

# THE INFLUENCE OF CONTENT MARKETING, LIVE STREAMING, AND ONLINE CUSTOMER REVIEWS ON PURCHASE DECISIONS AT TIKTOK SHOP

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**Abstract:** *Currently, a new term has emerged for this type of e-commerce, namely social commerce. TikTok Shop is a social commerce application that people like. Consumers can use the features available on the TikTok Shop, such as uploading content, live streaming, and customer reviews. These features can help consumers in determining purchase decisions for a product. The aim of this research is to determine the influence of content marketing, live streaming, and online customer reviews on purchase decisions. This research used quantitative methods with a total of 96 respondents. The data source in this research consists of primary data in the form of questionnaires distributed to respondents. Meanwhile, secondary data comes from journal articles, books, and websites. Data collection was obtained through Google Forms and Likert scale. SPSS software is used. Tests include descriptive analysis test, multicollinearity test, heteroscedasticity test, autocorrelation, T and F test, and R2 coefficient determination. The content marketing, live streaming, and online customer review variables have a determining relationship with the purchase decision variable of 80.9%, and 19.1% are influenced by other variables. The research results showed that the variables content marketing, live streaming, and online customer reviews have positive significant effects on purchase decision variables. Theoretical contributions to this research include enriching academic literature as well as practical implications that are useful for sellers on TikTok Shop in determining more effective marketing strategies. For future researchers, it is hoped that they will use different variables such as affiliate marketing, shipping costs, and cash on delivery.*

**Keywords:** *Contents Marketing, Live Streaming, Online Customer Reviews, Purchase Decisions*

**Abstrak:** Saat ini, muncul istilah baru untuk jenis e-commerce yaitu social commerce. TikTok Shop merupakan salah satu aplikasi social commerce yang disukai masyarakat. Konsumen dapat menggunakan fitur – fitur yang tersedia di TikTok Shop seperti upload konten, live streaming, dan review atau ulasan pelanggan. Fitur – fitur ini dapat membantu konsumen dalam menentukan keputusan pembelian sebuah produk. Tujuan penelitian ini untuk mengetahui pengaruh content marketing, live streaming, dan online customer review terhadap keputusan pembelian. Sebuah metode kuantitatif serta responden sebanyak 96 digunakan dalam penelitian ini. Sumber data dalam penelitian ini terdiri dari data primer

berupa kuesioner yang disebarakan kepada responden. Sedangkan data sekunder berasal dari artikel jurnal, buku, dan website. Pengumpulan data didapatkan melalui kuesioner Google Form menggunakan skala likert. Penelitian ini menggunakan software SPSS. Uji yang digunakan antara lain uji analisis deskriptif, kemudian analisis regresi linear berganda, lalu uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji autokorelasi, uji T, uji F, dan koefisien determinasi R<sup>2</sup>. Variabel *content marketing*, *live streaming*, serta *online customer review* memiliki hubungan determinasi terhadap variabel keputusan pembelian 80.9% serta 19.1% dipengaruhi oleh variabel lainnya. Hasil penelitian didapatkan ketiga variabel yaitu *content marketing*, *live streaming*, *online customer review* berpengaruh positif signifikan terhadap variabel keputusan pembelian. Kontribusi teoretis pada penelitian ini antara lain memperkaya literatur akademik serta implikasi praktis yang berguna bagi *seller* di TikTok Shop dalam menentukan strategi pemasaran yang lebih efektif. Bagi peneliti selanjutnya, diharapkan menggunakan variabel berbeda seperti *affiliate marketing*, *shipping cost*, dan *cash on delivery*.

**Kata Kunci:** Konten Marketing, Live Streaming, Online Customer Review

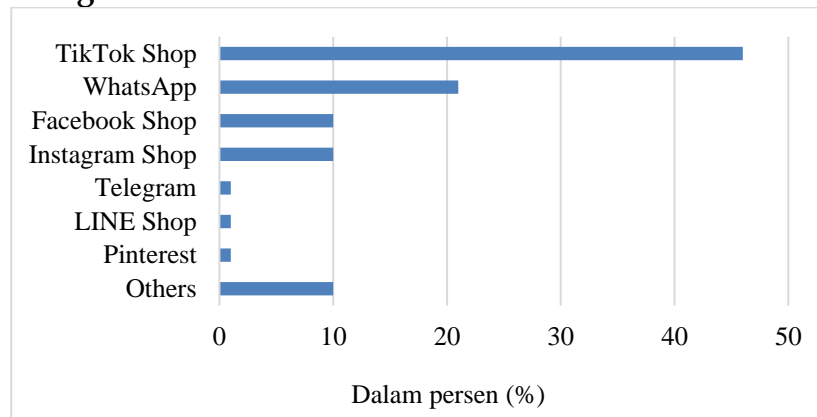
## INTRODUCTION

Online shopping is currently very popular among modern society. Consumers mostly use e-commerce for online shopping because of the security and variety of features offered. As technology advances, a new business model called social commerce has emerged. Social commerce uses Web 2.0 social media technology to support user contributions and interactions in obtaining products or services online based on research Liang & Turban.

According to Al-Adwan and Kokash, Web 2.0 technology significantly impacts the improvement of business reputation, strengthens relationships with customers, and enhances the effectiveness of brand or new product development. On the other hand, customers benefit from Web 2.0 technology. This technology positively affects customer preferences and purchase decisions. Customers can also easily obtain information about products or services through the content uploaded on that platform (2019).

TikTok Shop is one example of social commerce in Indonesia. Based on a survey by Populix in 2022 about Indonesian consumer purchases on social commerce platforms, TikTok Shop received the highest usage percentage at 45%, followed by WhatsApp (21%), Facebook Shop (10%), and Instagram Shop (10%). The survey explained that 4 out of 5 respondents had made purchases on social commerce platforms, mostly from TikTok Shop and WhatsApp. The product categories with the highest purchases are clothing, beauty, and food, with an average purchase amount of Rp274,034 per month.

**Figure 1. The Use of Social Commerce in Indonesia**



Source: info.populix.co (2022)

The high level of TikTok Shop usage in Indonesia is supported by the various features of TikTok Shop that make it easier for consumers. These features include content upload, product live streaming, and product reviews. Some of the features offered by TikTok have an impact on purchase decisions. Purchase Decision is the consumer's attitude in determining and evaluating two or more alternative choices from a brand (goods or services) they wish to buy. According to Nurmalasari (2021), consumer purchase decisions are influenced by financial, technology, politics, culture, price, product, location, and promotion. According to Jauhari's research, the purchase decision begins with identifying needs, seeking information and details, evaluating alternatives, the purchase process, and finally post-purchase behavior (2020). Narottama and Moniaga explained that the purchase decision occurs when consumers choose the product they like the most and consider the best before deciding to make a purchase (2022).

According to Shadrina and Sulistyanto, there are various factors that can influence purchase decisions, one of which is marketing content. Content marketing according to Forbes is defined as a marketing strategy that involves the creation and promotion of high-quality, relevant, and consistent material to attract an audience. The material is divided into several categories: audio, text, and video (2022). Based on the research by Dewi, Fajariah, and Suardana, marketing content on the TikTok platform is very diverse depending on the products or services offered, making it easy to attract consumers to make purchases. Considering the current changing trends, marketing can use TikTok content to promote goods or services to customers (2023).

Besides marketing content, another factor that influences purchase decisions is Live Streaming. Live streaming is a promotional medium that provides information and aims to influence consumers' decisions to buy, use, and develop loyalty towards a product. Live streaming can utilize visual appeal such as attractive product photos and clear product descriptions, making it easier for consumers to determine which product to buy. Risnawati & Chamidah (2022). Live streaming on the TikTok application is usually conducted by hosts from seller store accounts. These live hosts stream to explain the product descriptions, prices, payment systems, and shipping systems. When there is

no live streaming, buyers find it difficult to obtain information related to products or shipping systems. With live streaming, buyers can ask the host questions in real time regarding products, payments, or shipping.

Next is online customer reviews. Essentially, online customer reviews are a form of E-WoM that contains direct opinions from consumers about a product, which will later influence purchase decisions. Putri & Marlien (2022). One of the problems experienced by buyers on TikTok Shop is the lack of product reviews or ratings, making it difficult for buyers to determine the actual quality of the product based on previous customer reviews. With Online Customer Reviews, potential buyers can use them as a decisive factor in their purchase decisions.

Based on previous research, limitations and a research gap were found regarding the influence of content marketing, live streaming, and online customer reviews on purchase decisions. Previous articles explain that there are many factors influencing purchase decisions. Imanudin dan Sulhan's research (2023) having partial research results, Content Marketing has a significantly substantial influence on Purchase Decisions. The limitation of this research only focuses on the store sweaterpolos.id, with no detailed discussion regarding the TikTok Shop platform.

The article by Rachmah and Madiawati also shows that Content Marketing has a significant impact on purchase decisions. (2022). However, this article only discusses the marketing content on a TikTok account called Cafe Kisah Manis, without explaining the details about TikTok Shop. Similar results were also found in the article by Nabila and Habib. (2023). The limitation of this article is that it only discusses the variables of content marketing and online customer reviews for one product, which is Camille Beauty Mask.

However, in the article Ul Huda et al (2021) significant influence was not found. This article has a limitation in that it only explains the variable of content marketing on social media in general, without any specific explanation related to TikTok Shop. Amin and Fikriyah's research explains that partially, live streaming has a significant influence on product purchase decisions. (2023). The limitation of this research only focuses on Muslim fashion products. No in-depth discussion was found regarding TikTok Shop. The article by Rahmayanti and Dermawan explains that the Live Streaming variable also has a significant influence on purchase decisions. (2023). Another study by Febriah and Febriyantoro (2023) shows similar results, namely that partial live streaming significantly affects purchase decisions.

Research gap found in the article by Wahyuningsih and Saputra (2023). The results of the article state that no significant influence was found in live streaming on purchase decisions. However, this article has a limitation as the respondents come from only one region, namely Surabaya. Meanwhile, TikTok Shop users are not only from Surabaya. The research conducted by Maslucha and Ajizah also shows that the variable has no effect on Live Streaming and purchase decisions. (2023). This research only focuses on explaining one product without any in-depth explanation about TikTok Shop and detailed discussion about live streaming.

The research by Melati and Dwijayanti found that the online customer review variable partially has a significant influence on purchase decisions. (2020). The article by

Amin and Rachmawati also explains that online consumer reviews greatly influence purchase decisions. (2020). The limitation of this research is that it does not explain the social commerce platform that serves as the medium for online customer reviews.

Amelia et al's research (2021) having online consumer review results significantly influences purchase decisions. The limitation of this research is that there is no in-depth discussion on the e-commerce platforms studied, and no explanation of the indicators for the online customer review variable was found. Discrepancies were found in the research by Ghoni and Soliha. The results of the article do not indicate a significant influence between online customer reviews and purchase decisions. The limitation of this article is the lack of discussion on the phenomenon of social commerce in Indonesia. (2022).

Based on the limitations and research gap of previous articles, as well as the discovery of differences in the same research, the researchers are encouraged to conduct further studies. Thus, the researcher decided to take the title, "The Influence of Content Marketing, Live Streaming, and Online Customer Reviews on Purchase Decisions at TikTok Shop."

### **THEORETICAL REVIEW**

The grand theory underlying this research is the Consumer Decision Model Theory. This theory was popularized by Engel, Kollat, and Blackwell in 1968. The theory, which has undergone revisions and is also known in its updated form as the Engel-Blackwell-Miniard (EBM) model, is a comprehensive framework that outlines the decision-making process consumers go through when making a purchase. According to Junaid Kamaruddin and Pebianti, the decision-making stage in the EKB model begins with the need identification stage, information search, in this study the information search is conducted online, and the third stage is the evaluation of alternatives by comparing certain options based on reviews, prices, and features. The next stage is the purchase decision after considering all alternatives, then the usage stage, and post-purchase evaluation to determine satisfaction and influence future purchase decisions.

Types of purchase decisions in the context of CDM include Extended Problem Solving (EPS), which occurs when consumers face complex purchase situations and require extensive consideration; Limited Problem Solving (LPS), which occurs when consumers have prior experience but still need to evaluate several alternatives; and Routine Problem Solving (RPS), which occurs in everyday purchases that do not require much consideration. (2023). Maisaroh and Wibisono (2022) define the purchase decision as the process consumers go through in choosing one from two or more products by using their knowledge and insights to evaluate those choices. At this stage, customers must make decisions about the type of product, brand, seller, quantity needed, when the purchase will be made, and the payment method to be used.

Indicators of Purchase Decision according to Kotler and Armstrong (2017) among others, consumer confidence to purchase after gaining an understanding of product information, consumers who decide to buy because of their favorite brand, and consumers who decide to buy because it meets their needs and desires, as well as consumers who decide to make a purchase because they received a recommendation from others.

Content marketing is defined as a marketing strategy that involves the planning process, production process, and distribution process of messages contained within a piece of content, created as attractively as possible with the aim of attracting consumers to a brand. Azzariaputrie & Avicenna (2023). According to Adelia and Cahya (2023), The indicators of content marketing are divided into relevance, accuracy, value, ease of understanding, ease of access, and consistency.

**H1:** Content marketing influences purchase decisions.

Live streaming is one of the features of a sales platform that enables real-time interaction between sellers and buyers through electronic media. Consumers can comment in the provided column, and the seller will respond to those comments, creating communication between the seller and the buyer. Live streaming makes it easier for consumers to know product details such as quality, size, and the materials used. Kamila Putri & Aghniarahma Junia (2023). Xu et al (2020) presenting live streaming indicators including streamer's attractiveness, para-social interaction (real-time interaction between streamer and viewers), and information quality.

**H2:** Live streaming influences purchase decisions.

In the research by Latief and Ayustira (2020), Online Customer Review is a feature that allows consumers to comment or express their opinions about products and services online. This feature has a significant impact on the purchase decisions of potential customers. There are three indicators of online customer reviews, namely Perceived Usefulness, which refers to the extent to which consumers believe online customer reviews provide benefits, then Perceived Enjoyment, which is the comfort consumers feel when seeking information through online customer reviews, and Perceived Control, which refers to the consumer's ability to control their actions. Rohmatulloh & Sari (2021).

**H3:** Online customer reviews influence purchase decisions.

## RESEARCH METHOD

### Type of Research and Population

This research uses a quantitative approach and purposive sampling method. The population in this study consists of users of the TikTok Shop platform and consumers who have made purchases on the TikTok Shop Social Commerce. The research sample must meet certain criteria.

1. The respondent is a TikTok Shop user.
2. The respondent has made a purchase on TikTok Shop.

Because the population is unknown, the sample was taken using the Lemeshow formula. A confidence level of 95% and an alpha value of 5% or 0.05 were used to ensure that the research conducted had high validity and minimal risk. (Yulieana & Hidayat, 2024).

$$n = \frac{Z^2 P(1 - P)}{d^2}$$

Explanation:

n = Sample size

Z = Z-value from the Z-table with a specific alpha

P = Unknown population proportion

d = Margin of error in both directions

A confidence level table is needed to determine the sample size because the population size is unknown. Confidence levels of 90% (1.645), 95% (1.960), and 99% (2.576) are used. The table below shows the p-value. (1-p). Because the value of P 0.5 already meets the requirements for the sample size, the researcher used the value of P 0.5 to calculate the sample size. The precision used is 0.1. (d). Mahzalena (2023).

$$n = \frac{Z^2 P(1 - P)}{d^2}$$

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

$$n = \frac{3,8416 \cdot 0,5(0,5)}{0,01}$$

$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

Thus, a sample result of 96 respondents was obtained. This number is expected to be representative of the population being studied and to more accurately reflect the characteristics and behaviors of the population.

### **Types and Sources of Data**

Primary and secondary data are used in this research. Primary data comes from questionnaires distributed to respondents (TikTok Shop users). Meanwhile, secondary data is derived from supporting literature. (artikel, buku, dan website).

### **Data Collection Techniques**

Data collection was conducted online using Google Forms through social media platforms. This study used a Likert scale. According to Ukkas (2017), The Likert scale is a psychometric scale often used in questionnaires and is most commonly used in surveys. Respondents choose one from the numerical options. The numbers include 5 indicating strong agreement, then 4 for agreement, 3 for neutral, 2 for disagreement, and the lowest value of 1 for strong disagreement.

### **Data Analysis Techniques**

Data analysis techniques use descriptive analysis tests and multiple linear regression analysis. The multiple linear regression equation is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3$$

Explanation:

- Y : Purchase Decision
- a : Constant
- b<sub>1</sub>, b<sub>2</sub>, b<sub>3</sub> : Regression Coefficient
- X<sub>1</sub> : Content Marketing
- X<sub>2</sub> : Live Streaming
- X<sub>3</sub> : Online Customer Review

The data instrument tests used include validity tests and reliability tests. Meanwhile, the classical assumption tests include normality tests, multicollinearity tests,

heteroscedasticity tests, autocorrelation tests, T tests, F tests, and the R2 coefficient of determination.

## RESULTS AND DISCUSSION

### Descriptive Analysis of Respondents' Characteristics and Identity

**Table 1. Respondent's Characteristics**

Respondent's Characteristics	Frequency	Percentage
TikTok users	96	100%
Have made at least one purchase on the TikTok Shop app	96	100%

Source: Processed Data (2024).

Table 1 shows that respondents who are TikTok users have a frequency of 96 and a percentage of 100%. Another characteristic is that respondents who have made a purchase on TikTok Shop at least once also have a frequency of 96 and a percentage of 100%.

**Table 2. Respondent Identities**

Respondent Identity	Group	Frequency	Percentage
<b>Gender</b>	Male	14	14.6%
	Female	82	85.4%
<b>Age</b>	17 - 25 years	87	90.6%
	26 - 30 years	5	5.2%
	31 - 40 years	2	2.1%
	> 40 years	2	2.1%
<b>Job</b>	Student/University	81	84.4%
	Student	8	8.3%
	Private Employee	2	2.1%
	PNS/ASN	5	5.2%
	Others		

Source: Processed Data (2024)

The identity of the respondents consists of 14 male respondents with a percentage of 14.6%, and 82 female respondents with a percentage of 85.4%. This gender difference can influence the types of products purchased and the marketing strategies used by sellers on the platform.

The age category of 17 - 25 years had 87 respondents with a percentage of 90.6%, the age category of 26 - 30 years had 5 respondents with a percentage of 5.2%, the age category of 31 - 40 years had two respondents with a percentage of 2.1%, and the last age category of > 40 years had two respondents with a percentage of 2.1%.

The majority of TikTok Shop users are individuals aged 18 - 25 years. This age group has a high shopping frequency and tends to be open to innovations, especially in online shopping, including the TikTok Shop social commerce platform. This age also correlates with higher consumer behavior, which influences purchase decisions. Lulu et al (2024).

In the job category, student respondents had the highest frequency with 81 respondents at a percentage of 84.4%, followed by private employees with 8 respondents



at a percentage of 8.3%, then civil servants with 2 respondents at a percentage of 2.1%, and others with 5 respondents at a percentage of 5.2%. The respondents involved in the research are often students or young workers. The level of education and job status can influence purchase power and product preferences. For example, students might be more interested in products with affordable prices or discounts, which are often offered on TikTok Shop.

**Table 3. Multiple Linear Regression Test Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.911	.808		2.365	.020
	Content Marketing	.296	.048	.472	6.223	.000
	Live Streaming	.324	.073	.290	4.441	.000
	Online Customer Review	.284	.085	.238	3.352	.001

a. Dependent Variable: Purchase Decisions  
Source: Processed Data (2024).

**Multiple Linear Regression Analysis**

Based on Table 3, the equation from the multiple linear regression test is as follows:

$$Y = 1.911 + 0.296X_1 + 0.234X_2 + 0.284X_3$$

The elaboration of the equation is as follows:

1. Constant  
If the Independent variables (Content Marketing, Live Streaming, and Online Customer Review) are valued at 0, then the dependent variable (Purchase Decision) is valued at 1.911.
2. Variable Content Marketing  
If the content marketing variable increases by one, the Purchase Decision variable will also increase by 0.296.
3. Variable Live Streaming  
If the live streaming variable experiences a one-point increase, the Purchase Decision variable will also increase by 0.234.
4. Variable Online Customer Review  
If the online customer review variable increases by 1 unit, then the Purchase Decision variable can increase by 0.284.

## Data Instrument Test Validity Test

Tabel 4. Uji Validitas

t	Indikator	R Hitung	R Tabel	Keterangan
Content Marketing (X1)	X1.1	0.725	0.200	Valid
	X1.2	0.768	0.200	Valid
	X1.3	0.772	0.200	Valid
	X1.4	0.720	0.200	Valid
	X1.5	0.690	0.200	Valid
	X1.6	0.721	0.200	Valid
Live Streaming (X2)	X2.1	0.821	0.200	Valid
	X2.2	0.816	0.200	Valid
	X2.3	0.801	0.200	Valid
Online Customer Review (X3)	X3.1	0.849	0.200	Valid
	X3.2	0.832	0.200	Valid
	X3.3	0.810	0.200	Valid
Purchase Decisions (Y)	Y.1	0.778	0.200	Valid
	Y.2	0.663	0.200	Valid
	Y.3	0.821	0.200	Valid
	Y.4	0.749	0.200	Valid

Source: Processed Data (2024).

The df value (n-2) in this study is (96-2)=94, so the table r value is known to be 0.200 with a significance level of 5%. The validity test is considered valid or acceptable if the calculated R for each indicator exceeds or is higher than table R. It can be seen from the table above that all available indicators have a calculated R-value > table R, thus the results are declared valid.

## Reliability Test

Table 5. Reliability Test

Variable	Cronbach's Alpha	R Critical	Explanation
X1	0.825	0.60	Reliable
X2	0.706	0.60	Reliable
X3	0.773	0.60	Reliable
Y	0.742	0.60	Reliable

Sumber: Data Diolah (2024).

Reliability testing is measured using Cronbach's alpha with a critical R-value of 0.60. An instrument is considered reliable if Cronbach's alpha value > 0.60. (Nurita, Indayani, Febriansah, Yulianto, & Sidoarjo, 2023). Table 5 shows the Cronbach's alpha values for variables X1 (0.825), X2 (0.706), X3 (0.773), and Y (0.742) > 0.60, thus they are declared reliable.

**Classical Assumption Test  
Normality Test**

**Table 6. Kolmogorov Smirnov Normality Test  
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		96
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	.93198882
Most Extreme Differences	Absolute	.054
	Positive	.049
	Negative	-.054
Kolmogorov-Smirnov Z		.532
Asymp. Sig. (2-tailed)		.940

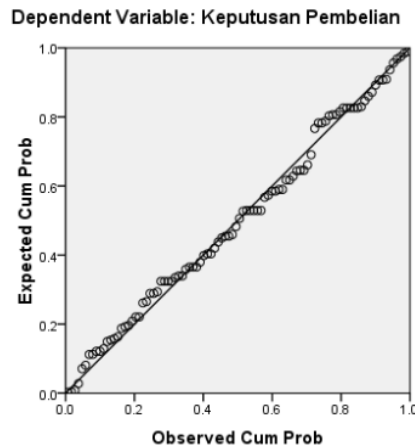
a. Test distribution is Normal.

Source: Processed Data (2024).

Table 6 shows the asymp. Sig (p) value (0.940) > (0.05), indicating that the data is normally distributed. The normality test can also be determined through the Normal Probability Plot.

**Figure 2. P-Plot**

Normal P-P Plot of Regression Standardized Residual



Source: Processed Data (2024).

Based on the Normal P-Plot graph, it can be seen that the points are scattered around the diagonal line area, so it can be concluded that the data indicates normal distribution.

**Multicollinearity Test**

**Table 7. Multicollinearity Test Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.911	.808		2.365	.020		
	Content Marketing	.296	.048	.472	6.223	.000	.362	2.764
	Live Streaming	.324	.073	.290	4.441	.000	.487	2.053
	Online Customer Review	.284	.085	.238	3.352	.001	.413	2.423

a. Dependent Variable: Purchase Decisions  
Source: Processed Data (2024).

Table 7 shows the tolerance values for the Content Marketing variable (0.362) > (0.10), Live Streaming (0.487) > (0.10), and Online Customer Review (0.413) > (0.10). The VIF values for the Content Marketing variable (2.764) < (10), Live Streaming (2.053) < (10), and Online Customer Review (2.423) < (10) indicate that there is no multicollinearity.

**Heteroscedasticity Test**

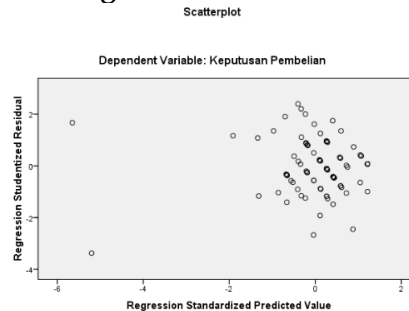
**Table 8. Glejser Test Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.406	.460		5.231	.000
	Content Marketing	-.047	.027	-.272	-1.717	.089
	Live Streaming	-.078	.042	-.257	-1.884	.063
	Online Customer Review	.039	.048	.119	.800	.426

a. Dependent Variable: ABS\_RES3  
Source: Processed Data (2024).

From these results, it can be seen that the sig t values for Content Marketing (0.089) > (0.05), Live Streaming (0.063) > (0.05), and Online Customer Review (0.426) > (0.05), indicating that there are no signs of heteroscedasticity.

**Figure 3. Scatter Plot**



Based on the scatter plot output, the sample points are spread out and do not form a specific pattern, indicating that heteroscedasticity does not occur.

**Autocorrelation Test**

**Table 9. Durbin-Watson Autocorrelation Test Model Summary<sup>b</sup>**

Model R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.899 <sup>a</sup>	.809	.803	.949

a. Predictors: (Constant), Online Customer Review, Live Streaming, Content Marketing

b. Dependent Variable: Purchase Decisions

Source: Processed Data (2024).

Based on the Durbin Watson table  $\alpha = 5\%$   $k=3$  and  $n=96$ , the value of dL (1.6039) and 4-dU (2.2674). Table 11 shows the Durbin Watson value (1.986) lies between the values of dL and 4-dU, which means there is no autocorrelation..

**T-Test (Partial)**

In the t-test, the t-table value is required. The t-table value is obtained from the formula  $(\alpha/2 ; n - k - 1) = (0.025 ; 96 - 3 - 1)$ , resulting in a t-table value of (1.986).

**Tabel 10. Uji T Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.911	.808		2.365	.020
	Content Marketing	.296	.048	.472	6.223	.000
	Live Streaming	.324	.073	.290	4.441	.000
	Online Customer Review	.284	.085	.238	3.352	.001

a. Dependent Variable: Purchase Decisions

Source: Processed Data (2024)

*Content Marketing (X1) on Purchase Decisions (Y)*

In the t-test, the calculated value is (6.223), which is greater than the t-table value of (1.986). The significance value is (0.000), which is less than (0.05), so H01 is rejected and H1 is accepted. It can be concluded that the first variable, namely content marketing, partially has a positive and significant effect on the purchase decision variable.

*Live Streaming (X2) on Purchase Decisions (Y)*

It is known that the calculated t value is (4.441) > the t table value (1.986). Meanwhile, the sig value (0.000) < (0.05), so H02 is rejected and H2 is accepted. It can be concluded that the live streaming variable partially has a positive and significant effect on the purchase decision variable.

*Online Customer Review (X3) on Purchase Decisions (Y)*

The calculated t-value (3.352) > the table t-value (1.986). The sig value (0.001) < (0.05) so H03 is rejected and H3 is accepted. It can be concluded that the online customer review variable partially has a positive and significant effect on the purchase decision variable.

**F Test (Simultaneous)**

**Table 11. F Test ANOVA<sup>b</sup>**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	350.341	3	116.780	129.733	.000 <sup>a</sup>
	Residual	82.815	92	.900		
	Total	433.156	95			

a. Predictors: (Constant), Online Customer Review, Live Streaming, Content Marketing

b. Dependent Variable: Purchase Decisions

Source: Processed Data (2024).

The F table formula is  $(k; n - k) = (3; 96 - 3)$ , resulting in an F table value of (1.986). From the results obtained in Table 13, it can be seen that the calculated F value > (129.773) > the table F value (1.986) and the Sig. value (0.000) < (0.005), thus H0 is rejected but H4 can be accepted. Then, a conclusion was drawn that the variables of content marketing (X1), live streaming (X2), and online customer reviews (X3) simultaneously influence purchasing decisions (Y).

**Coefficient of Determination (R2)**

**Table 12. Coefficient of Determination Test**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899 <sup>a</sup>	.809	.803	.949

a. Predictors: (Constant), Online Customer Review, Live Streaming, Content Marketing

Source: Processed Data (2024).

From the output, it is known that the R Square value is 0.809 or 80.9% (0.809 x 100), leading to the conclusion that the first variable, which is content marketing, followed by live streaming, and online customer reviews, has a determination relationship with the purchase decision variable of 80.9%, while 19.1% is influenced by other variables.

**Discussion**

Based on the analysis above, it is known that the content marketing variable, followed by the second variable which is live streaming, and the third online customer reviews, have the most dominant influence on purchase decisions. The live streaming variable has the greatest influence, followed by the content marketing variable, while the online customer review variable has the lowest influence on purchase decisions.

In the T-test results for the content marketing variable, the calculated t-value is higher than the t-table value, indicating a significant positive impact of the content marketing variable on purchasing decisions partially. Content marketing that has its

own value is preferred by customers and makes it easier for customers to make purchasing decisions on TikTok Shop. Additionally, relevant, accurate, easy-to-understand, accessible, and always updated content marketing also influences purchasing decisions.

Content marketing that has unique value for customers also influences purchasing decisions. The more accurate and relevant content marketing is, the higher the purchasing decisions will be. Sellers and marketers on TikTok Shop can optimize their marketing content by focusing on creating engaging and relevant content that attracts user interaction and encourages purchase decisions. Types of content marketing that can be used include creative videos, tutorials, or product reviews that capture consumers' attention. This result is consistent with the article by Rachmah and Madiawati, which also shows that Content Marketing has a significant influence on purchase decisions. (2022). Similar results were also found in the article by Nabila and Habib (2023) which shows that Content Marketing has a positive and significant impact on purchase decisions.

From several tests that have been conducted, it was concluded that the second variable, namely live streaming, also affects purchase decisions. It is known that the t-count value is higher than the t-table value, so the live streaming variable has a positive and significant effect on purchase decisions partially. Streamer attractiveness or the host's ability during live streaming has an impact on purchase decisions. Customers will pay attention to the host delivering information during the live streaming session before making a purchase decision. In addition, customers also interact with the host. (Para Social Interaction). The result of watching live streaming is that customers receive high-quality information (Information Quality), which will influence their purchase decisions.

Business operators on TikTok Shop can utilize the live streaming feature to interact directly with customers. This interaction allows sellers to showcase products in real time, answer questions, and provide special offers during live broadcasts. The seller can also provide information regarding the shipping system and payment methods available to the customer. This strategy can increase consumer trust and purchase interest. This result is similar to the article by Amin and Fikriyah (2023) titled "The Influence of Live Streaming and Online Customer Reviews on Purchase Decisions for Muslim Fashion Products (A Case Study of TikTok Shop Customers in Surabaya)" that live streaming partially has a significant influence on purchase decisions for products. Febriah's Research (2023) also shows similar results, namely that partial live streaming significantly affects purchase decisions.

After conducting several tests and analyses, it was found that the third variable, Online Customer Review, has an effect on the purchase decision variable. However, this variable has the lowest impact compared to the first and second variables. Through the t-test, it was found that the calculated t-value is greater than the table t-value, so the online customer review variable partially has a positive and significant effect on the purchase decision.

Product reviews on TikTok Shop are very useful for customers. The information customers obtain from the review feature on TikTok Shop influences their behavior

when making purchase decisions. Product reviews on TikTok Shop are very useful for customers. The information customers obtain from the review feature on TikTok Shop influences their behavior when making purchase decisions. Strategies that TikTok Shop sellers can implement include providing coupons, discounts, or promotions for customers who are willing to write reviews or positive feedback on the products. Another strategy is to offer compensation and solutions to dissatisfied customers. The best reviews can be highlighted in the promotion process and can also be included in product videos and photos to convince potential buyers. The final strategy is to maintain and improve service and product quality so that customers will leave positive reviews.

This result is consistent with the previous article titled "The Influence of Price and Online Consumer Review on the Purchase Decision of Phone Cases on the Shopee Marketplace (A Study on Surabaya Students)," where a significant influence was found between Online Customer Review and purchase decisions. This result is consistent with the previous article titled "The Influence of Price and Online Consumer Review on the Purchase Decision of Phone Cases on the Shopee Marketplace (A Study on Surabaya Students)," where a significant influence was found between Online Customer Review and purchase decisions. Melati & Dwijayanti (2020).

### **CONCLUSION**

From the results obtained in the partial T-test, it can be concluded that content marketing partially has a significant effect on purchasing decisions, the live streaming variable also has a significant effect on purchase decisions partially, and online customer reviews also partially have a significant effect on purchase decisions. Based on the simultaneous F test, it is known that there is a significant effect between the variables of content marketing, live streaming, and online customer reviews on purchase decisions.

Based on the research, the variable of online customer reviews has the lowest influence compared to other variables. Therefore, TikTok Shop sellers are expected to improve their service to receive positive reviews or feedback from customers because online customer reviews affect purchase decisions. The limitations of this study include the small number of respondents used, which is only 96 respondents, resulting in a greater potential for sampling bias. Additionally, researchers have difficulty finding references for the variables of content marketing and live streaming due to the limited research on these variables.

The theoretical contribution of this research not only enriches the academic literature but also has practical implications for the development of marketing strategies, policies, and product innovations in the digital era. By understanding the dynamics of social interaction on TikTok Shop, sellers can design campaigns that are more effective and relevant to their target audience. For future researchers, it is expected that they can conduct studies using different methods, as well as more varied variables and indicators such as affiliate marketing, shipping cost, and cash on delivery. Thus, the research will be more diverse and beneficial for both science and practice.



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