

THE EFFECT OF INFLUENCER CREDIBILITY, CONTENT MARKETING AND E-WOM ON SKINTIFIC SKINCARE PURCHASE DECISIONS ON TIKTOK

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Abstract

This study aims to analyze the influence of influencer credibility, content marketing, and electronic word of mouth (e-WOM) on purchasing decisions for Skintific skincare on TikTok. The research method used is a quantitative approach with data collection through questionnaires distributed to respondents who have been exposed to Skintific promotions on TikTok. Data were analyzed using multiple linear regression. The results of the study indicate that influencer credibility has a significant effect on purchasing decisions, where the expertise, honesty, and attractiveness of influencers increase consumer trust. Interesting and educational content marketing also contributes to increasing purchasing interest, while e-WOM in the form of reviews and recommendations strengthens purchasing decisions. The conclusion of this study is that companies need to choose credible influencers, develop more engaging content marketing strategies, and encourage positive interactions through e-WOM in order to increase consumer purchasing decisions.

Keywords: Influencer Credibility, Content Marketing, E-Wom, Purchasing Decisions.

INTRODUCTION

The development of digital technology has brought significant changes in various aspects of life, including consumer behavior in shopping. One of the phenomena that is growing rapidly is the use of social media platforms as a means of promotion and marketing. TikTok, as one of the popular social media platforms based on data *Statistics* in August 2024, Indonesia ranked first in terms of the number of TikTok users with 157.6 million people as of July 2024 (Kompas.com) become an effective tool for marketers to reach consumers, especially in the beauty industry. Creative, informative, and engaging content on TikTok can influence consumer purchasing decisions through various approaches, such as influencer credibility, content marketing, and electronic word of mouth (e-WOM).

Influencer credibility plays a key role in influencing purchasing decisions for skincare products such as Skintific on TikTok. Influencers with a high level of expertise, honesty, and personal appeal can increase consumer trust in the products they recommend. According to Lou & Yuan's (2019) research in the journal "Influencer Marketing: How Message Value and Credibility Affect Consumer Trust", influencer credibility contributes to consumer trust levels, which in turn increases purchase intentions. This is supported by data from GlobalWebIndex (2023) which notes that 49% of TikTok users buy products after seeing recommendations from trusted influencers. Well-known beauty influencers such as Tasya Farasya and Abel Cantika often provide honest reviews of skincare products, which creates the FOMO (Fear of Missing Out) effect and drives purchasing decisions. On TikTok, which is known as a trust economy-based platform, influencer credibility is vital in building brand awareness and increasing product sales, such as Skintific. Previous research results have

Content marketing on TikTok plays a major role in attracting attention and providing educational information about skincare products like Skintific, which ultimately influences consumer purchasing decisions. According to Chaffey (2022) in his book "Digital Marketing: Strategy, Implementation, and Practice", effective content marketing can increase consumer trust and encourage them to buy products. Data from HubSpot (2023) shows that 70% of consumers are more likely to buy a product after seeing interesting short video content. TikTok, with its interest-based algorithm, makes it easy for brands like Skintific to reach their target audience through video tutorials, testimonials, or before-afters. A study from TikTok Insights (2024) also noted that the hashtag #Skintific has received more than 500 million views, with before-after videos showing the results of using Skintific products in 7 days going viral and driving sales up to 35% in the marketplace. This shows how strong the influence of content marketing is in influencing purchasing decisions on TikTok. According to Fadhilah & Saputra (2021) Content Marketing influences consumer purchasing decisions, especially for Generation Z.

E-WOM (Electronic Word of Mouth) has a major influence on skincare product purchasing decisions, especially on platforms like TikTok. According to Cheung & Thadani (2012) in the journal "The Impact of Electronic Word-of-Mouth Communication: A Literature Analysis and Integrative Model", positive E-WOM can increase consumer perceptions of product quality, which ultimately drives purchasing decisions. Data from McKinsey (2023) shows that 84% of consumers trust recommendations from other consumers more than direct advertising. On TikTok, consumers often provide product reviews through comments or create self-review videos, strengthening the credibility of skincare products like Skintific. TikTok also facilitates the rapid spread of these reviews through hashtags and collaboration with influencers. For example, positive reviews of Skintific products on TikTok increase consumer trust and contribute to an increase in purchases of up to 25% within one week after the review video went viral. This E-WOM plays an important role in strengthening the impression that the product is effective and reliable.

Nowadays, the makeup and skincare industry has shown rapid development (Warningrum, 2023). Public awareness of the importance of skincare and overall appearance is increasing, which has also driven rapid growth in the beauty sector (Candani & Yuniardi Rusdianto, 2023). Skintific is one of the skincare brands that is now attracting the attention of social media users, especially on TikTok. This Canadian brand is widely known for its flagship product, namely ceramide moisturizer, which has gone viral for its excellent quality. Skintific also offers a variety of skincare products, such as face masks, moisturizers, toners, serums, and facial cleansers. Each product is developed through in-depth research and patented TTE (Triangle Trilogy Effect) technology, which is claimed to work quickly but remains safe to protect the skin barrier (Toji & Sukati, 2024).

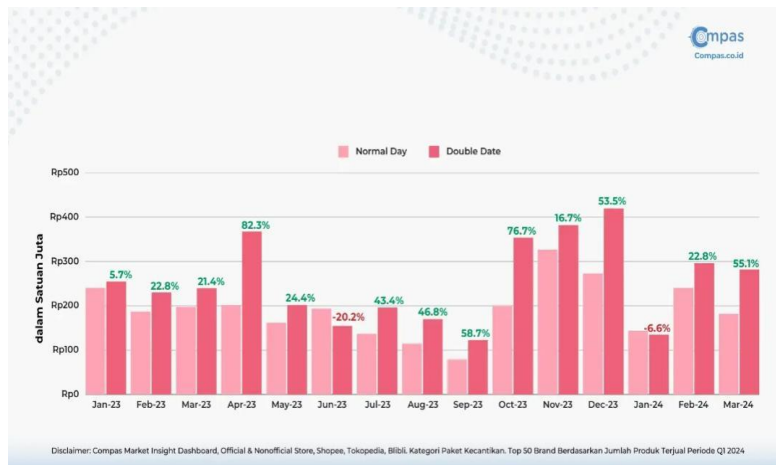


Figure 1. Skintific Skincare Product Sales Data 2023-2024

Source: kompas.co.id

In Figure 1. there is sales data from the Skintific brand with Double Date Day consistently increasing sales of beauty products because consumers tend to take advantage of the massive promotions that are often offered on that date, such as discounts, cashback, and bundling. The graph shows a significant increase in certain months, such as April 2023 (82.3%) and October 2023 (76.7%), indicating that e-commerce marketing strategies are very effective in attracting buyers' attention. Momentum such as the end of the year in December 2023 (53.5%) also supports high shopping interest, while declines in months such as June 2023 (-20.2%) and January 2024 (-6.6%) may be due to decreasing purchasing power or less attractive promotions. This confirms that Double Date is an important moment to maximize sales, especially in the beauty industry. Although Skintific has experienced ups and downs in a competitive market, it has managed to maintain its position by focusing on product innovation, digital marketing and superior service (Septian & Firmially, 2023).

Thus, purchasing decisions for beauty products are often based on the level of trust in the product and recommendations from others. Therefore, utilizing the TikTok platform with the right strategy can be the key to success in increasing consumer purchasing decisions. However, although TikTok's potential as a marketing platform is very large, there is still little research that specifically explores the influence of influencer credibility, content marketing, and e-WOM on consumer purchasing decisions on this platform. Based on this background, this study aims to analyze the influence of influencer credibility, content marketing, and e-WOM on consumer purchasing decisions for beauty products on the TikTok platform. This research is expected to contribute to the development of more effective digital marketing strategies, especially in the beauty industry.

LITERATURE REVIEW

Influencer Credibility

According to Sugiharto, (2019) Influencer credibility is the public's view of a person or figure on social media who has a large number of followers. According to Wiedmann &

von Mettenheim (2020) there are 3 things that an influencer needs to fulfill to become a source of credibility, namely attractiveness, trustworthiness and expertise. According to Sugiharto, (2019) Influencer credibility is the public's view of a person or figure on social media who has a large number of followers. In a study conducted by Ardani, (2020) which showed that Influencer credibility influences purchasing decisions.

Content Marketing

According to Pulizzi in (Bening & Kurniawati, 2019) Content marketing This is one of the marketing strategies to plan, distribute, and produce creativity to attract the right target audience and become customers. According to Claesson & Jonsson (2017). The dimensions of content marketing are divided into 4 categories, namely Strategy, Activity, Results and Customer Engagement. According to Iskandar et al., (2023: 623) content marketing indicators are Relevance, Accuracy, Value, Easy to understand Easy to find and Consistent. From this explanation, content marketing is a marketing activity to get attention from consumers so that consumers want to buy a product from the information provided by the company in the form of images or videos. Usually content marketing is created on social media such as Instagram, Tiktok, Twitter, etc. This is in line with research conducted by Fadhilah and Galih Ginanjar Saputra (2021) which states that content marketing has a major influence on consumer purchasing decisions.

Electronic Word of Mouth (eWOM)

Henning Thureau et al. (2004) stated that electronic word of mouth is a negative or positive statement made by actual, potential, or previous consumers who talk about a product or company and this information is available to people or institutions through the internet media. Aprilia et. al. (2019) also stated that E-WOM has a significant influence on purchasing decisions. According to Goyette et al., (2010) electronic word of mouth is divided into the following three dimensions:

1. Intensity

Intensity in electronic word of mouth refers to the number of opinions written by consumers on a social networking site. Intensity indicators include:

- a. frequency of accessing information from social networking sites;
- b. frequency of interaction with users of social networking sites;
- c. the number of reviews written by users of social networking sites.

2. Valence of opinion

Valence of opinion is the consumer's opinion, both positive and negative, about products, services, and brands. Valence of opinion has two characteristics, namely negative and positive. Valence of opinion includes:

- a. positive comments from users of social networking sites;
- b. recommendations from users of social networking sites.

3. Content

Content is the information content of social networking sites related to products and services. Indicators of content include:

- a. available variation information;
- b. quality information;
- c. information about the prices offered.

Buying decision

According to Kotler & Keller's view in (Putri, 2021) purchasing decisions are the process of solving a problem that is structured based on analysis and desires, information searches, and conducting research on information sources on shopping choices, purchasing decisions, and how they behave after making a purchase. According to Kotler and Keller (2018), there are several dimensions that influence purchasing decisions, namely:

1. The ability of consumers to make decisions regarding the products or services they will purchase.
2. Consumers' ability to choose brands that suit their preferences.
3. The ability of consumers to determine the desired service provider or distribution channel.
4. Determining the time that consumers consider appropriate to make a purchase.
5. Consumer decisions regarding the quantity of goods to be purchased.
6. Consumer choice regarding the payment method to be used.

According to Kotler and Keller (2018), there are several indicators that influence purchasing decisions, namely Product Determination, Brand Determination, Media Channel Determination, Purchase Time, Purchase Amount and Payment Method.

Theoretical Framework and Hypothesis Formulation

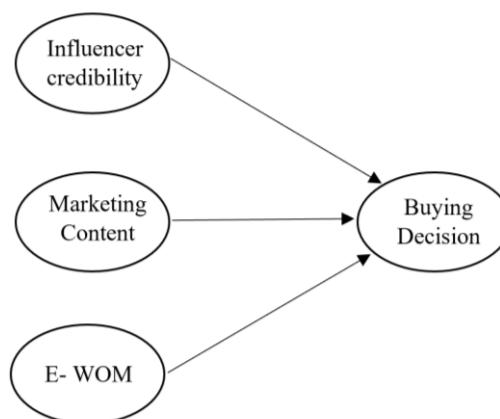


Figure 2. Framework of Thought

Hypothesis:

- H1: There is a significant influence of influencer credibility on purchasing decisions.
- H2: There is a significant influence of content marketing on purchasing decisions.
- H3: There is a significant influence of e-WOM on purchasing decisions

METHOD

This study uses a quantitative research design with data collection through purposive sampling techniques. This technique is carried out by selecting samples randomly, but still ensuring that the sample represents the population. The subjects of the study were the Young Generation in Cirebon City who use the Tiktok platform.

In this study, the population used is the Young Generation in Cirebon City aged 18-45 years who use the Tiktok platform. In this study, the population size is unknown, so to facilitate the determination of the number of samples taken, it is determined by the non-probability sampling technique (not the entire population is taken).

In this study, the scores were obtained using a Likert scale with four answer choices, namely (1) Strongly Disagree (STS), (2) Disagree (TS), (3) Neutral (N), (4) Agree (S) and (5) Strongly Agree (SS). To ensure the validity of the data, the researcher conducted validity and reliability tests on the items used in data collection. Furthermore, data processing was carried out through normality tests, multicollinearity, heteroscedasticity test, t-test, R Square test, and correlation coefficient using SPSS software.

The sampling method used in this study is purposive sampling, which is by considering certain things. Purposive sampling is a technique used to select participants based on predetermined criteria (Sugiyono, 2017). The author uses the purposive sampling technique because not all samples meet the criteria determined by the author. The author uses the purposive sampling technique because not all samples meet the criteria determined by the author. Therefore, certain criteria are set for the samples used in this study. 1) Residing in Cirebon, 2) Aged between 18 and 45 years, and 3) Using the Tiktok platform. Our theoretical model was tested using SmartPLS 3 software. The criteria are as follows: Since the population is unknown, we use the sampling formula from Rao Purba:

$$n = \frac{z^2}{4(moe)^2}$$

Information:

N = Number of Samples

Z = Level of confidence in determining the sample (95% = 1.96),

Moe = Margin of error, the maximum error tolerated is 10%

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = \frac{3,8416}{4(0,01)}$$

$$n = \frac{3,8416}{0,04}$$

$$n = 96,04$$

Based on the provisions above, the minimum number of samples that can be taken is as follows:

Based on the formula above, the minimum number of samples needed is 96.04 samples. Therefore, the author of this study collected data from samples rounded up to 100 respondents.

RESULTS AND DISCUSSION

Validity Test

Validity testing is conducted to measure whether the research instrument is truly capable of measuring the construct used. To obtain the validity of the questionnaire, efforts are focused on achieving content validity. This validity indicates the extent to which the differences obtained with the measurement instrument reflect the actual differences in the respondents studied.

**Table 1. Data Feasibility Test
Questionnaire Collection Results**

No	Corrected ValueItems	Sig	r Table	Criteria
	Total Correlation / r Count			
X1.1	0.711	0.000	0.196	Valid
X1.2	0.625	0.000	0.196	Valid
X1.3	0.695	0.000	0.196	Valid
X1.4	0.505	0.000	0.196	Valid
X1.5	0.692	0.000	0.196	Valid
X1.6	0.677	0.000	0.196	Valid
X1.7	0.514	0.000	0.196	Valid
X1.8	0.584	0.000	0.196	Valid
X1.9	0.577	0.000	0.196	Valid
X1.10	0.690	0.000	0.196	Valid

Questionnaire Collection Results

No	Corrected ValueItems	Sig	r Table	Criteria
	Total Correlation / r Count			
X2.1	0.699	0.000	0.196	Valid
X2.2	0.820	0.000	0.196	Valid
X2.3	0.873	0.000	0.196	Valid
X2.4	0.908	0.000	0.196	Valid
X2.5	0.803	0.000	0.196	Valid
X2.6	0.779	0.000	0.196	Valid
X2.7	0.866	0.000	0.196	Valid
X2.8	0.813	0.000	0.196	Valid

Questionnaire Collection Results

No	Corrected ValueItems	Sig	r Table	Criteria
	Total Correlation / r Count			
X3.1	0.829	0.000	0.196	Valid
X3.2	0.796	0.000	0.196	Valid
X3.3	0.852	0.000	0.196	Valid
X3.4	0.744	0.000	0.196	Valid
X3.5	0.746	0.000	0.196	Valid
X3.6	0.838	0.000	0.196	Valid
X3.7	0.815	0.000	0.196	Valid
X3.8	0.793	0.000	0.196	Valid
X3.9	0.743	0.000	0.196	Valid

Questionnaire Collection Results

No	Corrected ValueItems	Sig	r Table	Criteria
	Total Correlation / r Count			
Y.1	0.766	0.000	0.196	Valid
Y.2	0.833	0.000	0.196	Valid
Y.3	0.822	0.000	0.196	Valid
Y.4	0.786	0.000	0.196	Valid
Y.5	0.822	0.000	0.196	Valid
Y.6	0.802	0.000	0.196	Valid
Y.7	0.827	0.000	0.196	Valid
Y.8	0.887	0.000	0.196	Valid

Based on the validity test results displayed in the table, it can be concluded that all question items in the questionnaire have a total correlation value (Corrected Value Items / Total Correlation) greater than r table (0.196) and a significance value (Sig) of 0.000 ($p < 0.05$). This indicates that all items in the questionnaire are declared valid and can be used for further testing in research.

Reliability Test

Reliability testing is intended to determine the level of consistency of the instrument that measures the concept. Reliability is a requirement to achieve the validity of a questionnaire with a specific purpose. In measuring the reliability of the measuring instrument used is the Cronbach Alpha Technique. If the Cronbach's Alpha value is greater than 0.6, then the respondent's answer to the questionnaire as a measuring instrument is

considered reliable. If Cronbach's Alpha is less than 0.6, then the respondent's answer to the questionnaire as a measuring instrument is declared unreliable.

Table 2. Reliability Test Results

Variables	Cronbach's Alpha	Conclusion
Influencer Credibility	0.838	Reliable
Content Marketing	0.930	Reliable
e-WOM	0.923	Reliable
Buying decision	0.927	Reliable

The results of the reliability test show that all variables have a Cronbach's alpha value > 0.60 which shows that Influencer Credibility has a Cronbach's Alpha value of $0.838 > 0.60$, Content Marketing of $0.930 > 0.60$, e-WOM of $0.923 > 0.60$, and Purchase Decision of $0.927 > 0.60$. Thus, the questionnaire used in this study is declared reliable and suitable for use in further analysis.

Normality Test

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

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.40043729
Most Extreme Differences	Absolute	.105
	Positive	.076
	Negative	-.105
Test Statistics		.105
Asymp. Sig. (2-tailed)		.008c
Monte Carlo Sig. (2-tailed)	Sig.	.198d
	99% Lower Bound	.188
	Confidence Upper Bound	.208
	Interval	

From the results above, asymp.sig (2-tailed) shows a value of $0.008 < 0.05$. From these results, the data is not normally distributed, so this study uses another option, namely the Monte Carlo method. After conducting a normality test with the Monte Carlo Sig. (2-tailed) model, the value shows $0.198 > 0.05$, so it can be concluded that the residual or research data is normally distributed.

Multicollinearity Test

Table 4. Multicollinearity test
Coefficients^a

		Collinearity Statistics	
	Model	Tolerance	VIF
1	Influencer Credibility	.871	1.148
	Content_Marketing	.207	4.839
	eWOM	.213	4.693

The results of the multicollinearity test show that all variables have a tolerance value > 0.10 or a VIF value < 10 indicating Influencer credibility has a tolerance value of $0.871 > 0.10$ and a VIF of $1.148 < 10$, Content Marketing has a tolerance value of $0.207 > 0.10$ and a VIF of $4.839 < 10$, while e-WOM has a tolerance value of $0.213 > 0.10$ and a VIF of $4.693 < 10$. Thus, it can be concluded that there are no symptoms of multicollinearity or it passes the multicollinearity test.

Heteroscedasticity Test

Table 5. Heteroscedasticity test
Coefficients^a

	Sig.
1 (Constant)	.340
Influencer Credibility	.335
CM	.024
e_wom	.166

a. Dependent Variable: ABS_RES2

From the test results above, Content Marketing (CM) has a Sig. value of $0.024 < 0.05$, which indicates an indication of heteroscedasticity in this variable. Meanwhile, Influencer Credibility has a Sig. value of $0.335 > 0.05$ and eWOM has a Sig. value of $0.166 > 0.05$, which indicates that these two variables do not experience heteroscedasticity problems.

T-Test (Partial)

Influencer Credibility

Table 6. Influencer Credibility t-Test
Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	24,889	5.375		4,630	.000

Influencer Credibility	.261	.113	.227	2,307	.023
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a. Dependent Variable: Purchase_Decision

It is known that the Sig value for the influence of Influencer Credibility (X1) on Purchasing Decisions (Y) is $0.023 < 0.05$ and the calculated t value is $2.307 > t$ table 1.984 so it can be concluded that H1 is accepted which means there is an influence of Influencer Credibility on Purchasing Decisions.

Table 7. Test of Influencer Credibility Determinants

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.227a	.052	.042	3,748

a. Predictors: (Constant), Influencer_Credibility

Based on the output above, the R square value is 0.052, which means that the influence of the Influencer Credibility variable (X1) on the Purchase Decision (Y) (Persial) is 0.52% with the rest influenced by other variables not included in this study. And is in the strong category with an R square value of 0.5 - 0.75 (Sarwono: 2006)

Table 8. Content_Marketing t-test

Coefficientsa					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	4,748	1,659		2,861
	Content_Marketing	.870	.044	.894	19,700

a. Dependent Variable: Purchase_Decision

It is known that the Sig value for the influence of Content Marketing (X2) on Purchasing Decisions (Y) is $0.000 < 0.05$ and the calculated t value is $19,700 > t$ table 1.984 so it can be concluded that H2 is accepted which means there is an influence of Content Marketing on Purchasing Decisions.

Table 9. Content_Marketing Determinant Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.894a	.798	.796	1,728

a. Predictors: (Constant), Content_Marketing

Based on the output above, the R square value is 0.798, which means that the influence of the Content Marketing variable (X2) on the Purchase Decision (Y) (Persial) is 79.8% with

the rest influenced by other variables not included in this study. And is in the very strong category with an R square value of 0.75 - 0.99 (Sarwono: 2006)

Table 10. e-WOM T-test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.184	1,965		2,639	.010
eWOM	.763	.047	.856	16,410	.000

a. Dependent Variable: Purchase_Decision

It is known that the Sig value for the influence of e-WOM (X3) on Purchasing Decisions (Y) is $0.000 < 0.05$ and the calculated t value is $16.410 > t \text{ table } 1.984$ so it can be concluded that H3 is accepted which means there is an influence of e-WOM on Purchasing Decisions.

Table 11. e-WOM Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856a	.733	.730	1.988

a. Predictors: (Constant), eWOM

Based on the output above, the R square value is 0.733, which means that the influence of the e-WOM variable (X3) on the Purchase Decision (Y) (Persial) is 73.3% with the rest influenced by other variables not included in this study. And is in the very strong category with an R square value of 0.75 - 0.99 (Sarwono: 2006)

CONCLUSION

This study analyzes the influence of influencer credibility, content marketing, and electronic word of mouth (e-WOM) on purchasing decisions for Skintific skincare on TikTok. The results of the study show that the three variables have a significant effect on purchasing decisions partially. Influencer credibility plays an important role in building consumer trust, interesting content marketing increases purchasing interest, and e-WOM strengthens positive perceptions of the product. Thus, companies can improve their digital marketing strategies by focusing on selecting credible influencers, creating relevant content, and encouraging positive interactions through e-WOM to increase purchasing decisions.

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