

THE INFLUENCE OF CONTENT MARKETING ON AZLOE'S PRODUCT PURCHASE DECISIONS PROCESS (SURVEY ON TIKTOK FOLLOWERS @AZLOEOFFICIAL)



^{1*}Shafa Syahida Islamidina, ²Erna Maulina, ³Zaenal Muttaqin

^{1,2,3} Department of Business Administration, Faculty of Social and Political Sciences,
Universitas Padjadjaran - Indonesia

e-mail:

^{1*}shafasyahida9@gmail.com (corresponding author)

²erna.maulina@unpad.ac.id

³zaenal.muttaqin@unpad.ac.id

ABSTRACT

This study aims to analyze the effect of content marketing on the @azloofficial TikTok on Azloe's product purchasing decisions through TikTok Shop. This research uses a descriptive verification analysis method. The sampling technique was carried out using simple random sampling. This study uses simple linear regression analysis, correlation coefficient, coefficient of determination, and t-test. Data comes from literature studies, observations, interviews, and questionnaires. The population of this study are followers on the @azloofficial TikTok account who have purchased Azloe's products at TikTok Shop. The results of this study state that there is a positive and significant effect of content marketing on TikTok @azloofficial on the Azloe's product purchase decision process through TikTok Shop. Multiplatform is the dimension with the largest percentage for content marketing, and need recognition is the dimension with the largest percentage for the purchase decision process.

Keywords: Content Marketing; Purchase Decisions Process; TikTok

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INTRODUCTION

The beauty industry continues to evolve dynamically, adapting to changing lifestyles, beauty standards, and consumer needs. According to Databoks (2022), based on the Statista report, the estimated revenue from beauty and self-care products in Indonesia will reach US\$8.32 billion in 2024, with an annual growth rate (CAGR) of 5.81% from 2022–2027. The largest segment is self-care (US\$3.18 billion), followed by skincare (US\$2.05 billion) and cosmetics (US\$1.61 billion).

A Populix survey revealed that 54% of Indonesian consumers prefer local beauty brands (Databoks, 2022). This reflects a shift in consumer behavior as awareness of self-care and skin health has increased since the Covid-19 pandemic (Arraafi'a & Ardia, 2024). The growing number of local brands has intensified market competition, prompting companies to innovate products that align with diverse consumer needs (Purwanto & Sahetapy, 2022).

Digitalization has further transformed purchasing behavior. Consumers now rely heavily on online reviews, brand reputation, and product quality before making purchases (Derivanti et al., 2022; Kompas.com, 2022). In Indonesia, internet penetration reached 215.63 million users in 2023 (DataIndonesia.id, 2023), enabling the growth of e-commerce and social commerce platforms. Around 63.52% of e-commerce businesses now use the internet for digital marketing through social media and marketplaces (Databoks, 2022). These developments show that digital engagement has become central to business performance (Armiani et al., 2024; Sinaga & Ritonga, 2024).

Azloe is one of Vivi Ratu's local beauty brands established in 2017. It targets teenagers aged 13 and above who are beginning to use skincare, carrying the brand value "healthy skin essentials for blooming youth." All products are BPOM-certified and cruelty-free, ensuring both quality and safety at affordable prices.

Based on an interview with Azloe's Head of Marketing, the brand experienced a decline in sales between November 2023 and February 2024 due to platform changes and reduced promotional activities following TikTok Shop's merger with Tokopedia. However, sales improved significantly in March–April 2024 after the implementation of bundling strategies and stronger TikTok content performance, which successfully increased audience engagement through the For You Page (FYP).

Understanding the consumer purchase decision process is essential for companies to identify consumer preferences and decision-making patterns. According to Kotler and Keller (2016), "The consumer typically passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior." Digital data provide valuable insights into consumer behavior, allowing brands to design more effective marketing strategies (Avriyanti, 2021).

TikTok, as one of the fastest-growing social media platforms, reached 126.83 million users in Indonesia as of January 2024 (We Are Social, 2024). The development of social commerce through TikTok Shop has significantly influenced consumer buying behavior. A Populix (2022) survey shows that 46% of Indonesian social media users shop via TikTok Shop, with beauty products being the second most purchased category (43%). Social commerce is defined as a business model based on social media that has evolved from e-commerce (Wu & Li, 2018).

Marketing through TikTok plays an important role in building brand awareness and encouraging purchase intention (Juliasari et al., 2022). This aligns with McPheat's (2011:11) concept of content marketing, which is "a way of publishing content on the internet that empowers, engages, educates, and connects readers," consisting of five

dimensions: Editorial Based, Marketing Based, Behavior Driven, Multi-Platform, and Targeted.

In the context of consumer behavior, individuals actively search for information and compare brands before making purchase decisions (Annisa & Wijaya, 2019). Moreover, informative, credible, and value-driven content significantly influences purchasing decisions (Faradita, 2023).

Therefore, the purpose of this research is to determine the effect of content marketing on the consumer purchase decision process for Azloe products through TikTok Shop. This study aims to understand how TikTok-based content marketing influences each stage of the decision-making process, from need recognition to post-purchase behavior.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Content Marketing

McPheat (2011) argues that content marketing is a way of publishing content on the internet that empowers, engages, educates, and connects readers. Content marketing provides information that can help consumers decide to buy a product, increase the value of using a product, and provide entertainment without ignoring the achievement of company goals through unobtrusive promotion (Heidi in Yusuf et al., 2020),

McPheat (2011) mentions that there are 5 pillars in content marketing, namely:

1. Editorial based
It is content that tells both a relevant and valuable story. The point of editorial content is to be informative, educational, and/or entertaining.
2. Marketing Backed
Businesses have marketing and sales objectives that they seek to accomplish, and this is no different when it comes to content. Online businesses have an underlying goal with the content they publish.
3. Behavior Driven
Content seeks to maintain or alter a reader's/consumer's behavior. Having relevant and valueable content accomplishes this.
4. Multi Platform
This means that content comes in a variety of media, including print, digital, audio, video, events, etc. It can, but does not necessarily have to be, connected across all platforms.
5. Targeted
Like all good marketing, knowing your audience is key to having a successful strategy. Know your audience down to the particulars.

Purchase Decisions Process

Kotler & Keller (2016) argue that in the purchase decision process the consumer typically passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior. Clearly, the buying process starts long before the actual purchase and has consequences long afterward.

According to Kotler and Keller (2016), the consumer purchase decision process is influenced by many factors such as product, price, place, and promotion as well as psychological, cultural, social, and personal factors. The factors that are considered by consumers will form an attitude in the minds of consumers to process the various information they receive, then consumers will make a purchase decision (Buchari, 2018).

According to Kotler & Keller (2016), “the purchase decision process consists of five stages, namely need recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior”.

1. Need Recognition
The purchase decision process begins with the recognition of needs which can be triggered by internal stimuli and external stimuli.
2. Information Search
The extent of information seeking by consumers depends on the strength of the need, the amount of information obtained, the ease of obtaining information, the addition and satisfaction obtained from information seeking activities.
3. Evaluation of Alternatives
After consumers go through the information search stage, consumers will then go through the alternative evaluation stage. At the alternative evaluation stage, consumers will process the various information received to choose between alternative brands.
4. Purchase Decision
At the evaluation stage, consumers form preferences among the preferred brands encountered and may also form purchase intentions for the most preferred brand.
5. Postpurchase Behavior
After consumers make a purchase on a product, consumers will feel satisfied or dissatisfied and will engage in post-purchase behavior.

Relationship between Content Marketing and Purchase Decision Process

According to Odden (2012), customers who are looking for your products and services specifically may be further along in the buying cycle, and therefore content needs to be created and optimized to address those specific information needs to guide the buyer to purchase.

Research Framework

According to McPheat (2011), content marketing is a way of publishing content on the internet that empowers, engages, educates, and connects readers. McPheat identifies five key dimensions of content marketing: editorial based, marketing backed, behavior driven, multi-platform, and targeted. These dimensions reflect how content marketing strategically addresses consumer needs and preferences through digital media.

Kotler and Keller (2016) explain that the consumer typically passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior. This process demonstrates that purchasing behavior occurs through multiple stages influenced by marketing communication and consumer perception.

In line with this, Odden (2012) states, customers who are looking for your products and services specifically may be further along in the buying cycle, and therefore content needs to be created and optimized to address those specific information needs to guide the buyer to purchase. This emphasizes the importance of creating targeted content aligned with each stage of the consumer decision-making process.

Empirical findings also support this relationship. Komaling et al. (2023) found that content marketing significantly affects purchasing decisions, indicating that higher-

quality and more targeted content can increase consumer engagement and conversions. Therefore, this research framework connects the five dimensions of content marketing (McPheat, 2011) with the five stages of the consumer purchasing decision process (Kotler & Keller, 2016), bridged by Odden's (2012) linking theory.

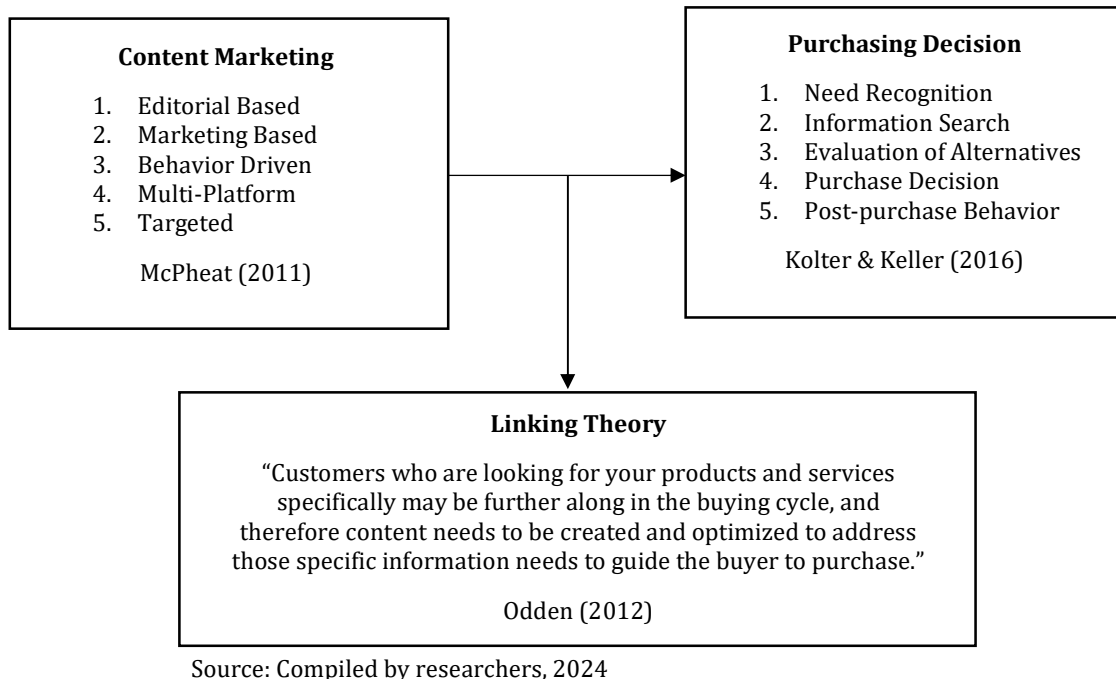


Figure 1
Research Framework

Hypothesis

Based on the description of the framework, the hypothesis in this study is that there is a positive and significant effect of content marketing on TikTok @azloofficial on the decision process to purchase Azloe products through TikTok Shop.

METHOD

This research uses quantitative methods using descriptive verification. Quantitative method is a type of research that produces findings that can be achieved (obtained) using statistical procedures or other ways of measurement (Sujarweni, 2015). Research data comes from primary data in the form of literature studies and secondary data in the form of questionnaires, observations, and interviews. The population in this study are followers on the @azloofficial TikTok account who have purchased Azloe products through TikTok Shop. The exact number of the population is unknown, so to calculate the sample, the Lemeshow formula is used and a calculation of 97 respondents is obtained which is rounded up to 100 respondents (Lemeshow, et al., 1990). Sample withdrawal is taken using probability sampling method with simple random sampling technique (Sugiyono, 2019). The withdrawal of random sampling samples was carried out because the population members of this study were considered homogeneous, namely followers on the @azloofficial TikTok account who had purchased Azloe products at TikTok Shop.

Questionnaire data was measured using a Likert scale with 38 statements relating to content marketing and the purchase decision process. Validity and reliability tests are research instruments used in this study. Data analysis was carried out with a

classical assumption test consisting of normality test, linearity test, and heteroscedasticity test. Then, a simple linear regression test consisting of pearson correlation test, coefficient of determination test, and hypothesis testing was conducted.

RESULTS AND DISCUSSION

Respondent Characteristics

Descriptive analysis in this section explains the identity of respondents who describe the characteristics of Azloe respondents which include Gender, Age, and Type of Work.

Table 1
Respondent Characteristics

Respondent Characteristics	F	%
Gender		
Male	2	2%
Female	98	98%
Age		
13 - 17 years	36	36%
18 - 22 years old	42	42%
> 22 years old	22	22%
Status/Employment		
Student	63	63%
Employee	22	22%
Entrepreneurship	4	4%
Housewife	4	4%
More	7	7%
How often have you purchased Azloe products through TikTokShop in the past year?		
1 - 3 times	64	
4 - 6 times	21	
> 6 times	15	
What is your monthly budget for beauty products?		
Less than IDR 500,000	56	
IDR 500,001 - IDR 1,000,000	30	
IDR 1,000,001 - IDR 1,500,000	9	
> IDR 1,500,000	5	
How often have you watched content from the @azloofficial TikTok account?		
1 - 3 times	20	
4 - 6 times	24	
> 6 times	56	
Time spent on TikTok in a day?		
1 - 2 hours	11	
3 - 4 hours	28	
5 - 6 hours	20	
> 6 hours	41	

Source: Compiled by researchers, 2024

Descriptive Analysis of Content Marketing Variables

Azloe has utilized TikTok as a marketing platform since 2021, consistently uploading 2–3 contents per day. The brand does not apply fixed content categories such as informative, educational, or entertaining, as its content plan adapts weekly to the dynamic TikTok algorithm and emerging trends. Each month, Azloe focuses its content on three key products, one of which is its flagship tinted sunscreen.

The following are the results of the recapitulation of the content marketing variable score:

Table 2
Recapitulation of Content Marketing Variable Score

No.	Dimensions	Number of Items	Total Score	Ideal Score	%	Category
1	Editorial Based	11	1192	1500	79%	Good
2	Marketing Backed	7	1277	1500	85%	Very good
3	Behavior Driven	2	822	1000	82%	Good
4	Multi Platform	2	869	1000	87%	Very good
5	Targeted	3	1268	1500	85%	Very good
Total		25	5428	6500	84%	Good

Source: Compiled by researchers, 2024

Content marketing (X) on TikTok @azloofficial is considered good by most respondents seen from each dimension, namely editorial based, marketing backed, behavior driven, multi-platform, and targeted. These dimensions are interconnected to form good content marketing.

Based on the results of respondents' answers, the multi-platform dimension is the main factor that supports the good condition of TikTok @azloofficial content marketing because it gets the best percentage score of 87% which falls into the very good category.

Some respondent representatives also revealed in interviews that information about Azloe products on TikTok is found through the search page and FYP (For Your Page) in the TikTok app. When customers search for Azloe products through certain keywords, information about their products appears on the search page. This includes the keyword of one of Azloe's products, the tinted sunscreen. In addition, TikTok's advanced algorithm helped Azloe's content spread quickly on FYP, reaching an audience that was not yet familiar with the brand. According to McPheat (2011), based on the type of business of the company and the focus of the product or service being sold, certain media will prioritize marketing over other media.

Then, based on the results of respondents' answers, the editorial-based dimension is a factor that needs to be improved to get better content marketing on TikTok @azloofficial because it gets the smallest percentage score of 79% which falls into the good category.

These results are confirmed from information obtained from previous interviews with Azloe's head of marketing. Based on the results of the interview, it is known that Azloe does not create specific informative, educational and entertaining content categories for the @azloofficial TikTok content plan. This is known because of the nature of the TikTok platform which has a dynamic algorithm following trends that change quickly so that the content plan that is carried out will usually be updated every week according to predictions of trends that are likely to rise at the time the content is aired. Furthermore, the new content plan will be categorized into focus products that have been determined every month. The products that are the focus for content discussion every month are known to be only 3 products so that other products are not so often presented in Azloe's content on TikTok. According to McPheat (2011), editorial-based is content that tells relevant and valuable stories. At its core is content that is informative, educational, and/or entertaining.

Based on the theory put forward by McPheat (2011), content marketing is used to disseminate content on the internet that aims to encourage, engage, educate, and connect its audience. Then, according to Baltes (2015), content marketing is a process in

marketing and business that creates and disseminates high-value and interesting content to invite, get, and engage target audiences with the aim of driving profitable consumer actions.

Descriptive Analysis of Purchase Decision Process Variables

The purchase decision process (Y) for Azloe products at TikTok Shop is considered good by most respondents as seen from each dimension, namely need recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. These dimensions are interconnected to help respondents go through the purchase decision process well.

Based on the results of respondents' answers, the dimension of need recognition is the main factor that supports the good conditions of the purchase decision process for Azloe products at TikTok Shop because it gets a score of 88% which is the largest among other dimensions of the purchase decision process.

Some respondent representatives revealed in interviews that their needs arose from internal and external stimuli, such as skin condition concerns, positive testimonials, or product recommendations from family and social media. In the purchase decision process, the recognition of needs that consumers go through can be caused by internal stimuli and external stimuli (Kotler & Keller, 2016).

Table 3
Recapitulation of Purchase Decision Process Variable Score

No.	Dimensions	Number of Items	Total Score	Ideal Score	%	Category
1	Needs Recognition	11	1192	1500	79%	Good
2	Information Search	7	1277	1500	85%	Very good
3	Alternative Evaluation	2	822	1000	82%	Good
4	Purchase Decision	2	869	1000	87%	Very good
5	Post-Purchase Behavior	3	1268	1500	85%	Very good
Total		25	5428	6500	84%	Good

Source: Compiled by researchers, 2024

Then, based on the results of respondents' answers, the post-purchase behavior dimension obtained the smallest percentage score among other dimensions of the purchase decision process, namely 79% which fell into the good category.

Interviews were conducted with several respondents and it was found that in the post-purchase stage respondents generally expressed satisfaction with Azloe's services, packaging, and product quality, with many planning to repurchase or recommend the brand to others through personal communication or social media reviews. However, some respondents delayed repurchasing due to price considerations or mismatches with their skin condition.

Post-purchase satisfaction occurs as a result of the relationship between consumer expectations and perceived product performance. If the product does not meet expectations, consumers are disappointed, if it meets expectations, consumers are satisfied, if it exceeds expectations, consumers are happy. The feelings that arise will make a difference in consumer attitudes in deciding to buy the product again and talk about it favorably or unfavorably to others (Kotler & Keller, 2016).

The theory put forward by Kotler & Keller (2016) states that consumers in the purchase decision process usually go through five stages: problem recognition,

information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. This process begins long before the actual purchase and has an impact that continues afterwards.

Validity Test

The validity test is carried out to determine whether the researcher's tool or instrument truly reflects the variable under study (Ghozali, 2018). Sugiyono (2017) states that a valid instrument is a valid measuring tool for obtaining data to be measured. An instrument is considered valid if the correlation coefficient between each item and the total score (r count) is greater than the r table value at a significance level of 0.05, indicating that each statement item can measure what it intends to measure (Santoso, 2017).

The results of the validity test on the content marketing variable (X) based on the output of SPSS version 26, are shown as follows:

Table 4
Validity Test of Content Marketing (X)

Variables	Dimensions	Item	r Count	r Table	Description
Content Marketing (X)	Editorial Based	1	0.692	0.195	Valid
		2	0.624	0.195	Valid
		3	0.647	0.195	Valid
		4	0.712	0.195	Valid
		5	0.601	0.195	Valid
		6	0.668	0.195	Valid
		7	0.750	0.195	Valid
		8	0.817	0.195	Valid
		9	0.648	0.195	Valid
		10	0.546	0.195	Valid
		11	0.695	0.195	Valid
	Marketing Backed	12	0.788	0.195	Valid
		13	0.753	0.195	Valid
		14	0.681	0.195	Valid
		15	0.743	0.195	Valid
		16	0.633	0.195	Valid
		17	0.723	0.195	Valid
		18	0.717	0.195	Valid
	Behavior Driven	19	0.727	0.195	Valid
		20	0.717	0.195	Valid
	Multi Platform	21	0.629	0.195	Valid
		22	0.706	0.195	Valid
	Targeted	23	0.755	0.195	Valid
		24	0.629	0.195	Valid
		25	0.671	0.195	Valid

Source: Compiled by researchers, 2024

The results of the validity test for items regarding content marketing (X) 25 statement items can be seen that the validity coefficient value (r_{count}) of all items has a value of $r_{count} > r_{table}$ (0.195). Thus it can be said that all items to measure content marketing (X) are valid. The following are the results of the validity test on the purchase decision process variable (Y) based on the SPSS output that has been recapitulated.

Then, the results of the validity test on the purchase decision process variable (Y) based on the output of SPSS version 26, are shown as follows:

Table 5
Validity Test of Purchase Decision Process (Y)

Variables	Dimensions	Item	r Count	r Table	Description
Decision Process Purchase (Y)	Needs Recognition	26	0.638	0.195	Valid
		27	0.538	0.195	Valid
	Information Search	28	0.780	0.195	Valid
		29	0.706	0.195	Valid
	Alternative Evaluation	30	0.769	0.195	Valid
		31	0.725	0.195	Valid
		32	0.777	0.195	Valid
	Purchase Decision	33	0.704	0.195	Valid
		34	0.713	0.195	Valid
		35	0.780	0.195	Valid
	Post-Purchase Behavior	36	0.754	0.195	Valid
		37	0.803	0.195	Valid
		38	0.745	0.195	Valid

Source: Compiled by researchers, 2024

The results of the validity test for items regarding the purchase decision process (Y) 13 statement items can be seen that the validity coefficient value (r_{count}) of all items has a value of $r_{count} > r_{table}$ (0.195). Thus it can be said that all items to measure the purchase decision process (Y) are valid.

Reliability Test

Instrument reliability refers to an understanding that an instrument can be trusted enough to be used as a data collection tool because the instrument is good (Arikunto, 2013). According to Ghazali (2018), an instrument is considered reliable if it produces consistent results when repeated measurements are made on the same subject under similar conditions. The reliability of an instrument is commonly measured using Cronbach's Alpha coefficient, where a value greater than 0.60 indicates that the instrument is reliable (Nunnally, 1994; Ghazali, 2018).

The results of the reliability test on the content marketing variable (X) based on the output of SPSS version 26, are shown as follows:

Table 6
Reliability Test of Content Marketing (X) and Purchase Decision Process (Y)

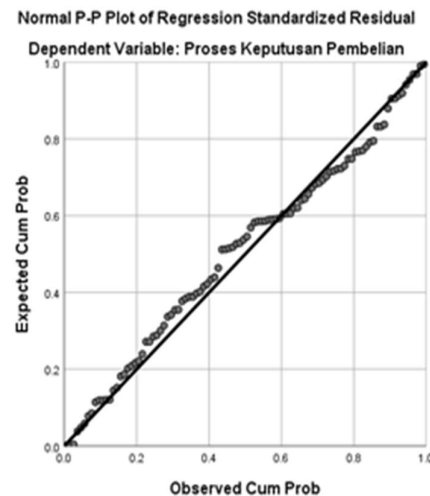
Variables	Cronbach Alpha Value	Description
Content Marketing	0,953	Reliable
Purchase Decision Process	0.924	Reliable

Source: Compiled by researchers, 2024

Based on the reliability test that the researchers have conducted, it was found that the content marketing variable had a Cronbach's Alpha value greater than 0.60, which was 0.953, indicating that the instrument produced reliable results. Similarly, the purchase decision process variable obtained a Cronbach's Alpha value of 0.924, which also exceeds the reliability threshold of 0.60. This shows that both instruments or questionnaires used in the study are reliable and consistent in measuring the respective variables.

Normality Test

The normality test is used to detect whether the data used is normally distributed or not (Ghozali, 2018). A regression model has normally distributed data if the data distribution is located around the diagonal line on the normal probability plot, namely from the bottom left to the top right (Santoso, 2014). The following are the results of the data normality test analysis.



Source: Compiled by researchers, 2024

Figure 2
Normality Test Results

Based on this graph, it can be seen that the points spread around the diagonal line, and the distribution follows the direction of the diagonal line. So the regression analysis model is suitable for predicting the purchase decision process (Y) based on the input of the content marketing variable (X). The data can be said to meet the requirements for regression analysis. While the normality test using the Kolmogorov-Smirnov test shows that if the significance value (Asymp. Sig.) is greater than 0.05, the data is declared normally distributed (Ghozali, 2018). The results is as follows:

Table 7
Normality Test Results

<i>One-Sample Kolmogorov-Smirnov</i>		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	5,54146849
	Most Extreme Differences Absolute	0,082
	Positive	0,064
	Negative	-0,082
Test Statistic		0,082
Asymp. Sig. (2-tailed)		.097 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Compiled by researchers, 2024

Based on the Kolmogorov-Smirnov test above by comparing the Kolmogorov significance value with the alpha significance at 0.05. The Kolmogorov significance value of 0.097 is more than 0.05, so the data is normally distributed and can be used for research. So that the data normality test has been fulfilled for the linear regression test.

Linearity Test

The linearity test is used to determine whether the variables have a linear relationship or not (Ghozali, 2018). The decision criterion is that if the significance value (Sig.) of Deviation from Linearity is greater than 0.05, it indicates that the relationship between the two variables is linear; conversely, if the value is less than 0.05, it indicates a non-linear relationship (Priyatno, 2016).

To detect the presence or absence of linearity, testing was carried out using SPSS version 26 using the test for linearity. The following linearity test results can be seen as follows:

Table 8
Linearity Test Results

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision Process (Y) * Content Marketing (X)	Between Groups	(Combined)	7110,806	96	74,071	2,425	0,255
	Linearity		4162,346	1	4162,346	136,293	0,001
	Deviation from Linearity		2948,460	95	31,036	1,016	0,596
	Within Groups		91,619	3	30,540		
	Total		7202,425	99			

Source: Compiled by researchers, 2024

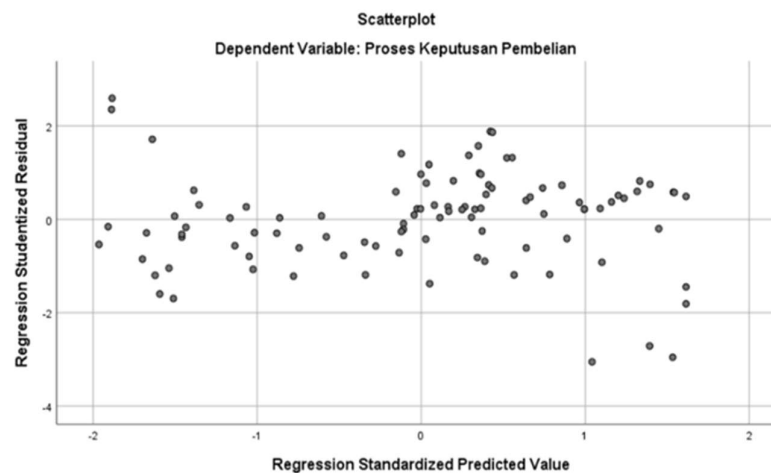
The significant level of two variables is said to have a linear relationship if the deviation from linearity has a significance ≥ 0.05 . Based on the calculations in the table above, by comparing the Sig. value with alpha significance at 0.05. Sig value. Deviation from Linearity, which is 0.596, is more than 0.05, meaning that there is a linear relationship between Content Marketing (X) and the purchase decision process (Y).

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is an inequality of variance from the residuals of one observation to another in the regression model (Ghozali, 2018). The purpose of this test is to assess whether the residuals have constant variance (homoscedasticity) or different variances (heteroscedasticity), since a good regression model requires that the variance of residuals is constant (Santoso, 2017).

The decision criterion for detecting heteroscedasticity can be seen through the scatterplot pattern between standardized residuals and predicted values. If the points spread randomly and do not form a specific pattern (such as waves or funnels) either above or below the Y-axis at zero point, then there is no heteroscedasticity in the model. Conversely, if the points form a systematic pattern, heteroscedasticity is indicated (Priyatno, 2016).

The results of the heteroscedasticity test are shown by the results of the Scatterplot graph. The following are the results of the heteroscedasticity test based on the calculation of SPSS version 26:



Source: Compiled by researchers, 2024

Figure 3
Heteroscedasticity Test Results

Based on the Figure 3, it can be seen that the points on the graph spread randomly, both above the zero number and below the zero number of the Y axis. Thus, it can be concluded that there is no heteroscedasticity in this regression model.

Simple Linear Regression Analysis

The simple linear regression analysis is a statistical method used to determine the direction of the relationship between an independent variable (X) and a dependent variable (Y), and to predict the value of Y based on X (Sugiyono, 2017). The purpose of

this analysis is to examine how much influence the independent variable — in this case, content marketing — has on the dependent variable, namely the purchase decision process (Ghozali, 2018). In this test, the regression coefficient and constant are obtained to explain the magnitude and direction of the effect between the two variables.

The results of data analysis with the help of computer processing based on SPSS version 26 calculations are as follows.

Table 9
Simple Linear Regression Analysis Result

		<i>Coefficients</i>			
Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	4,494	2,945		1,526
	Content Marketing	0,413	0,036	0,760	11,583

a. Dependent Variable: Purchase Decision Process (Y)

Source: Compiled by researchers, 2024

Based on the table 9, the equation is obtained:

$$Y = a + bx$$

$$Y = 4.494 + 0.413X$$

The results of the simple linear regression analysis obtained can be interpreted as follows:

- The constant value of a in the linear line above is 4.494, meaning that if the content marketing variable is fixed or worth 0 and there is a change, purchase decision process remains at 4.494.
- The constant value b is the regression coefficient number in the simple linear regression equation and the simple coefficient number bx is 0.413, so this figure can provide an understanding that every one content marketing value, the value of purchase decision process will increase by 0.413.

Pearson Correlation

The Pearson correlation test is a statistical method used to measure the strength and direction of a linear relationship between two continuous variables (Sugiyono, 2017; Ghozali, 2018). This test aims to determine whether there is a correlation between the independent variable (content marketing) and the dependent variable (purchase decision process), and to what extent the two variables move together (Sarwono, 2013)

The criteria for interpreting the correlation coefficient are generally categorized as follows (Sugiyono, 2017):

- 0.00–0.199 = very weak relationship
- 0.20–0.399 = weak relationship
- 0.40–0.599 = moderate relationship
- 0.60–0.799 = strong relationship
- 0.80–1.000 = very strong relationship

The following are the results of the Pearson correlation analysis.

Table 10
Pearson Correlation

<i>Model Summary</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	0,578	0,574	5,569670

a. Predictors: (Constant), *Content Marketing* (X)

b. Dependent Variable: Purchase Decision Process (Y)

Source: Compiled by researchers, 2024

Based on the calculation results, it is known that the correlation coefficient between content marketing and purchase decision process is 0.760, which shows a strong relationship. This relationship is positive, meaning that if content marketing increases, purchase decision process also increases or vice versa. This value is included in the "strong" relationship category because it is in the correlation interval between "0.600 - 0.799".

Coefficient of Determination

The coefficient of determination (R^2) is a statistical measure that explains how much variation in the dependent variable can be explained by the independent variable in a regression model (Ghozali, 2018). The purpose of the coefficient of determination test is to determine the percentage contribution of the independent variable to the dependent variable. A higher R^2 value indicates that the independent variable provides a better explanation for the variation in the dependent variable (Gujarati & Porter, 2009).

The following are the results of the coefficient of determination analysis using SPSS version 26.

Table 11
Coefficient of Determination

<i>Model Summary</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	0,578	0,574	5,569670

a. Predictors: (Constant), *Content Marketing* (X)

b. Dependent Variable: Purchase Decision Process (Y)

Source: Compiled by researchers, 2024

Based on the results of the calculation, it is known that the correlation coefficient between content marketing and purchase decision process is 0.760 so that the coefficient of determination ($0,7602 \times 100\%$) of 57.8%. This shows that content marketing affects purchase decision process by 57.8% and the remaining 42.2% is influenced by other variables not examined. This value is included in the "strong" influence category because it is in the correlation interval between 40% - 59.99%.

Hypothesis Test

Hypothesis testing in this study uses the t test which aims to determine whether the independent variable (content marketing) affects the dependent variable (purchase decision process). The t-test is used to test the significance of the regression coefficient,

indicating whether the independent variable individually influences the dependent variable (Ghozali, 2018).

The test results are associated with the initial research hypothesis:

- a. $H_0 : \beta < 0$; There is no positive and significant effect of content marketing on TikTok @azloeoofficial on the decision process to purchase Azloe products through TikTok Shop.
- b. $H_1: \beta > 0$; There is a positive and significant influence of content marketing on TikTok @azloeoofficial on the decision process to purchase Azloe products through TikTok Shop.

The following are the results of the t test calculation:

Table 12
Hypothesis Test

		<i>Coefficients</i>			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	4,494	2,945		1,526	0,130
	Content Marketing	0,413	0,036	0,760	11,583	0,000

a. Dependent Variable: Purchase Decision Process (Y)

Source: Compiled by researchers, 2024

Based on the results of the calculation, it is known that the tcount value is 11.583 while the critical price value is 1.984. ttabel with free degree = $n - 2 = 100 - 2 = 98$ at α (0.05) one-way test is 1.984. Thus $t_{hitung} (11,583) > t_{tabel} (1.984)$ or $p\text{-value} (0.000) < 0.05$ so that H_0 is rejected. This means that there is a positive and significant effect of content marketing on TikTok @azloeoofficial on the decision process to purchase Azloe products through TikTok Shop.

CONCLUSION AND SUGGESTION

The conclusion of this research is based on the research objectives formulated at the beginning. The results show that the condition of content marketing on TikTok @azloeoofficial, which consists of five dimensions: editorial based, marketing-backed, behavior-driven, multi-platform, and targeted is categorized as good. Likewise, the purchase decision process for Azloe products through TikTok Shop, which includes the dimensions of need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior, is also in the good category. The study found a positive and significant influence of content marketing on the purchase decision process, indicating that the better the content marketing on TikTok @azloeoofficial, the easier it is for consumers to make purchase decisions for Azloe products through TikTok Shop. This demonstrates that content marketing plays an important role in facilitating the purchase decision process, with a strong relationship and a moderate level of influence.

Based on these findings, it is suggested that Azloe continue to develop its content marketing on TikTok @azloeoofficial, especially by creating content that is informative, educational, and entertaining. For future researchers, it is recommended to use different theoretical frameworks for content marketing and the purchase decision process, as well as to apply alternative regression analysis techniques. Future studies are also encouraged to include additional variables that may influence the purchase decision process, such as

electronic word of mouth (E-WOM), live streaming, influencer marketing, and other relevant factors not examined in this study.

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