Social media marketing dynamics in the beauty industry: Analyzing the synergistic effects of content marketing and online customer reviews on Hanasui Product purchase intentions through Tiktok

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ABSTRACT

This study investigates the influence of content marketing and online customer reviews on consumers' purchase intention toward Hanasui beauty products among followers of the TikTok account @officialhanasui. Adopting a quantitative approach, data were collected from 100 respondents selected through purposive sampling using a structured questionnaire and analyzed using multiple linear regression with SPSS 26. The findings reveal that both content marketing and online customer reviews have positive and significant effects on purchase intention, both individually and jointly. The model demonstrates strong explanatory power, indicating that these two variables account for a substantial proportion of the variation in consumers' purchase intention. The results suggest that engaging content and credible customer reviews play complementary roles in strengthening consumer confidence and encouraging purchase decisions on social commerce platforms. This study contributes to the growing literature on social media marketing by highlighting the importance of integrating content-driven strategies with user-generated reviews to stimulate consumer purchase intention in the digital beauty market. Future research is encouraged to incorporate additional factors, such as influencer credibility, online customer ratings, and viral marketing, to provide a more comprehensive understanding of consumer behavior on TikTok.

Keywords*: Content Marketing; Online Customer Review; Purchase Intention*

INTRODUCTION

The rapid pace of digital transformation has reshaped the global landscape of society in the era of the Fourth Industrial Revolution (Mackenzie & Nichols, 2020). This phenomenon has accelerated the advancement of digital technologies, resulting in a fundamental shift in global economic paradigms. In responding to the continuous waves of digital revolution, technology has profoundly altered the way marketing is conducted (Chaffey & Chadwic, 2022).

Global marketing trends have shifted from conventional (offline) methods to digital (online) approaches. One of the most significant changes is the transition from traditional marketing to digital marketing (Chaffey & Chadwic, 2022). Digital marketing enables more precise targeting and greater personalization in communication with consumers (Mackenzie & Nichols, 2020). By utilizing user data such as demographics, interests, and online behavior, companies are able to design campaigns tailored to individual consumer preferences. An essential aspect of digital marketing lies in the presence of companies on social media platforms (Chen, et al., 2003).

Social media, as one of the most widely used digital platforms, plays a pivotal role in connecting nearly every individual with internet access for the purposes of communication, brand building, and information dissemination (Ardiyansyah, et al., 2025). Its primary advantage as an information source lies in its ability to rapidly and seamlessly distribute content across multiple platforms. In the Indonesian context, commonly used social media platforms include Facebook, Twitter, WhatsApp, Instagram, Telegram, YouTube, and TikTok (Bessie & Wie, 2024).

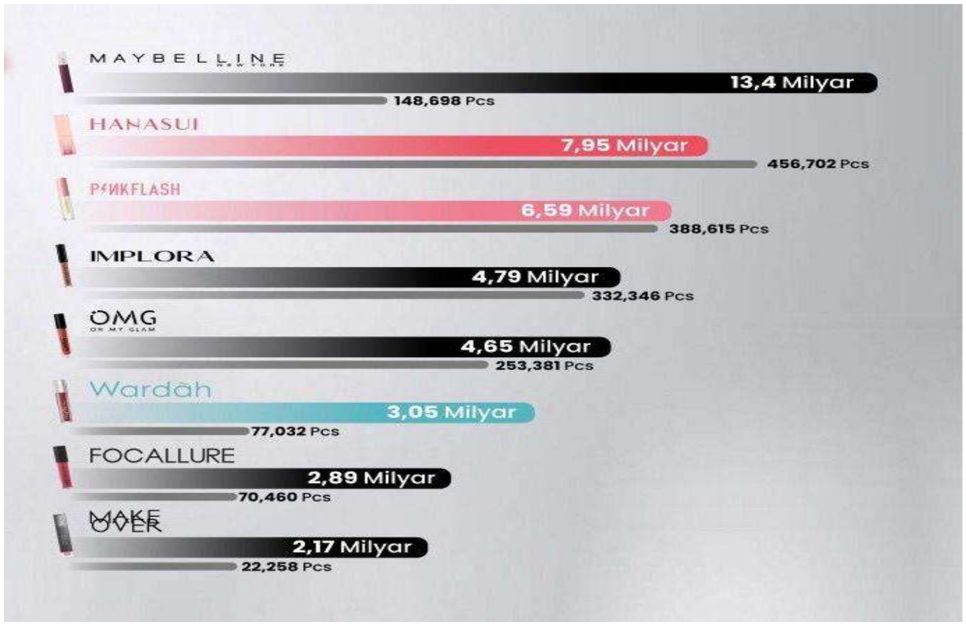
TikTok, in particular, is a social media platform that enables users to create diverse content, ranging from comedy, educational segments, and challenges to dance performances through features that allow for short-form video editing accompanied by music (Mackenzie & Nichols, 2020). Over time, TikTok has emerged as one of the most popular social media platforms globally, ranking fifth with approximately 1.56 billion users as of early 2024 (GoodStats [We Are Social], February 11, 2024). Initially recognized for lip-sync and dance videos, TikTok has evolved into a dynamic space for product marketing content across various brands. As a result, Indonesia now ranks second globally—after the United States—in terms of TikTok advertising reach, as illustrated in the figure:

Source : wearesocial.com, 2024

Figure 1
TikTok Ad Reach Country Rankings in the World as of January 2024

Figure 1 illustrates that Indonesia ranks second in terms of TikTok advertising reach, with a total of 126 million users. This data highlights the effectiveness of TikTok advertisements in engaging and capturing the attention of potential audiences on the platform. Products promoted through TikTok are generally categorized into apparel, electronic devices, food and beverages, cosmetics, and skincare. Among these categories, skincare has emerged as one of the most highly sought-after segments, particularly among younger consumers (Suwondo & Andriana, 2023). Several skincare brands actively promote their products on TikTok, including Wardah, MS Glow, Scarlett Whitening, Emina, Avoskin, Somethinc, and Hanasui.

Hanasui is a local beauty brand established by Ferry Firmanto in 2016 under PT. Eka Jaya Internasional. Its products have been certified by the Indonesian Food and Drug Authority (BPOM) and have also received halal certification (Nadya, 2025). Leveraging the popularity of TikTok, Hanasui utilizes the platform's creative features to deliver promotional content that is engaging, innovative, and entertaining. The brand's official TikTok account is registered under the name @officialhanasui. The data in figure 2 shows the Top Lip Cosmetic Brands in E-Commerce 2023.



Source : markethac.id, 2024

Figure 2
Top Lip Cosmetic Brands in E-Commerce 2023

Figure 2 illustrates that Hanasui's lip cosmetic products ranked second in sales performance, achieving a total transaction value of IDR 9.95 billion with 456,702 units sold across major e-commerce platforms including Shopee, Tokopedia, and TikTok Shop. To expand its market share, Hanasui has strategically leveraged TikTok as a digital promotional platform by employing content marketing and online customer review strategies.

Content marketing is a strategic approach that emphasizes the creation and distribution of valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable customer action (Pulizzi, 2009). In this context, content may take the form of blog articles, videos, infographics, podcasts, or other types of media. In addition to content marketing, one of the widely utilized strategies in promoting beauty products on TikTok is the use of online customer reviews (Pransiska, et al., 2024).

Online customer reviews are a key component of electronic word-of-mouth (e-WOM), as prospective consumers often rely on feedback from previous buyers to inform their purchasing decisions (Syah & Indriani, 2020). An online consumer review refers to an evaluation or commentary published by an individual who has purchased and used a product, thereby offering firsthand insights (Permatasari, et al. 2024). Consumers frequently place greater trust in peer reviews than in direct promotional messages from companies, making online customer reviews a powerful influence on purchase intention. These reviews play a significant role in shaping consumer perceptions of beauty products, including those offered by Hanasui, and serve as valuable information that can guide potential customers in forming purchase intentions.

Purchase intention refers to the likelihood that consumers will buy a particular brand or service, or switch from one brand to another, depending on whether the perceived benefits outweigh the sacrifices made (Khairunnisa& Suryawardani, 2025). The stronger the perceived benefits, the greater the motivation to purchase (Kotler &

Keller, 2016). Ferdinand (2002) further explains that purchase intention can be observed through four dimensions: transactional intention, referential intention, preferential intention, and exploratory intention.

Based on these considerations, the present study aims to analyze the Synergistic Effects of Content Marketing and Online Customer Reviews on Hanasui Product Purchase Intentions Through TikTok.

LITERATURE REVIEW, CONCEPTUAL FRAMEWORK, AND HYPOTHESES

Content Marketing

Content marketing is a strategic marketing approach that emphasizes the creation and distribution of valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable customer action (Pulizzi, 2009). Content marketing is a marketing approach that involves creating, curating, distributing, and amplifying content that is interesting, relevant, and useful to a clearly defined audience group in order to create conversations about the content (Kotler, et al, 2017). It is further defined as a marketing strategy that involves the sequential process of content creation, curation of relevant information, distribution, and amplification of engaging, relevant, and useful content tailored to a well-defined target audience (Pasaribu, et al., 2023). The primary objective is to initiate and sustain meaningful conversations around the content, thereby fostering deeper audience engagement and brand loyalty.

According to Rancati and Gordini (2014), the indicators of content marketing include the following:

1. Content – Refers to information that is high-quality, unique, significant, valuable, dynamic, and more relevant than that of competitors. Effective content should stand out in terms of originality and usefulness to the target audience.
2. Customer Engagement – Reflects the role of customers in the continuous adaptation of content to align with their evolving needs and preferences. This indicator emphasizes the interactive and participatory nature of content consumption.
3. Goals – Encompasses content that communicates brand awareness, attracts customer interest, conveys corporate messages, and is managed in a way that yields consistent and measurable outcomes.

Online Customer Review

An online consumer review is defined as an analysis or evaluation expressed and published by an individual who has invested financially in a product and has experienced its use firsthand (Permatasari, et al. 2024). It can also be understood as a consumer's opinion or experience regarding a product or service they have purchased and used. The greater the number of reviews posted, the more accurate the overall assessment is perceived to be, thereby increasing the reliability of the information for prospective consumers (Chen et al., 2003).

According to Park, et al (2007), online customer reviews consist of four key dimensions:

1. Source Credibility – Refers to the recipient's perception of whether the source of the review is trustworthy. This aspect is particularly critical in the context of beauty product reviews on platforms such as TikTok.
2. Review Quality – Denotes the degree to which a review is objective, clearly articulated, and provides relevant information about the product or service being evaluated.

3. Review Quantity – Represents the number of reviews available, which consumers often consider when assessing product quality and popularity.
4. Review Valence – Pertains to the observable tone or sentiment of the reviews, whether positive or negative, which influences consumer perception and decision-making.

Purchase Intention

Purchase intention refers to the likelihood that a consumer will purchase a particular brand or service, or switch from one brand to another (Mesakh,et al., 2025). When the perceived benefits outweigh the sacrifices, the motivation to purchase increases (Kotler & Keller, 2016). According to Schiffman and Kanuk (2009), purchase intention is a psychological force within an individual that influences behavior. It is considered a measure of the probability that a consumer will buy a specific product, where a higher level of intention correlates with a greater likelihood of making a purchase decision. Purchase intention emerges after a process of evaluating alternatives, during which individuals make a series of choices regarding the product they intend to buy, based on brand or personal preference (Raees & Malik, 2025). Thus, purchase intention behavior is the result of a brand evaluation process.

According to Ferdinand (2002), purchase intention can be measured through several key indicators:

1. Transactional Intention: This refers to an individual's tendency to purchase a product, indicating a consumer's willingness to engage in a transaction for a specific desired item.
2. Referential Intention: This reflects a consumer's inclination to recommend a product to others. When someone has a strong intention to purchase a product, they are also likely to encourage close acquaintances to make the same purchase.
3. Preferential Intention: This describes a consumer's behavior in demonstrating a primary preference for a particular product. However, this preference may shift if issues arise with the preferred product.
4. Explorative Intention: This represents a consumer's behavior in actively seeking information about a product of interest and gathering supporting details that reinforce the product's positive attributes.

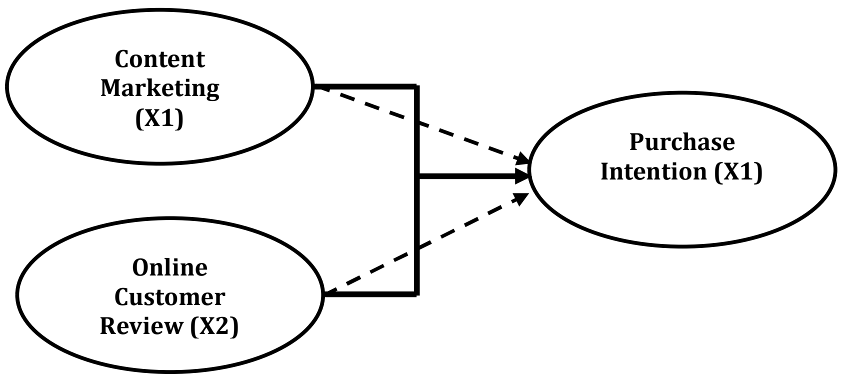
The Relationship Between Content Marketing, Online Customer Reviews and Purchase Intention

Content marketing is a long-term strategy that focuses on the creation and distribution of valuable content to attract and retain audiences (Pulizzi, 2009). Within the skincare industry, content marketing plays a crucial role in building brand awareness while simultaneously creating added value through relevant, consistent, and engaging content. Recent studies have demonstrated that this strategy exerts a positive and significant influence on consumers' purchase intention, as informative and creative content enhances emotional engagement and strengthens consumer perceptions of the product (Raees et al., 2025; Ardiyansyah, et al., 2025; and Pasaribu et al., 2023).

Meanwhile, online customer reviews are regarded as a form of electronic word-of-mouth (e-WOM) that is often perceived as more credible than direct company promotions (Permatasari, et al., 2024). Consumers tend to trust the experiences of fellow users as authentic sources of information, thereby reducing uncertainty and risk in purchase decision-making (Widayat, et al 2022). High-quality reviews from identifiable and reliable sources have been shown to significantly affect purchase intention, as consumers feel more confident in products that have been tested and endorsed by other users (Khairunnisa & Suryawardani, 2025; Syah & Indriani, 2020).

Both variables, content marketing and online customer reviews, demonstrate a complementary relationship. Company-generated content serves to build brand image and provide product information, while consumer reviews reinforce trust and validate the claims presented in the content. The synergy between these two elements has been proven to exert a significant impact on purchase intention for beauty products, as evidenced by studies conducted by Maharani et al. (2024) and Gultom & Khoiri (2023).

Thus, the integration of content marketing and online customer reviews emerges as a key strategy in shaping consumer perceptions and driving purchase decisions within the increasingly competitive cosmetics market. The conceptual framework of this study is illustrated in Figure 3.



Source: Model built for research, 2023

Information : → = Simultaneous
⇢ = Partial

Figure 3
Research Framework

Hypothesis

The hypothesis in this study are as follows:

- *H1: Content Marketing has a positive and significant effect on consumers' Purchase Intention toward Hanasui beauty products.*
- *H2: Online Customer Reviews have a positive and significant effect on consumers' Purchase Intention toward Hanasui beauty products.*
- *H3: Content Marketing and Online Customer Reviews jointly have a positive and significant effect on consumers' Purchase Intention toward Hanasui beauty products.*

METHOD

The population in this study consists of all followers of the TikTok account @officialhanasui, totaling approximately 1.2 million followers. The sample size determination refers to Roscoe's theory which states that an appropriate sample size for research ranges from 30 to 500 respondents (Sugiyono, 2017). Considering efficiency in terms of time, effort, and cost, as well as to facilitate data analysis, the researcher selected a sample of 100 respondents. The sampling technique employed in this study is purposive sampling, which involves selecting respondents based on specific criteria and considerations relevant to the research objectives (Sekaran & Bougie, 2016).

Primary data collection in this study was conducted through the distribution of questionnaires in the form of Google Forms, which were shared via direct messages (DM) to active followers of the TikTok account @officialhanasui. Secondary data collection was carried out through literature review, internet exploration, and other theoretical sources relevant to the research problem.

The evaluation of scores obtained for each variable or dimension was classified based on the minimum indicator usage requirements, in accordance with theoretical guidelines for variable measurement (Ghozali, 2008). The score interpretation criteria is shown in Table 1.

Table 1
Score Interpretation Criteria

No	Score Value	Interpretation /Category
1	1,00 – 1,80	Very Negative Zone (Very Low)
2	1,81 – 2,60	Negative or Low Zone (Low)
3	2,61 – 3,40	Neutral Zone (Moderate)
4	3,41 – 4,20	Positive Zone (High)
5	4,21 – 5,00	Very Positive Zone (Very High)

Source : Arikunto (1998) in Moenardy (2016: 211)

The data were analyzed using multiple linear regression analysis to examine the relationship between the independent variables and the dependent variable. Furthermore, the significance of the effects was assessed through the t-test, which determines the partial effect of each independent variable on the dependent variable, and the F-test, which evaluates the simultaneous effect of all independent variables on the dependent variable (Sugiyono, 2017).

RESULTS & DISCUSSION

The respondent profile indicates that, based on gender, the majority of respondents were female, totaling 77 individuals, while male respondents numbered 23. In terms of age, the largest group of respondents was between 17–25 years old, comprising 59 individuals. Based on domicile, the majority of respondents resided in West Java, with 18 individuals. Regarding the length of time following the TikTok account @officialhanasui, the largest group had followed the account for one year, totaling 57 respondents. In terms of educational background, the majority of respondents had completed higher education, accounting for 55 individuals. Based on occupation, the largest group consisted of students, totaling 49 respondents. Finally, in terms of monthly expenditure, the majority of respondents reported spending between IDR 750,000–1,000,000, with 57 individuals falling into this category.

Descriptive Statistical Analysis

Content Marketing (X_1)

This variable was measured using three indicators: (1) the content of the TikTok account @officialhanasui, which provides high-quality, unique, valuable, and more relevant information compared to competitors; (2) customer involvement reflected in the continuous adaptation of the TikTok content to consumer needs and preferences; and (3) content that conveys brand awareness, customer appeal, corporate messaging, and consistent content management. The average score for this variable was 4.29, categorized as very high.

Online Customer Review (X_2)

This variable was measured using four indicators: (1) the recipient's perception of whether the message source is trustworthy, which is crucial in the context of product reviews for Hanasui beauty products on TikTok; (2) objective and easily understood evaluations that provide relevant information about Hanasui beauty products and related services; (3) information regarding the number of reviews, which consumers consider in assessing product quality and popularity; and (4) the manner in which reviews can be observed, whether negative or positive. The average score for this variable was 4.29, categorized as very high.

Purchase Intention (Y)

This variable was measured using four indicators: (1) the intention to purchase products through the TikTok account @officialhanasui; (2) the intention to recommend the account to close acquaintances for product purchases; (3) the tendency to prefer the TikTok account @officialhanasui over other beauty product accounts; and (4) the intention to continuously seek deeper information about Hanasui products. Overall, the average score for this variable was 4.24, categorized as very high.

Multiple Linear Regression Analysis

The regression test results yielded the following equation:

$$Y=21.312+0.288X_1+0.520X_2+3.453$$

This equation indicates that both Content Marketing (X1) and Online Customer Review (X2) have positive contributions to Purchase Intention (Y), with Online Customer Review.

Variable Contribution Test (t-Test)

This t test aims to determine whether independent variables partially exert a significant effect on the dependent variable. The evaluation is conducted by comparing the calculated t-statistic against the critical t-table value at a 5% significance level. If the calculated t-statistic equals or exceeds the t-table value, it indicates that the independent variables partially have a statistically significant impact on the dependent variable (Sugiyono, 2017). The t-test analysis results in this study is shown in Table 2.

Table 2
t-Test Analysis Results

Model	t-count	t-table	Sig
Content Marketing (X_1)	2,881	1,984	<0,001
Online Customer Review (X_2)	4,370	1,984	<0,001

Source: Data analyzed, 2024

Based on the results of the data analysis, it shows that the t-count of Content

Marketing (X1) is 2.881 greater than t-table 1.984 (2.881 > 1.984), while the significance value of X1 (0.001) is smaller than the alpha level of 0.05, so the decision is to reject the null hypothesis (H0) and accept the alternative hypothesis (H1). This indicates that, partially, Content Marketing has a significant effect on consumers' purchase intention toward Hanasui beauty products.

For the Online Customer Review (X2) variable, t-count is 4.370 greater than t-table 1.984 (4.370 > 1.984), while the significance value of X2 (0.001) is smaller than the alpha level of 0.05. So the decision is to reject the null hypothesis (H0) and accept the alternative hypothesis (H2). This demonstrates that, as partially, Online Customer Reviews have a significant effect on consumers' purchase intention toward Hanasui beauty products.

Model Goodness-of-Fit Test (F Test)

This F test aims to determine whether all independent variables jointly exert a significant effect on the dependent variable. The evaluation is conducted by comparing the calculated F-statistic against the critical F-table value at a 5% significance level. If the calculated F-statistic equals or exceeds the F-table value, it indicates that the independent variables collectively have a statistically significant impact on the dependent variable (Sugiyono, 2017). The F-test analysis results in this study is shown in Table 3.

Table 3
F-Test Analysis Results

ANOVA [a]

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	255.861	2	127.930	23.823	.001[b]
Residual	520.889	97	5.370		
Total	776.750	99			

a. Dependent Variable: Purchase Intention (Y)

b. Predictors: (Constant), Online Customer Review (X2), Content Marketing (X1)

Source: Data analyzed, 2024

Based on the calculation results, the F-count is 23.823, while the F-table is 3.09. Since the F-count is greater than the critical value (23.823 > 3.09), and the significance value of F (0.001) is smaller than the alpha level of 0.05, the decision is to reject the null hypothesis (H0) and accept the alternative hypothesis (H_3). This indicates that, simultaneously, Content Marketing (X_1) and Online Customer Review (X_2) have a significant effect on Purchase Intention (Y) for Hanasui beauty products.

Coefficient of Determination Test (R^2)

Based on the calculation results, the F-count is 23.823, while the F-table is 3.09. Since the F-count is greater than the critical value (23.823 > 3.09), and the significance value of F (0.001) is smaller than the alpha level of 0.05, the decision is to reject the null hypothesis (H_0) and accept the alternative hypothesis (H3). This indicates that, simultaneously, Content Marketing (X_1) and Online Customer Review (X_2) have a significant effect on Purchase Intention (Y) for Hanasui beauty products, it is shown in Table 4.

Table 4
Model Contribution Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916[a]	.839	.803	3.453

a. Predictors: (Constant), Online Customer Review (X2), Content Marketing (X1)

Source: Data analyzed, 2024

Table 4 presents the results of the regression model summary, indicating a correlation coefficient (R) of 0.916. This value, which approaches 1, suggests a very strong and statistically significant relationship between the independent variables—Content Marketing and Online Customer Review, and the dependent variable, Purchase Intention for Hanasui beauty products.

The adjusted coefficient of determination (Adjusted R Square) is 0.803, meaning that 80.3% of the variance in purchase intention can be explained by the two predictor variables included in the model. The remaining 19.7% is attributed to other factors not examined within the scope of this study.

Furthermore, the model yields a Standard Error of Estimate of 3.453. This figure reflects the average deviation between the predicted and actual values of purchase intention. In general, a lower standard error indicates higher predictive accuracy, suggesting that the model is sufficiently robust in estimating consumer purchase behavior.

The Influence of Content Marketing (X_1) on Purchase Interest (Y)

Based on the results, the t-count of Content Marketing is 2.817 which is greater than t-table value 1.984 (2,881 > 1.984). Consequently, the decision is to reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). This finding indicates that, partially, Content Marketing has a significant effect on consumers' purchase intention toward Hanasui beauty products. The implication is that the more consistently the TikTok account @officialhanasui uploads content about Hanasui products that provides added value such as informative details about the products and solutions to skin-related problems, the greater the consumers' purchase intention will be. When the account shares content aligned with the needs and interests of its followers, they become more engaged and continue to interact with the Hanasui brand.

This result is further reinforced by descriptive analysis, where the majority of respondents rated the variable in the very high category, with an average score of 4.29. This variable was measured using three indicators: (1) the TikTok content of @officialhanasui that delivers high-quality, unique, valuable, and more relevant information compared to competitors; (2) customer involvement reflected in the continuous adaptation of content to consumer needs and preferences; and (3) content that conveys brand awareness, customer appeal, corporate messaging, and consistent content management.

The findings are consistent with previous studies conducted by Raees et al., 2025; Ardiyansyah, et al., 2025; Maharani et al., 2024; Pasaribu et al., 2023; and Gultom & Khoiri (2023) which demonstrated that Content Marketing has a positive and significant partial effect on purchase intention. This suggests that the content marketing strategy implemented by Hanasui through its TikTok account @officialhanasu makes a meaningful contribution to consumers' willingness to purchase the products offered. Moreover, it underscores that content marketing is not merely a temporary trend but an effective strategy for influencing consumer behavior and enhancing their intention to purchase Hanasui products.

The Influence of Online Customer Reviews (X_2) on Purchase Interest (Y)

Based on the results of the t-test, the t-count of Online Customer Review is greater than t-table (4.370 > 1.984), leading to the decision to reject H_0 and accept H_2. This finding indicates that Online Customer Reviews have a significant partial effect on purchase intention for Hanasui beauty products. The implication is that the greater the number of online reviews whether positive or negative that are perceived as credible sources of information, the stronger consumers' purchase intention toward Hanasui beauty products will be.

This result is further supported by descriptive analysis, in which the majority of respondents provided a high rating of 4.29 for this variable, measured through four indicators: (1) the receiver's perception of whether the source of the message is trustworthy, which is a crucial aspect in the context of Hanasui beauty product reviews on TikTok; (2) objective and easily understood evaluations that provide relevant information about Hanasui beauty products and related services; (3) information regarding the number of reviews, which consumers consider when assessing product quality and determining whether Hanasui beauty products are in demand; and (4) the manner in which reviews can be observed, whether negative or positive.

The findings of this study are consistent with previous research conducted by Khairunnisa & Suryawardani, 2025; Maharani et al., 2024; Gultom & Khoiri, 2023; and Syah & Indriani, (2020) which demonstrated that Online Customer Reviews have a positive and significant partial effect on purchase intention. This suggests that online reviews shape consumer behavior, as consumers tend to trust the experiences and opinions of fellow buyers when selecting products, thereby influencing their purchase decisions for Hanasui beauty products. It reinforces the notion that Online Customer Reviews are not merely supplementary information but hold persuasive power in shaping consumer perceptions and purchase intentions toward Hanasui products.

The Influence of Content Marketing (X_1) and Online Customer Reviews (X_2) on Purchase Interest (Y)

Based on the results of the multiple linear regression test, the independent variables employed in this study namely Content Marketing and Online Customer Review, were found to have a simultaneous effect on purchase intention, with F-count (23,823) exceeding F-table (3.09) at a 0.05 significance level. Accordingly, H_3, which posits that Content Marketing and Online Customer Review jointly exert a positive and significant influence on purchase intention for Hanasui beauty products, is accepted.

This finding is further supported by the Adjusted R^2 value of 0.803, indicating that 80.3% of the variation in purchase intention for Hanasui beauty products is explained by Content Marketing (X1) and Online Customer Review (X2). The remaining 19.7% is attributable to other variables not included in this study, such as Online Customer Rating, Beauty Influencers, and Viral Marketing.

The results of this study are consistent with prior research conducted by Maharani et al. (2024) and Gultom & Khoiri (2023), both of which demonstrated that Content

Marketing and Online Customer Review simultaneously and significantly influence purchase intention.

CONCLUSION AND SUGGESTIONS

Based on the results of the descriptive analysis, the majority of respondents provided very high ratings for the three variables examined in this study: Content Marketing (X_1), Online Customer Review (X_2), and Purchase Intention (Y). This indicates that consumer perceptions of content marketing, online customer reviews, and purchase intention are highly positive.

The Content Marketing variable was found to have a significant effect on consumers' purchase intention for Hanasui beauty products on TikTok. This implies that the more frequently the official TikTok account officialhanasui consistently uploads content that adds value—by providing product-related information and offering solutions to skin problems—the stronger consumers' purchase intention toward Hanasui beauty products will be.

The Online Customer Review variable also demonstrated a significant effect on purchase intention for Hanasui beauty products on TikTok. This suggests that the greater the number of online reviews—whether positive or negative—that are perceived as credible sources of information, the stronger consumers' purchase intention toward Hanasui beauty products will become.

Based on the results of the F-test, the independent variables—content marketing and online customer reviews—were found to have a simultaneous and significant effect on consumers' purchase intention toward Hanasui beauty products on the TikTok platform. These two variables complement one another: company-generated content serves to build brand image and provide product information, while consumer reviews reinforce trust and validate the claims made by the brand. The synergy between content marketing and online customer reviews has been proven to enhance purchase intention more strongly than the influence of each variable when examined separately.

Optimize TikTok Content, companies are encouraged to develop creative, educational, and interactive content on TikTok. Examples include product usage tutorials, tips for matching makeup themes with outfits of the day (OOTD), behind-the-scenes production insights, or collaborations with beauty influencers to expand audience reach.

Enhancing the credibility of consumer. Companies are advised to encourage customers to provide honest and high-quality feedback by implementing a reward system, such as vouchers or loyalty points. This approach can enrich both the quantity and quality of reviews, thereby strengthening prospective buyers' trust in the brand.

Future researchers are recommended to broaden the scope of study by incorporating additional independent variables such as online customer ratings, influencer marketing, viral marketing, and brand trust. These factors may provide a more comprehensive understanding of consumer purchase intention in the digital marketplace.

Moreover, based on field research experience, it is suggested that future researchers ensure the accessibility of questionnaires (Google Forms) on the TikTok platform prior to distribution. To maximize response rates, questionnaires should be disseminated through more than three TikTok accounts and distributed to a number of potential respondents exceeding the predetermined sample size.

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