

The Influence of Content Marketing, Brand Loyalty, and Online Customer Reviews on Purchasing Decisions on Tiktok Shop Among Management Department Students, Faculty of Economics Methodist Indonesia University

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Article Info

Article history:

Received June 17, 2025

Revised August 9, 2025

Accepted October 22, 2025

Keywords:

Content Marketing, Brand Loyalty, Online Customer Review, Purchase Decision

ABSTRACT

This consider points to analyze whether Substance Promoting, Brand Dependability and Online Client surveys at the same time have a noteworthy impact on acquiring choices for TikTok Shop among understudies of the Office of Administration, Workforce of Financial matters, Methodist College of Indonesia. The sort of inquire about utilized in this think about may be a quantitative approach. Respondents in this consider were 295 understudies majoring in administration. The information examination strategy utilized is number straight relapse investigation strategy. Based on the t speculation test, it can be concluded that promoting substance in part incorporates a positive and significant effect on obtaining choices, brand dependability in part incorporates a positive and noteworthy impact on obtaining choices, promoting substance mostly has a positive and noteworthy impact on obtaining choices. Based on the F speculation test, it can be concluded that substance promoting, brand dependability, online client audits together or at the same time have a critical impact on obtaining choices. Based on the t theory test, it is known that the coefficient of assurance (balanced R-square) is 0.412. Based on this esteem, showcasing substance, brand dependability, online client audits are able to impact acquiring choices by 41.2%, the remaining 58.8% is clarified by other factors or components.

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INTRODUCTION

The advancement of innovation and the web in Indonesia has had a critical affect on changes within the trade world. This incorporates changes in how promoting, buying and offering, and interaction between dealers and buyers happen. E-commerce, as a web benefit, has changed the buying and offering process, where sellers and buyers now not have to be meet in individual. This comfort permits shoppers to shop with adaptability in time and area, and empowers them to compare different accessible items. TikTok is one of the advanced stages that has numerous devotees, from children to grown-ups. TikTok offers a special encounter compared to other social media stages. In expansion, TikTok too offers an imaginative highlight for its clients, which is combining social media and e-commerce into one application called TikTok Shop. Through this highlight, brands and dealers can make online stores inside the TikTok application, where dealers can advance and offer items to

millions of TikTok clients. TikTok Shop collaborates with one of the e-commerce stages in Indonesia, to be specific Tokopedia. Based on study information conducted by "Databoks" in February 2024. Based on this information, TikTok Shop clients are remote more various than Tokopedia clients, indeed in spite of the fact that Tokopedia has been around longer than TikTok Shop. The distinction within the number of clients between TikTok Shop and Tokopedia comes to 107 million clients. This happened since of the development advertised by TikTok Shop, which makes it simpler for dealers to advertise their items through brief video highlights and live shopping.

Substance Showcasing could be a promoting technique handle utilized to produce substance through social media with the point of giving data to customers to lock in and persuade shoppers to purchase a promoted item. Hence, in general, substance promoting may be a exceptionally compelling strategy in expanding brand mindfulness, building validity, additionally driving income. Based on past investigate conducted by Mahardini et al. (2023) states that substance showcasing includes a positive and noteworthy impact on buyer acquiring choices. Brand Devotion may be a solid commitment to consistently subscribe to or repurchase a brand within the future. Steadfast customers cruel buyers who make rehashed buys of that brand and are not effortlessly impacted by item characteristics, cost, and client comfort. Online Client Audit could be a facility that permits buyers or clients to supply comments and suppositions openly and effortlessly through online stages with respect to different items or administrations, and this will have a incredible impact on the buy choice of a visitor. To get it the marvel of obtaining choice issues, the creator conducted a pre-survey of 26 respondents by counting markers of client survey, brand devotion, and substance showcasing, and the comes about were gotten. Based on the comes about of the pre-survey of 26 respondents, it can be concluded that the lion's share of respondents, 65.4%, were fascinated by buying items on TikTok Shop after seeing special substance or client audits, and favored brands with numerous positive audits. Based on the comes about of the pre-survey of 26 respondents, the lion's share of respondents appeared that their suppositions were equitably partitioned with respect to pertinence, precision, clarity, ease of get to, and believe in brands that utilize substance on TikTok Shop.

A few respondents felt that the data in TikTok Shop substance was in line with patterns, accurate, helps in decision-making, is simple to discover, and is displayed clearly. Based on the comes about of a pre-survey of 26 respondents, the lion's share of respondents (61.5%) chose brands on TikTok Shop based on item quality and highlights advertised, (61.5%) were fulfilled with the encounter of utilizing items from a certain brand, (65.4%) expecting to repurchase items from the same brand, and (53.8%) favored to repurchase items they had already bought. Based on the comes about of a pre-survey of 26 respondents, the lion's share of respondents concurred that client audits impacted their acquiring choices on TikTok Shop. 53.8% of respondents felt more certain buying items in case there were audits from clients with genuine encounters.

METHOD

The sort of inquire about utilized in this ponder may be a quantitative approach, since a quantitative approach can create precise information after exact calculations. The quantitative approach is one of the inquire about approaches that emphasizes information that can be numbered to translate strong quantitative information utilizing choices. The inquire about area was at Methodist Indonesia College Jl. Hang Tuah No.8, Madras Hulu, Kec. Medan Polonia, Medan City, North Sumatra (20151). The investigate was conducted from November 2024 until completion.

RESULTS

From this think about, there were 295 respondents, comprising of 133 guys (45%) and 162 females (55%). This implies that the lion's share of respondents who filled out the disseminated survey were female. And out of 295 respondents, 40 individuals (13%) had executed 4-6 times, 96 individuals (33%) had executed 7-10 times, and 159 individuals (54%) had executed > 10 times. This implies that the lion's share of respondents who filled out the dispersed survey had executed > 10 times.

The comes about of the legitimacy test for the investigate factors appear that the rtabel esteem can be seen within the r table with $df = n-2$ at a centrality level of 5%, where (n) is the test measure of 30, so the least relationship edge esteem will be 0.361. The taking after may be a talk of the comes about of the legitimacy test that has been carried out:

Table 1 Legitimacy Test

<i>Content Marketing</i>	R count	r Table
X1.1	0.79	0.361
X1.2	0.79	0.361
X1.3	0.79	0.361
X1.4	0.746	0.361
X1.5	0.559	0.361
X1.6	0.574	0.361
X1.7	0.79	0.361
X1.8	0.79	0.361
X1.9	0.79	0.361
X1.10	0.559	0.361
X1.11	0.464	0.361
X1.12	0.513	0.361
X1.13	0.373	0.361
X1.14	0.513	0.361
X1.15	0.475	0.361
X1.16	0.373	0.361
X1.17	0.513	0.361
X1.18	0.464	0.361

Content Marketing Legitimacy Test (X1), it is known that all rhitung values > 0.361 (rtabel). In this way, it can be concluded that all articulations within the Substance Promoting variable in this consider are substantial.

Table 2 Brand Loyalty Legitimacy Test (X2)

<i>Brand Loyalty</i>	r count	r table
X2.1	0.67	0.361
X2.2	0.698	0.361
X2.3	0.698	0.361
X2.4	0.644	0.361
X2.5	0.522	0.361
X2.6	0.732	0.361
X2.7	0.492	0.361
X2.8	0.75	0.361
X2.9	0.75	0.361
X2.10	0.67	0.361
X2.11	0.693	0.361
X2.12	0.698	0.361

it is known that all rhitung values > 0.361 (rtabel). In this way, it can be concluded that all explanations within the Brand Dependability variable in this consider are substantial.

Table 3 Online Customer Review Legitimacy Test (X3)

<i>Online Customer Review</i>	<i>r count</i>	<i>r Table</i>
X3.1	0.657	0.361
X3.2	0.619	0.361
X3.3	0.608	0.361
X3.4	0.594	0.361
X3.5	0.684	0.361
X3.6	0.669	0.361
X3.7	0.71	0.361
X3.8	0.714	0.361
X3.9	0.769	0.361
X3.10	0.664	0.361
X3.11	0.621	0.361
X3.12	0.71	0.361
X3.13	0.714	0.361
X3.14	0.769	0.361
X3.15	0.664	0.361

it is known that all rhitung values > 0.361 (rtabel). Hence, it can be concluded that all explanations within the Online Client Survey variable in this ponder are substantial.

Table 4 Purchase Decision Legitimacy Test (Y)

<i>Purchase decision</i>	<i>r count</i>	<i>r table</i>
Y.1	0.666	0.361
Y.2	0.854	0.361
Y.3	0.612	0.361
Y.4	0.862	0.361
Y.5	0.746	0.361
Y.6	0.749	0.361
Y.7	0.741	0.361
Y.8	0.766	0.361
Y.9	0.77	0.361
Y.10	0.723	0.361
Y.11	0.794	0.361
Y.12	0.857	0.361
Y.13	0.788	0.361
Y.14	0.771	0.361
Y.15	0.814	0.361
Y.16	0.619	0.361
Y.17	0.794	0.361
Y.18	0.857	0.361

it is known that all rhitung values > 0.361 (rtabel). In this way, it can be concluded that all explanations within the Buy Choice variable in this consider are substantial.

Table 5 Reability test

<i>Variable</i>	<i>Cronbach's Alpha</i>	<i>N of Items</i>
<i>Content Marketing</i>	0.924	18
<i>Brand Loyalty</i>	0.918	12
<i>Online Customer Review</i>	0.935	15
<i>Purchase decision</i>	0.964	18

The unwavering quality test must as it were be performed on articulations that have met the legitimacy test. On the off chance that they don't meet the validity test prerequisites, there's no have to be continue with the unwavering quality test. It can be seen that a articulation is said to be solid in the event that the Cronbach's alpha esteem is more prominent than 0.60, at that point the investigate survey is dependable.

**Table 6 Speculation Testing Fractional Centrality Test (t-test)
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.196	.116		18.982	.000
Konten Marketing	.078	.021	.175	3.823	.000
Brand Loyalty	.141	.020	.328	7.116	.000
Online Customer Review	.224	.024	.427	9.282	.000

a. Dependent Variable: Keputusan Pembelian

1. It is known that the t-count esteem for substance promoting is $3.823 > t\text{-table } 1.968$ and the sig esteem is $0.000 < 0.05$, so it can be concluded that substance promoting somewhat features a positive and critical impact on acquiring choices.

2. It is known that the t-count esteem for brand dependability is $7.116 > t\text{-table } 1.968$ and the sig esteem is $0.000 < 0.05$, so it can be concluded that brand dependability somewhat contains a positive and noteworthy impact on acquiring choices.

3. It is known that the t-count esteem for online client survey is $9.282 > t\text{ table } 1.968$ and a sig esteem of $0.000 < 0.05$, it can be concluded that promoting substance mostly contains a positive and critical impact on acquiring choices.

Table 5 Synchronous Noteworthiness Test (F-Test)

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	6.435	3	2.145	69.585
	Residual	8.971	291	.031	
	Total	15.406	294		

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Online Customer Review, Konten Marketing, Brand Loyalty

It is known that the F-count esteem is $69.585 > F\text{ table } 3.02$ and the Sig esteem is $0.000 < 0.05$, so it can be concluded that promoting substance, brand devotion, and online client surveys at the same time or together have a significant effect on acquiring choices.

The research results show that marketing content has a positive and significant effect on purchasing decisions on TikTok Shop among students of the Management Department, Faculty of Economics, Methodist Indonesia University Medan, class of 2021-2024. These results are consistent with the research conducted by Mahardini et al. (2023) and Khoirunnisa (2023) which state that Marketing Content has a positive and significant effect on purchasing decisions. Creative content that is in line with the preferences of young audiences, such as students, can increase engagement and trust in the products or services offered. In addition, the use of interactive TikTok features, such as short videos and challenges, also encourages students to be interested and ultimately make purchases.

The research results show that brand loyalty has a positive and significant effect on purchasing decisions on TikTok Shop among students of the Management Department, Faculty of Economics, Methodist Indonesia University Medan, class of 2021-2024. These results are consistent with the research by Sudomo (2013) and Jamine Fitria Wibowo, Eny Setya Riningsih, Budi Utami (2022) which state that brand loyalty has a significant effect on purchasing decisions. This indicates that brand loyalty is an important factor in encouraging students to make purchases on the platform. Students tend to choose brands they already know and trust, so brand loyalty can increase the desire to buy the products or services offered.

The research results show that online customer reviews have a positive and significant effect on purchasing decisions on TikTok Shop among students of the Management Department, Faculty of Economics, Methodist Indonesia University Medan, class of 2021-2024. Thus, online customer reviews are not only a source of information but also play an important role in influencing student purchasing decisions. This finding confirms that customer reviews are a crucial factor in the purchasing process in the digital era.

CONCLUSION

Based on the comes about of the test of these 3 factors, all of them have a positive and noteworthy impact on buy fulfillment. These three factors together frame a solid impact on obtaining choices, both normally and candidly. The comes about of factual examination strengthen this finding, where the centrality esteem appears that the synchronous impact is genuine and important. Hence, businesses on TikTok Shop have to be optimize content strategies, construct brand devotion, and oversee client surveys to extend buy transformations among understudies.

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