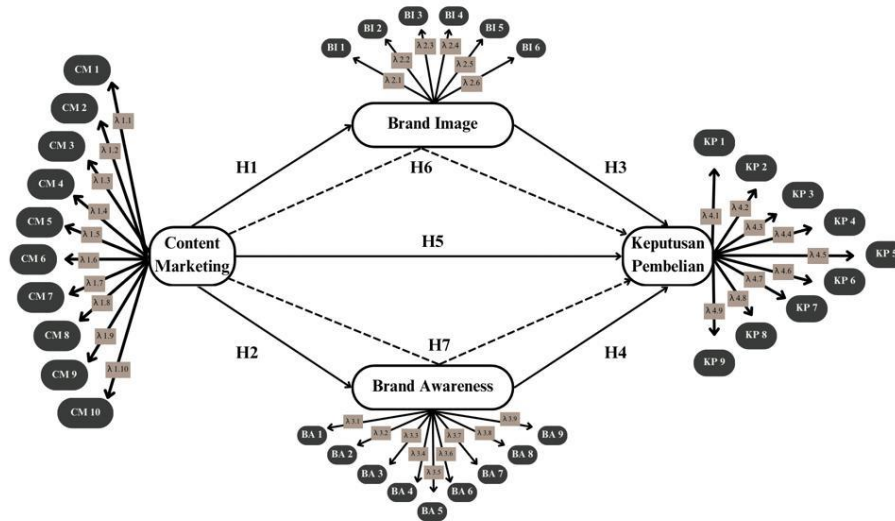

Figure 1.

Hypothesis Framework

2. Method

2.1 Type of Research

Researchers use quantitative research methods to determine the relationship between the variables studied, namely content marketing to brand image, content marketing to brand awareness, brand image to purchasing decisions, brand awareness to purchasing decisions, content marketing to purchasing decisions either directly or through brand image or brand awareness as an intervening variable. To collect the data needed in hypothesis testing, researchers use survey methods found in quantitative research.

2.2 Population and Sample

Researchers use a population of consumers who have Skintific content marketing on TikTok either through their own media, paid media, or earned media and have purchased Skintific products. paid media, or acquisition media and have purchased Skintific products in Indonesia. products in Indonesia. According to Sugiyono (2017: 137) the sample is part of the number and characteristics of the population. If the population is large and it is not possible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from the population. For the sample taken must be able to represent the population. Researchers still do not know the exact number of consumer populations who have seen Skintific content marketing on TikTok either through their own

media, paid media, or earned media and have purchased Skintific products throughout Indonesia, so researchers will use the Lemeshow sample formula as follows:

$$n = \frac{[z_{\alpha/2}]^2 \times P(1-P)}{d^2}$$

Description:

n = Minimul sample size

$z_{\alpha/2}$ = Standard normal distribution inverse value for probability (confidence level 95%, real level α=0,05 so $z_{\alpha/2}$ 1,96

P = Estimated population proportion (maximum estimate 0.5)

d = Permissible error value

Using the formula above, the number of samples to be used in this study are as follows:

$$n = \frac{[z_{\alpha/2}]^2 \times P(1-P)}{d^2}$$

$$n = \frac{[1,96]^2 \times 0,5(1-0,5)}{0,07^2}$$

$$n = \frac{3,8416 \times 0,25}{0,0049}$$

$$n = \frac{0,9604}{0,0049}$$

$$n = 196$$

The sample calculation results using the Lemeshow formula obtained a sample result of 196 for the minimum sample size. Researchers distributed questionnaires to 221 respondents.

2.3 Data Collection Technique
This research uses a non probability sampling technique method. With primary data obtained through distributing questionnaires on social media in order to obtain data to be processed and analyzed. While secondary data from previous studies, journals, and literature studies will be used to strengthen primary data. which will be used to strengthen primary data.

2.4 Data Analysis Method
Descriptive Analysis

Researchers distributed questionnaires via google form to find out how much influence TikTok Content Marketing has on increasing Brand Image and Brand Awareness on Purchasing Decisions for Skintific Indonesia products. The questionnaire that will be distributed by

researchers contains question items that have a proportion with a choice of 5 answers that must be chosen by consumers.

PLS-SEM

Structural Equation Modeling (SEM) was invented by Pearson which functions as a correlation procedure between two variables that produces a correlation coefficient value that is used as a basis in linear regression procedures. Partial Least Square (PLS) is a multivariate statistical technique used to compare the relationship between dependent variables and independent variables. PLS evaluation can be done by testing the measurement model (outer model) and structural model (inner model).

3. Results

Descriptive Analysis

Table 1. Descriptive Analysis

No	Variable	Total Score	Ideal Score	Percentage (%)	Description
1	Content Marketing	9191	11050	83%	Baik
2	Brand Image	5446	6630	82%	Baik
3	Brand Awareness	8003	9945	80%	Baik
4	Purchase Decision	8170	9945	82%	Baik

a. 221 respondents' responses to the content marketing variable (X) on the continuum line with a percentage of 83% are in the good category.

b. 221 respondents' responses to the Brand Image variable (Z1) on the continuum line with a percentage of 82% are included in the good category.

c. 221 respondents' responses to the Brand Awareness variable (Z2) on the continuum line with a percentage of 80% included in the good category.

d. 221 respondents' responses to the Purchasing Decision variable (Y) on the continuum line with a percentage of 82% included in the good category.
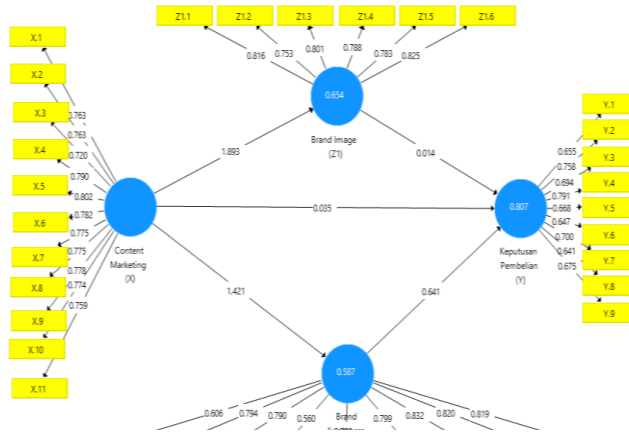
SEM-PLS
Outer Model

Figure 2.Outer Model Before Valid

The loading factor value must be > 0.7 but the loading factor value of 0.6 - 0.7 can still be considered valid Chin dalam Ghozali while in the processed data in **Figure 2** there are still indicators that are invalid or have a loading factor value < 0.6 on the Z2.4 indicator, which is 0.560 so that it must be deleted and retested and the data obtained in **Figure 3**:
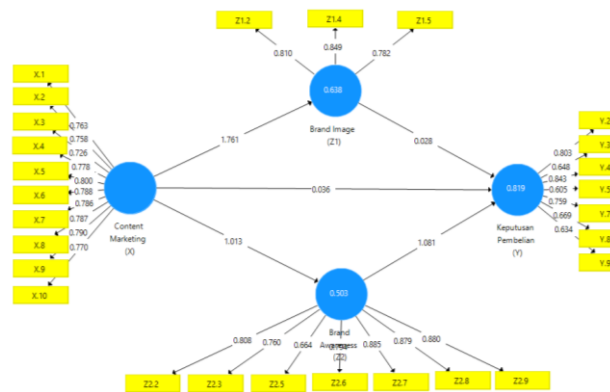

Figure 3. Outer Model Valid

a. Convergent Validity

Table 2. Convergent Validity

	Brand Awareness (Z2)	Brand Image (Z1)	Content Marketing (X)	Keputusan Pembelian (Y)
X.1			0,763	
X.2			0,758	
X.3			0,726	
X.4			0,778	
X.5			0,800	
X.6			0,788	
X.7			0,786	
X.8			0,787	
X.9			0,790	
X.10			0,770	
Y.2				0,803
Y.3				0,648
Y.4				0,843
Y.5				0,605
Y.7				0,759
Y.8				0,669
Y.9				0,634
Z1.2		0,810		
Z1.4		0,849		
Z1.5		0,782		
Z2.2	0,808			
Z2.3	0,760			
Z2.5	0,664			
Z2.6	0,794			
Z2.7	0,885			
Z2.8	0,879			
Z2.9	0,880			

The loading factor value must be > 0.7 and a value of 0.6 - 0.7 is still acceptable Chin in Ghozali (2021). Based on this statement, the loading factor value in **Table 2** already has a value of> 0.6 and can be declared valid.

According to Chin dalam Ghozali (2021) the AVE value must be > 0.5 so that the researcher does further processing on the AVE value and the results are obtained in **Table 3**:

Table 3. Average Variance Extracted

In **Table 3** it is known that all variables have an AVE value > 0.5 so that all of these variables have met the requirements for convergent validity so that they are said to be valid.

	Average Variance Extracted (AVE)	Nilai Kritis	Evaluasi Model
Brand Awareness (Z2)	0,662		VALID
Brand Image (Z1)	0,663		VALID
Content Marketing (X)	0,601	> 0,5	VALID
Keputusan Pembelian (Y)	0,510		VALID

b. Discriminant Validity

Table 4. Discriminant Validity

	Brand Awareness (Z2)	Brand Image (Z1)	Content Marketing (X)	Keputusan Pembelian (Y)
X.1	0,427	0,618	0,763	0,507
X.2	0,469	0,634	0,758	0,494
X.3	0,610	0,590	0,726	0,628
X.4	0,562	0,643	0,778	0,557
X.5	0,537	0,657	0,800	0,580
X.6	0,559	0,623	0,788	0,559
X.7	0,604	0,586	0,786	0,589
X.8	0,601	0,609	0,787	0,576
X.9	0,574	0,616	0,790	0,601
X.10	0,529	0,614	0,770	0,597
Y.2	0,782	0,631	0,509	0,803
Y.3	0,502	0,602	0,624	0,648
Y.4	0,851	0,590	0,516	0,843
Y.5	0,444	0,535	0,600	0,605
Y.7	0,744	0,456	0,476	0,759
Y.8	0,519	0,443	0,455	0,669
Y.9	0,465	0,560	0,589	0,634
Z1.2	0,497	0,810	0,633	0,579
Z1.4	0,576	0,849	0,743	0,559
Z1.5	0,742	0,782	0,571	0,715
Z2.2	0,808	0,621	0,538	0,743
Z2.3	0,760	0,631	0,604	0,714
Z2.5	0,664	0,572	0,603	0,586
Z2.6	0,794	0,605	0,682	0,690
Z2.7	0,885	0,618	0,548	0,769
Z2.8	0,879	0,602	0,529	0,761
Z2.9	0,880	0,584	0,528	0,781

Good discriminant validity is indicated by the square root of the AVE for each construct being greater than the correlation between constructs in the Ghozali (2021). Based on these requirements, the cross loading factor value in Table 4 above is considered to have met the requirements.

Table 4. Fornell-Larcker Criterion

	Brand Awareness (Z2)	Brand Image (Z1)	Content Marketing (X)	Keputusan Pembelian (Y)
Brand Awareness (Z2)	0,813			
Brand Image (Z1)	0,745	0,814		
Content Marketing (X)	0,709	0,799	0,775	
Keputusan Pembelian (Y)	0,890	0,759	0,736	0,714

According to Fornell dan this measurement can be used to measure reliability with the recommendation that the value must be > 0.5 Ghozali (2021) that the Fornell-Larcker results in **Table 5** pass the requirements.

c. Composite Reliability

Table 5. Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Nilai Kritis	Evaluasi Model
Brand Awareness (Z2)	0,913	0,915	0,931	> 0,70 (0,6 – 0,7 masih dapat diterima)	Reliabel
Brand Image (Z1)	0,745	0,746	0,855		Reliabel
Content Marketing (X)	0,926	0,926	0,938		Reliabel
Keputusan Pembelian (Y)	0,838	0,858	0,878		Reliabel

Measurement of the reliability of a construct with reflexive indicators can be done with Cronbach's Alpha and Composite Reliability with an acceptable value of > 0.7 and a value of 0.6 - 0.7 is still acceptable, developed by Werts, Linn, and Joreskog (1974) in Ghozali (2021). So the Cronbach's Alpha and Composite Reliability values in **Table 6** are declared reliable.
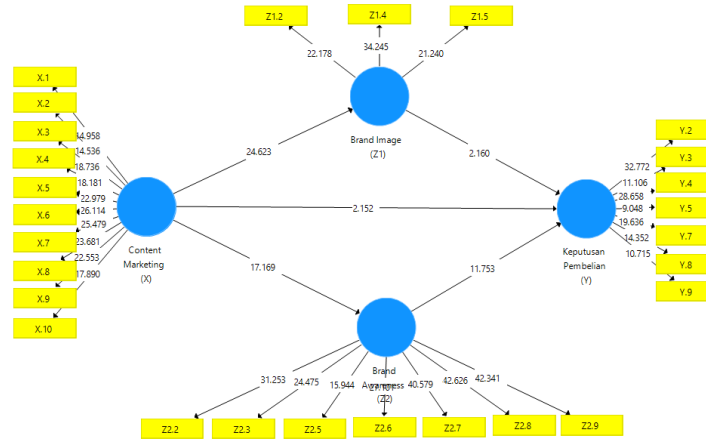
Inner Model

Figure 4. Inner Model (Bootstrapping)

a. R-Square

Table 6. R-Square

	R Square	Kategori
Brand Awareness (Z2)	0,503	Moderate
Brand Image (Z1)	0,638	Moderate
Keputusan Pembelian (Y)	0,819	Kuat

The R-Square value of 0.75 is categorized as a strong model, 0.50 is categorized as moderate, and 0.25 is categorized as weak Ghozali. In **Table 7** it is known that the R-Square on the Brand Image variable (Z1) has a value of 0.503 which is categorized as moderate, the Brand Awareness variable (Z2) has a value of 0.638 which is categorized as moderate, and the Purchasing Decision variable (Y) has a value of 0.819 which is categorized as strong.

b. Q-Square

Table 7. Construct Crossvalidated Redundancy

	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Awareness (Z2)	1547,000	1046,885	0,323
Brand Image (Z1)	663,000	385,215	0,419
Content Marketing (X)	2210,000	2210,000	
Keputusan Pembelian (Y)	1547,000	923,835	0,403

Inner model can also be done by calculating Q^2 predictive relevance (predictive sample reuse) developed by Stone-Geisser in Ghozali (2021) with a blindfolding procedure. A Q^2 value of more than 0 indicates that the model has predictive relevance while a Q^2 value of less than 0 indicates that the model has less predictive relevance Ghozali (2021). From **Table 8** it is known that the Q^2 predictive relevance value has a value greater than 0 so that this model is declared to have predictive relevance.

c. **Hypothesis**

Hypothesis testing will be carried out using a comparison of t-statistics with the t-table value with the terms of acceptance H_0 is rejected if $t_{statistic} > t_{tabel}$ and H_a is accepted while H_0 is accepted if $t_{statistic} > t_{tabel}$ and H_a is rejected.

Table 8. Uji Hipotesis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H1	0,799	0,797	0,032	24,623	**0,000**
H2	0,709	0,714	0,041	17,169	**0,000**
H3	0,130	0,129	0,060	2,160	**0,031**
H4	0,693	0,696	0,059	11,753	**0,000**
H5	0,141	0,136	0,065	2,152	**0,032**
H6	0,104	0,103	0,049	2,115	**0,035**
H7	0,491	0,496	0,040	12,274	**0,000**

4. Discussion

H1: Content Marketing has a significant influence on Brand Image

In **Table 9**, it is known that t-statistics has a value of 24.623 > 1.96, a path coefficient value of 0.799, and p-values of 0.000 < 0.05, it can be stated that H1 is accepted and H0 is rejected, which means that content marketing has a positive and significant effect on brand image so that the better the presentation of Skintific content marketing on TikTok will increase Skintific's brand image.

H2: Content Marketing has a significant influence on Brand Awareness

In **Table 9**, it is known that t-statistics has a value of 17.169 > 1, 96, a path coefficient value of 0.709, and p-values of 0.000 < 0.05, it can be stated that H2 is accepted and H0 is rejected, which means that content marketing has a positive and significant effect on brand awareness so that the better the presentation of Skintific's content marketing on TikTok will increase Skintific's brand awareness.

H3: Brand Image has a significant influence on Purchasing Decisions

In **Table 9**, it is known that t-statistics has a value of 2.160 > 1, 96, a path coefficient value of 0.130, and p-values of 0.031 < 0.05, it can be stated that H3 is accepted and H0 is rejected, which means that brand image has a positive and significant influence on purchasing decisions so that the better the presentation of Skintific's brand image on TikTok will increase Skintific's purchasing decisions.

H4: Brand Awareness has a significant influence on Purchasing Decisions

In **Table 9**, it is known that t-statistics has a value of 11.753 > 1, 96, a path coefficient value of 0.693, and p-values of 0.031 < 0.05, it can be stated that H4 is accepted and H0 is rejected, which means that brand awareness has a positive and significant influence on purchasing decisions so that the better the presentation of Skintific's brand awareness on TikTok will increase Skintific's purchasing decisions.

H5: Content Marketing has a significant influence on Purchasing Decisions

In **Table 9**, it is known that t-statistics has a value of 2.152 > 1, 96, a path coefficient value of 0.141, and p-values of 0.032 < 0.05, it can be stated that H5 is accepted and H0 is rejected, which means that content marketing has a positive and significant influence on purchasing decisions so that the better the presentation of Skintific's content marketing on TikTok will increase Skintific's purchasing decisions.

H6: Content Marketing has a significant influence on Purchasing Decisions through Brand Image as an intervening variable

In **Table 9**, it is known that t-statistics has a value of 2.115 > 1, 96, a path coefficient value of 0.104, and p-values of 0.035 < 0.05, it can be stated that H6 is accepted and H0 is rejected, which means that content marketing has an indirect influence on purchasing decisions through brand image so that the better the presentation of Skintific's content marketing on TikTok will increase Skintific's purchasing decisions, but Skintific must also create a good brand image so that the audience makes Skintific top of mind.

H7: Content Marketing has a significant influence on Purchasing Decisions through Brand Awareness as an intervening variable

In **Table 9**, it is known that t-statistics has a value of 12.274 > 1, 96, a path coefficient value of 0.491, and p-values of 0.000 < 0.05, it can be stated that H6 is accepted and H0 is rejected, which means that content marketing has an indirect effect on purchasing decisions through brand awareness so that the better the presentation of Skintific's content marketing on TikTok will increase Skintific's purchasing decisions, but Skintific must also create good brand awareness so that the audience makes Skintific top of mind.

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