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## ANALYSIS OF THE ROLE OF CONTENT CREATORS AND DIGITAL MARKETING ON THE DECISION TO PURCHASE SOMETHINC PRODUCTS IN THE TIKTOK STORE

Hardianawati<sup>1\*</sup>, Marina Cecilia Br Siahaan<sup>2</sup>, Dwi Novita Sari<sup>3</sup>, Pingkan L. Sompi<sup>4</sup>, Mintarsih<sup>5</sup>, Prasastiara Eka Marsella<sup>6</sup>

Corresponding Author: [hardianawati@ibmasmi.ac.id](mailto:hardianawati@ibmasmi.ac.id)

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### ABSTRACT

The findings reveal that content creators have a positive and significant effect on purchasing decisions. Similarly, digital marketing also demonstrates a positive and significant influence, with a greater contribution compared to content creators. These results indicate that both factors play an essential role in encouraging consumers to purchase Somethinc products.

The implications of this research highlight the importance for Somethinc to continuously optimize its digital marketing through creative, interactive content that can reach a broader audience, while also leveraging collaborations with content creators to enhance consumer trust. For future research, it is recommended to include additional variables such as brand image, product quality, and pricing, as well as expanding the study to other beauty brands to obtain more comprehensive findings.

### INTRODUCTION

The development of digital technology has transformed the way consumers interact with brands, particularly in the beauty sector. Channels like TikTok, Instagram, and YouTube are now the primary choice for creators to promote their beauty products through innovative and authentic short videos. Creators can build emotional connections with their audiences through engaging and relevant content, which can significantly increase brand awareness.

Marketing through digital platforms has now become a key approach widely adopted by various brands, including those in the local beauty industry. One emerging approach is the use of Digital Public Figures, better known as digital influencers, who have the potential to change perceptions and form emotional connections with their followers.

TikTok Shop is currently seen as a platform with significant potential, combining elements of content marketing, online marketing, and the convenience of in-person

transactions. The contributions of content creators, such as beauty influencers or TikTok creators, have a significant impact on increasing buyer interest, both through live shopping features and indirect review content. This growth is driven by digital marketing and the impact of content creators.

However, the researchers wanted to evaluate the extent of this influence on purchasing decisions for the Somethinc brand, which has not yet been studied in detail. Therefore, the researchers intend to conduct further research on content creators and digital marketing as they relate to purchasing decisions for Somethinc products, under the research title, "ANALYSIS OF THE ROLE OF CONTENT CREATORS AND DIGITAL MARKETING ON THE DECISION TO PURCHASE SOMETHINC PRODUCTS IN THE TIKTOK STORE".

Content creator marketing is a promotional approach that involves social media influencers introducing products to their audiences. Content creators have the ability to build strong relationships and trust

with their followers, making their recommendations able to increase brand trust and influence purchasing decisions. On platforms like TikTok Shop, content creators often produce easy-to-understand content and use a casual style of communication, making them highly effective in increasing awareness and interest in new products or trends (Ceasaria, 2008). With a large number of followers on these content creators' social media and positive reception from their followers, each account also receives positive feedback from their followers. Companies choose to utilize these content creators with the goal of increasing brand awareness, educating potential customers, increasing the number of followers, and, of course, boosting sales. Generally, there are three categories of goals: informing, persuading, and entertaining (Sugiharto & Maulana Rezi Ramadhana, 2018):

1. The primary purpose of using content creators is to provide information to viewers.
2. When content creators attempt to persuade or persuade, they attempt to convince listeners to adopt their views or feel emotions and follow their actions.
3. While informative and persuasive advertising content focuses on the end result of the promotional process, entertainment focuses on the ability to capture public interest through the delivery of advertising messages.

In today's digital age, the content of communication plays a crucial role. Digital marketing is a process involving the planning, development, and distribution of content with the aim of attracting the attention of the right audience and then guiding them to become customers. This approach has two main focuses: generating audience interest and converting them into buyers (Sanjaya, 2020). From these sources, it can be concluded that digital marketing is a business activity and promotional strategy carried out by business actors through the creation and distribution of quality content, with the hope of influencing the target market to convert into buyers. The measurement dimensions of digital marketing according to Yazgan Pektras and Hasan (2020) are: Reliabilitas: Reliability describes the degree to which marketing content created by

a company can communicate accurate and truthful information.

1. Distrust: relates to consumer confidence in the truth and accuracy of the information presented.
2. Persuasion: relates to the delivery method, with digital marketing designed by the company to convey the message comprehensively.

In this study, there are four variables used to assess purchasing decisions referred to from (Kotler 2013:212) in the research citation (Sherinatasya et al., 2023), namely as follows:

1. Product Trust is the extent to which customers feel confident or certain about a product, based on their evaluation of its quality and their expectation that it will deliver the promised benefits. This trust stems from information, experience, understanding, or perspectives customers have regarding the product's characteristics and benefits.
2. Purchase interest is the buyer's motivation or desire to acquire an item, which arises after receiving data and evaluating the item. In this phase, consumers begin to show interest, plan to purchase, and evaluate several options before making a final decision.
3. The Final Purchase Decision Stage: This is the stage when a consumer finally chooses to purchase a particular product after going through a series of steps, starting with recognizing a need, gathering information, comparing various options, and developing an interest in purchasing. In this phase, the consumer selects one product from the many available alternatives and proceeds with the purchasing process.
4. Repurchase, often called a repeat purchase, is a step taken by consumers to re-order a similar product due to satisfaction with their previous experience. This is usually influenced by the level of customer satisfaction, product quality, price, and service quality.

#### **METHODS**

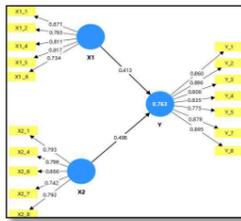
The research was quantitative, using a non-probability sampling approach through a purposive sampling method. The target population was 91 students in the Business Administration study program at the Asmi Institute of Business and

Multimedia, from semesters 1 to 8. The Slovin formula resulted in a sample size of 48.

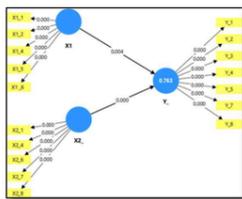
**RESULTS AND DISCUSSION**

Data processing in this study was conducted using SmartPLS software, edition 4, which is a statistical analysis method based on Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach. This research model consists of two main elements: an outer model and an inner model. The outer model serves to test the validity and consistency of indicators related to each variable construct, while the inner model is used to investigate causal relationships between latent variables in the research model. The results of data processing using SmartPLS edition 4 are then presented in visual form as follows:

Picture 1. Outer Model



Picture 2. Inner Model



**Measurement Model Analysis (Outer Model)**

**Validity Test**

**Convergent Validity**

Convergent validity is used to assess how well an indicator (manifest variable) accurately describes the latent construct being measured. In analyses using SmartPLS, convergent validity is assessed by examining the outer loading values of each indicator. Sebuah indikator dianggap memiliki validitas konvergen yang memuaskan apabila outer loading bernilai  $\geq 0,7$ , menunjukkan pengaruh yang

signifikan dalam menjelaskan konstruk laten. Namun, nilai dalam kisaran 0,5 sampai 0,7 juga masih tergolong dapat diterima asalkan konstruk secara keseluruhan tetap memenuhi standar reliabilitas. Dengan kata lain, semakin tinggi nilai outer loading, semakin baik indikator itu dalam merepresentasikan konstruk yang sedang diukur. Ringkasan hasil dari pengujian validitas konvergen dalam penelitian ini dapat dilihat pada tabel di bawah ini:

**Content Creator Variables**

Based on the results of the convergent validity analysis on the Content Creator variable, all indicators (X1.1 to X1.6) showed outer loadings values of more than 0.70. This indicates that each indicator is valid and can accurately reflect the construct being measured. Specifically, indicators X1.1 (0.734-Valid), X1.2 (0.871-Valid), X1.4 (0.793-Valid), X1.5 (0.811-Valid), and X1.6 (0.817-Valid). These values indicate that each indicator is closely related to the content creator construct and is able to represent the variable consistently and meaningfully.

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**Digital Marketing Variables**

Each indicator in the Digital Marketing variable (X2.1, X2.4, X2.6, X2.7, and X2.8) shows an outer loading value of more than 0.70, which means that these indicators are considered valid in representing the construct being studied. Indicator X2.6 recorded the highest value of 0.866, which indicates the most significant contribution, while indicator X2.7 recorded the lowest value of 0.742 but still meets the validity standards. Overall, these findings indicate that each indicator has a strong, consistent representation capacity and received positive

responses from participants in describing the Digital Marketing variable.

#### **Purchasing Decision Variables**

Based on the evaluation results, all indicators in the Purchase Decision variable were proven valid with outer loading values exceeding the minimum limit of 0.70. Indicators Y2, Y8, Y7, and Y1 showed a very significant contribution, while Y5 had the lowest impact but still met validity standards. Overall, all indicators reflected the Purchase Decision variable with consistency, relevance, and received good feedback from respondents.

#### **Average Variance Extracted (AVE)**

The Average Variance Extracted (AVE) determines how much of an indicator's variance can be explained by a latent construct and is also an element in convergent validity testing. A construct is considered to have satisfactory convergent validity if the AVE value exceeds 0.50, indicating that the construct explains more than half of the indicator's variance. The AVE values for each construct are as follows:

All variables involved in this study showed AVE values higher than 0.50, therefore, it can be concluded that the requirements for convergent validity have been met. Therefore, the applied research tool is deemed relevant and reliable in measuring each construct analyzed.

#### **Discriminant Validity**

Discriminant validity in the measurement model using the SEM-PLS approach was tested using cross-loading analysis. The purpose of this test is to ensure that each indicator has a stronger relationship with the original construct than with other constructs. Therefore, an indicator should display the highest loading value on the latent variable it represents, while its loading values for other constructs should be lower.

If an indicator's cross-loading value on the original construct is higher than its values on other constructs, this indicates that the indicator meets the criteria for discriminant validity. Meeting these discriminant validity criteria confirms that each construct in the model accurately describes a distinct concept and that there is no overlap between constructs. Details of the results of the cross-loading analysis can be seen in the following table: Based on the findings from the cross loadings test, it can be seen that all indicators in the X1 (Content Creator) variable show the highest loading value on the X1

construct when compared to other constructs, namely X2 and Y. This indicates that indicators X1.1 to X1.6 can accurately reflect the Content Creator variable. Likewise, in the X2 (Digital Marketing) variable, each indicator from X2.1 to X2.8 shows the highest loading value on the X2 construct, so it can be considered valid in describing the Digital Marketing variable.

Meanwhile, for variable Y (Purchase Decision), all indicators (Y1 to Y8) show significantly higher loading values on construct Y compared to other constructs. This indicates that these indicators consistently describe the Purchase Decision variable. Therefore, it can be concluded that the three variables in this study, namely Content Creator (X1), Digital Marketing (X2), and Purchase Decision (Y), have met the standards of discriminant validity through cross-loading tests..

In general, the results of the cross-loading examination indicate that all indicators in variables X1, X2, and Y exhibit maximum loading values on their own constructs when compared to other constructs. This finding indicates that each indicator successfully describes the measured variable accurately. Therefore, it can be concluded that all variables in this study have met the criteria for discriminant validity and the instrument used is declared valid and meets the requirements.

#### **Reability Test**

Reability Test testing is conducted to evaluate the extent of internal consistency among indicators in describing a construct (latent variable). In PLS-SEM, one of the measures used is Composite Robustness, which is considered more appropriate than Cronbach's Alpha because it takes into account the contribution of each indicator through its external loading values.

A construct is considered reliable if its Composite Reliability value is greater than 0.70. Values ranging from 0.70 to 0.90 indicate a good level of reliability, while values exceeding 0.90 indicate very high reliability. From data analysis conducted using SmartPLS software, the Composite Reliability values for each variable in this study were obtained as follows:

- a. Based on the uji results, it can be observed that every construct in this study has a Composite Reliability (rho\_c) value of at least 0.70.
- b. Furthermore, all of the values are above 0.90, indicating a very high reliability level. Even yet,

the rincian nilai rho\_c for each variable is as follows:

- a. The construct Konten Kreator (X1) has a rho\_c value of around 0.903.
- b. The digital construction (X2) has a rho\_c of around 0.898.
- c. The construct Keputusan Pembelian (Y) has a rho\_c value of around 0.948.

All of these results clearly show that each construct's indicator has a very high degree of composi reliability, therefore it can be trusted to measure variables in a consistent manner. As a result, every construct in this study is said to be reliable and to meet the requirements for moving on to the structural model.

#### Structural Model Analysis (Inner Model)

The structural model analysis, also known as the inner model, is carried out to examine the relationship between the latent variables in accordance with the completed research. In this regard, the goal of the inner model's pengujian is to determine the construct's kekuatan and arah pengaruh, as well as whether the proposed hypotheses can be accepted or rejected. The analysis process involves calculating the coefficient of determination ( $R^2$ ), the effect size ( $f^2$ ), and the path coefficient (uji signifikansi jalur) using the t-statistik and p-value obtained using the bootstrapping method. This analysis's results serve as a foundation for understanding the impact of independent variables on dependent variables in the study model.

#### Coefficient of Determination ( $R^2$ )

The coefficient of determination ( $R^2$ ) is an indicator used to determine whether independent variables can jointly explain dependent variables in a structural model. The  $R^2$  value represents the proportion of variance in the endogenous construct (dependent variable) that can be explained by the exogenous construct (independent variable). The  $R^2$  value ranges from 0 to 1, where the closer it is to 1, the better the model's ability to explain the variable. The higher the  $R^2$  value, the stronger the model's predictive power for the dependent variable. Conversely, a low  $R^2$  value indicates that only a small portion of the variance in the dependent construct can be explained by the model. The results of the  $R^2$  value test for each dependent variable in this study can be seen in the following table:

The R-Square value of 0.763 shows that the Content Creator variable (X1) together with the

Digital Marketing variable (X2) are able to explain the variation in Purchasing Decisions (Y) by 76.3%.

In this case, it indicates that the quality of the content is increasing, which will lead to greater consumer satisfaction in making purchases.

Meanwhile, the Adjusted R-Square value of 0.753 or 75.3% shows the results of the correction of the R-Square by considering the number of independent variables used in the model. Thus, it can be concluded that simultaneously Content Creators (X1) and Digital Marketing (X2) have strong predictive ability in explaining the Purchase Decision variable (Y), while the remaining 24.7% is influenced by other factors outside this research model.

#### F-Square ( $F^2$ Effect Size)

In addition to assessing the overall strength of the model using R-square, analysis is also conducted to determine the extent to which each independent variable influences the dependent variable. The measure used to assess this contribution is called f-square ( $F^2$ ), or effect size. The  $F^2$  value indicates how much influence an individual exogenous construct has on the endogenous construct by comparing the change in R-square value when that construct is removed from the model.

The greater the  $F^2$  value, the more significant the influence of the construct on the dependent variable. The interpretation criteria for the  $F^2$  value are:  $F^2 > 0.02$  indicates a small effect,  $F^2 > 0.15$  indicates a medium effect, and  $F^2 > 0.35$  indicates a large effect. Meanwhile, an  $F^2$  value below 0.02 is considered to have a very small or practically insignificant influence. Based on this, the contribution of each independent variable in the model can be analyzed through the results of the f-square ( $F^2$ ) calculation for each construct on the dependent construct.

#### Path Coefficient

The next step in the structural model analysis (inner model) is to test the Path Coefficient, which aims to determine the direction and strength of the influence of the independent variables (X1, X2) on the dependent variable (Y). This path coefficient value is obtained using the bootstrapping technique in SmartPLS, which produces an estimate of the relationship between constructs along with t-statistics and p-values to test their significance level. The higher the path coefficient, the stronger the influence of one variable on another. To determine the significance of the influence, the criteria used

were a t-statistic  $\geq 1.96$  and a p-value  $\leq 0.05$  at the 5% significance level. Based on the results of data processing using SmartPLS, the following are the path coefficient values for each relationship between variables in this study.

Based on the analysis of the Path Coefficient, variable X1 (Content Creator) has an original sample value ( $\alpha$ ) of 0.413, indicating a positive influence on Y (Purchase Decision). The t-statistic value of 2.886, which is greater than 1.96, and the p-value of 0.004, which is less than 0.05, confirm that the influence of X1 on Y is significant. This means that the better the quality of the content creator, the higher the consumer's purchasing decision.

Meanwhile, variable X2 (Digital Marketing) shows an original sample value ( $\alpha$ ) of 0.498, which also has a positive influence on Y. The t-statistic value of 3.540, which is far above 1.96, and the p-value of 0.000, indicate a highly significant influence. Thus, digital marketing is proven to contribute more significantly to increasing purchasing decisions than content creators, as the path coefficient is higher (0.498 > 0.413).

#### **Hypothesis Test 1**

Content Creator (X1) influences Purchase Decision (Y).

The path coefficient analysis results show that the content creator variable (X1) has an original sample value of 0.413, with a positive influence on purchase decision (Y). The t-statistic value of 2.886, which is greater than the t-table of 1.96, and the p-value of 0.004, which is less than 0.05, indicate a significant influence. Therefore, it can be concluded that content creators significantly influence purchase decisions for Somethinc products, thus accepting hypothesis H1.

#### **Hypothesis Test 2**

Digital Marketing (X2) Influences Purchasing Decisions (Y).

Based on the test results, the digital marketing variable (X2) obtained an original sample value of 0.498, with a positive influence on purchasing decisions (Y). The t-statistic value of 3.540, which exceeds 1.96, and the p-value of 0.000, which is less than 0.05, indicate a significant influence. Therefore, digital marketing has been shown to have a significant influence on purchasing decisions for Somethinc products, thus accepting hypothesis H2.

#### **Hypothesis Test 3**

Significant Difference in Influence between Content Creators (X1) and Digital Marketing (X2) on Purchase Decisions (Y)

Hypothesis 3 (H3): Comparison of path coefficients shows that digital marketing (X2), with a value of 0.498, has a greater influence than content creators (X1), with a value of 0.413. Although both are significant, digital marketing is proven to be more dominant in influencing Somethinc product purchase decisions. Therefore, hypothesis H3 is accepted due to the difference in influence strength, with digital marketing being stronger than content creators.

#### **The Influence of Content Creators (X1) on Purchase Decisions (Y)**

Based on the analysis results, the content creator variable (X1) has a path coefficient of 0.413, indicating a positive influence on the purchase decision for Somethinc products. This means that the more engaging and high-quality content produced by creators (such as product reviews, testimonials, and promotions), the greater the consumer's likelihood of making a purchase. The t-statistic of 2.886 (>1.96) and p-value of 0.004 (<0.05) confirm that this influence is statistically significant. Therefore, it can be concluded that content creators play a significant role in encouraging consumers to purchase products.

#### **The Influence of Digital Marketing (X2) on Purchasing Decisions (Y)**

The analysis results show that the digital marketing variable (X2) obtained a path coefficient of 0.498, indicating a positive influence on purchasing decisions. This means that the more optimal the digital marketing implementation (such as online advertising, social media campaigns, or other forms of digital promotion), the higher the likelihood of consumers deciding to purchase the product. The t-statistic value of 3.540 (> 1.96) with a p-value of 0.000 (< 0.05) indicates a highly significant influence. In other words, digital marketing is proven to be a more dominant factor in influencing purchasing decisions for Somethinc products. Perbandingan

### **The Influence of Content Creators (X<sub>1</sub>) and Digital Marketing (X<sub>2</sub>)**

When compared, digital marketing (X<sub>2</sub>), with a path coefficient of 0.498, has a stronger influence than content creators (X<sub>1</sub>), with a value of 0.413. This indicates that although both are equally significant, digital marketing contributes significantly more to consumer purchasing decisions. Therefore, the effectiveness of digital media promotion plays a more decisive role than content creators, although the presence of content creators remains important as a supporter of purchasing decisions.

#### **CONCLUSION**

Content creators play a significant role in influencing purchasing decisions for Somethinc products, primarily through credibility, creativity, and engagement with their audience.

Digital marketing has been shown to positively influence purchasing decisions, particularly through online promotions, social media, and effective digital interactions.

There are differences in the influence of content creators and digital marketing on purchasing decisions. While both are influential, content creators are more dominant in building trust, while digital marketing is more effective in expanding audience reach.

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