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The Influence of Content Marketing, Content Quality, and Brand Image on the Purchase Intention of Skintific Products Through the Official TikTok

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A B S T R A C T

This study aims to find out how the Influence of Content Marketing, Content Quality, and Brand Image on Purchase Intention in Skintific skincare products through TikTok video content. This research method uses quantitative methods. The population in this study is consumers of Skintific products. The sample criteria in this study are Gen Z and Millennials who use the TikTok application in Malang. The sampling technique used purposive sampling techniques and obtained 110 samples. The data analysis technique uses multiple linear regression analysis. The results of this study show that content marketing variables have a partial positive and significant effect on purchase intention. Content quality variables have a partially positive and significant influence on purchase intention. Brand image variables have a partially positive and significant effect on purchase intention. Then the simultaneous relationship between the variables of content marketing, content quality, and brand image has a positive and significant effect on purchase intention. This research can be used by companies in organizing sales promotions so that they are in great demand by broad consumers.

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1. INTRODUCTION

There are many social media that can be used to channel product information content, one of which is TikTok which is currently popular among the younger generation and has a large number of users. TikTok is a social media platform that helps users to create and share short videos (Safitri & Arviani, 2023) . The TikTok app was introduced in 2016 by Chinese tech company ByteDance. TikTok users can create videos with various visual effects and

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background music of the app. Tiktok provides space for its users to express themselves and be creative through various interesting video content. The trend-following updates have quickly made Tiktok users prefer to use this app over other platforms. So that the presence of this trend creates an image of a lifestyle that encourages the emergence of consumptive tendencies (Safitri & Arviani, 2023)

Based on Shoplus data observed by the coil, revenue or sales results on TikTok in the past month reached Rp 8.82 trillion. The number comes from 119.6 million transactions that occurred from August 27 to September 25, 2023. Beauty and care commodities are the best-selling products on TikTok. In the same period, the product turnover reached Rp 1.75 trillion. If detailed, the best-selling product categories are skincare with revenues of IDR 456 billion, perfumes of IDR 244 billion, and toiletries and body care of IDR 163 billion (Kumparan.com, 2023).

Reporting from kalodata data, there are 10 brands on TikTok that have the highest revenue in 2023. Among them is the Skintific brand with a TikTok account @skintific_id with a number of followers reaching 2.8 million followers which occupies the number three brand on TikTok that has the highest income. Skincare brand Skintific reaches 10 billion in revenue in one week in 2023 using various strategies made (Bisnis.com, 2023). According to the official website of Skintific (2023), Skintific is one of the well-known brands in Indonesia which is famous for its best-selling skincare product, the moisturizing ceramide. This product has gained popularity among teenagers to adults, as it offers a wide array of skin care products that meet various needs such as skin protection, anti-aging, lightening, acne treatment, and hydration. (Skintific.info, 2023)

This is evidenced by Resha & Septyan's (2023) research in which there is a positive influence between content marketing on buying interest. And also in the research of Cipta et al (2023) which resulted in an influence between content quality and purchase intention. In line with Purwati & Cahyati's (2022) research, in which there is an influence between brand image on buying interest.

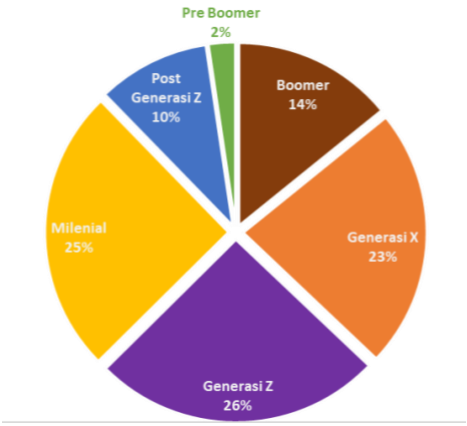

Figure 1. BPS Data Malang Population Dominated by Generation Z and Millennials
Source: Terakota.id, 2021

This research was conducted in Malang City which consists of five sub-districts, namely Klojen, Kedungkandang, Lowokwaru, Sukun, and Blimbing, because it is dominated by generation Z and millennial generation. Generation Z those born 1997-2012 while millennials 1981-1996 (Terakota.id, 2021). According to POPBELA.com Editor-in-Chief, Judithya Pitana, millennial and gen Z consumers have considerations that encourage them to buy beauty

products. Among them, gen Z and millennials tend to choose beauty brands and products that feature a variety of body types, skin tones, and facial features. In addition, they also tend to choose affordable beauty brands and products and products that are easily accessible to everyone making it easier for consumers to get them, for example by marketing online (Idntimes.com, 2023).

From Figure 1, it can be concluded that the population in Malang City is dominated by generation Z and millennial generation. Therefore, Malang City and generation Z and millennial generation were chosen as the location and object of this study to make it easier for researchers to get respondents who match the research criteria.

One alternative way for Skintific to market the products sold is through video content on the TikTok application, so that the existence of these products is widely known to consumers and can encourage purchase interest in Skintific products. According to Amalia (2020) (Adelia & Cahya, 2023) content marketing is one of the marketing approaches where we plan, create and disseminate content that has appeal to the audience, with the aim of encouraging them to become customers. (Adelia & Cahya, 2023) Content marketing allows consumers to make purchases, because marketing through video will attract more consumer attention because currently the internet content most often visited by internet users is online video content, as explained by Sedej (2019) in his research that video marketing is likely to increase as technology develops and the overall digital transformation trend continues (Khalidah, et al., 2023). In several previous studies, it was mentioned that content marketing can be a determining factor in influencing purchase intent.

In addition to content marketing which is a driving factor for buying Skintific products, there is also content quality which is one of the driving factors for purchase interest. According to Carlson et al (2018) content quality can be defined as consumer perceptions of the accuracy, completeness, relevance, and timeliness of brand-related details displayed on social media platforms. There are many factors that affect the purchase intention of a product, one of which is brand image (Prasetyo, 2022). According to Stella (2020), buying interest is significantly influenced by brand image. Similarly, according to Stella (2020) also said that brand image is a factor that positively influences buying interest. According to Kotler & Keller (2016); Stella, 2021) brand image is the perception and belief held by consumers, as reflected in the associations held in consumer memory.

2. METHOD

This study used quantitative methods. Quantitative research methods are methods for testing certain theories by examining relationships between variables. While the approach in this study is a survey approach. The data used in this study are primary data and secondary data. While the data collection techniques are surveys and observations. The object and location of this research are Skintific consumers in Malang City where Malang City is divided into 5 (five) Districts, namely Lowokwaru, Klojen, Kedungkandang, Blimbing, and Sukun.

Research Instruments

In this study, the research instrument used was a questionnaire that was distributed to respondents online. In the questionnaire there are 4 variables where each variable has an indicator, so each indicator has a question. The process of distributing online questionnaires is carried out with google form media and distributed to consumers in Malang City who use the TikTok application.

Sampling Techniques

For sampling techniques in this study using non-probability sampling techniques. The purposive sampling method is used for non-probability sampling. The population in this study is unknown or uncounted. This study has several criteria including the following:

a. Consumers in Malang City who use the TikTok application.
b. Gen Z born between 1997-2013 with the age of 9-25 years, and millennial genes born between 1977-1996 with the age of 26-45 years.
c. Never watched the TikTok video content of the Official Skintific account.

Variable Operational Definition

The following is a table of operational definitions of variables in this study:

Table 1. Variable Operational Definition

No	Research Variables	Indicators	Items
1.	Content Marketing (X1) (Patricia Raquel Vasques Milhinhosin, 2015)	Relevance	1. Skintific product Tiktok video content contains information that is in accordance with the product. 2. The information generated from Tiktok videos is in accordance with the needs related to the problems faced by consumers.
		Accuracy	1. Tiktok video content of Skintific products provides content with accurate information according to existing products. 2. The content of Skintific product Tiktok video content is true according to reality.
		Worth	1. Tiktok video content of Skintific products has valuable and useful information for consumers. 2. Tiktok video content of Skintific products can be trusted by consumers.
		Easy to understand	1. Tiktok video content of Skintific products can be easily understood by consumers.
		Consistent	1. Skintific product Tiktok video content is always updated to update product information.
2.	Content Quality (X2) (McPheat, 2011)	Educational	1. Tiktok video content of Skintific products can increase knowledge and educate consumers in choosing products.
		Informative	1. Tiktok video content of Skintific products can be well received by consumers.
		Entertainment	1. Skintific product Tiktok video content makes consumers feel comfortable and safe to own the product.
		Belief	1. Tiktok video content of Skintific products available has consistent information so that it can be trusted by consumers.
3.	Brand Image (X3) (Kotler, 2016)	Strength Of Brand Association	1. Information about the Skintific product brand through Tiktok videos can enter the consumer's memory and can be maintained. 2. The brand of Skintific products is always remembered by consumers.
		Favorability Of Brand Association	1. The Skintific product brand is able to convince consumers that the brand is useful in meeting consumer needs and desires. 2. Ads or content from Skintific products contain interesting sentences so that consumers know this product.

		Uniqueness Of Brand Associations	1. The Skintific product brand excels in the competition so it is attractive for consumers to choose it. 2. Skintific products have a high appeal so that consumers recognize the brand.
4.	Purchase Intention (Y) (Septiani, 2018)	Transactional Interest	1. I am interested in buying by looking at the Tiktok video content of the Skintific account.
		Referential Interests	1. I will recommend Skintific products to my closest friends through Tiktok videos of Skintific accounts.
		Preferential Interests	1. I will make Skintific products as the main choice in choosing Skincare.
		Exploratory Interest	1. I will look for Skintific product information through Skintific account Tiktok videos.

Source: Data Processed by Researchers, 2024

3. RESULTS AND DISCUSSION

3.1 Results

The following section is a description of respondent characteristics that will describe the attributes of respondents in this study, with the aim of providing a comprehensive view of respondents based on gender, age, occupation and domicile address in Malang. Table 1 will contain the results of mapping the characteristics of respondents.

Table 2. Description of Respondent Characteristics

No	Information		Sum	%
1.	Gender	Man	7	
		Woman	103	
		Sum	110	100%
2.	Age	16-20 Years	15	
		21-25 Years	88	
		26-30 Years	7	
		Sum	110	100%
3.	Work	Housewives	3	
		Private Employees	9	
		Student	92	
		Civil servants	6	
		Sum	110	100%
4.	Address Malang	Blimbing	22	20%
		Kedungkandang	22	20%
		Klojen	22	20%
		Lowokwaru	22	20%
		Breadfruit	22	20%
		Sum	110	100%

Source: Data Processed by Researchers, 2024

Table 1. Shows the total respondents in this study are as many as 110 respondents. On average, the most respondents were dominated by women as many as 103 respondents with an age range of 21-25 years as many as 88 respondents and the dominant occupation was students / students as many as 92 respondents.

3.1.1 Validity Test

Table 3. Instrument Validity Test

Variable	Items	Correlation	R Table	Information
Content Marketing (X1)	X1.1	0,499	0,1857	Valid
	X1.2	0,527	0,1857	Valid
	X1.3	0,508	0,1857	Valid
	X1.4	0,587	0,1857	Valid
	X1.5	0,508	0,1857	Valid
	X1.6	0,481	0,1857	Valid
	X1.7	0,533	0,1857	Valid
	X1.8	0,532	0,1857	Valid
Content Quality (X2)	X2.1	0,595	0,1857	Valid
	X2.2	0,628	0,1857	Valid
	X2.3	0,408	0,1857	Valid
	X2.4	0,612	0,1857	Valid
Brand Image (X3)	X3.1	0,519	0,1857	Valid
	X3.2	0,535	0,1857	Valid
	X3.3	0,612	0,1857	Valid
	X3.4	0,573	0,1857	Valid
	X3.5	0,557	0,1857	Valid
	X3.6	0,601	0,1857	Valid
Purchase Intention (Y)	Y.1	0,212	0,1857	Valid
	Y.2	0,185	0,1857	Valid
	Y.3	0,277	0,1857	Valid
	Y.4	0,311	0,1857	Valid

Source: Data Processed by Researchers, 2024

From table 2. It can be concluded that the validity test shows that all variable items used in this study are valid, that is, each item in this study has a correlation value r table, namely the table r value of 0.1857. ≥ This validity test is used by correlating each item's skir with the total score of the existing instrument. Two-sided test tests with a significant level of 0.05 have test criteria, namely:

a. If r counts ≥ r table (2-sided test with significance 0.05) then the instrument or question item correlates significance to the total score and is declared valid.
b. If r is calculated < r table (2-sided test with significance 0.05) then the instrument or question item does not correlate significantly with the total score and is declared invalid.

3.1.2 Reliability Test

Table 4. Instrument Reliability Test

Reliability Statistics	
Cronbach's Alpha	**N of Items**
0,860	22

Source: Data Processed by Researchers, 2024

Based on table 3. Reliability tests show that all variable items used in this study are reliable, namely all variable items have a Cronbach's alpha value of > 0.60. The reliability test of a variable construct is said to be good if it has a Cronbach's alpha value of > 0.60. The reliability testing criteria are as follows:

a. If Cronbach's alpha value > significant level, then the instrument is said to be reliable.

b. If Cronbach's alpha value < a significant level, then the instrument is said to be unreliable.

2.1.3 Classical Assumption Test

3.1.3.1 Normality Test

Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		63
Normal Parametersa,b	Mean	,3374874
	Std. Deviation	1,30697935
Most Extreme Differences	Absolute	,104
	Positive	,065
	Negative	-,104
Test Statistics		,104
Asymp. Sig. (2-tailed)		.088c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Data Processed by Researchers, 2024

In testing, a data is said to be normally distributed if the significant value is more than 0.05 (significant more than 0.05). If the significance value exceeds 0.05, then it can be concluded that the data follows the normal distribution. Conversely, if the significance value is less than 0.05, then it can be concluded that the data does not follow the normal distribution. In the table above, it can be concluded that the significant level in this study is 0.088. This means that the significance value exceeds 0.05 and is declared normal.

3.1.3.2 Multicollinearity Test

Table 6. Multicollinearity Test

Coefficients a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	Type	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	13,453	1,531		8,784	,000		
	Content Marketing	-,047	,042	-,114	-1,116	,268	,961	1,040
	Content Quality	,108	,065	,172	1,662	,100	,944	1,059
	Brand Image	,099	,040	,260	2,471	,015	,909	1,100

a. Dependent Variable: Purchase Intention

Source: Data Processed by Researchers, 2024

In table 6. There are results from the VIF of each variable, which is less than 5, so in this study it can be said that there is no multicollinearity. And the value of tolerance in each variable is more than 0.1, so it can be said that there is no multicollinear. This multicollinearity test is only used for multiple linear regression, because it is to see multicollinearity between independent (free) variables. The decision making is:

a. VIF > 5, it is suspected to have multicollinearity problems.

b. VIF < 5, so there is no multicollinearity.
c. Tolerance < 0.1, so it is suspected to have multicollinearity problems.
d. Tolerance > 0.1, so there is no multicollinearity.

3.1.3.1 Heteroscedasticity Test

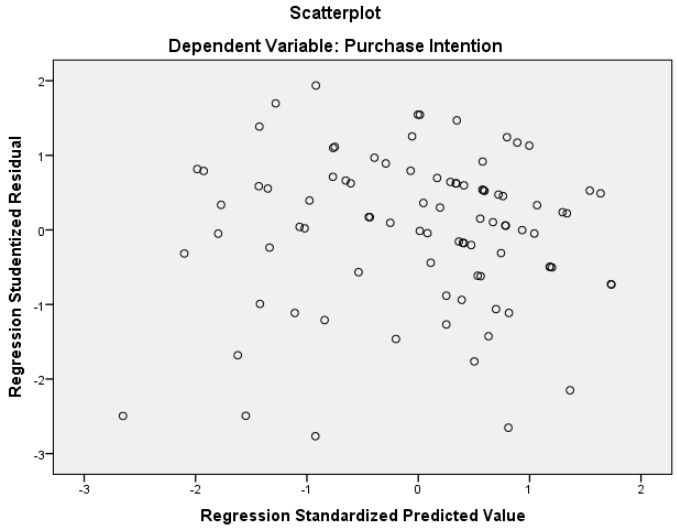

Figure 2. Scatterplot Graph of Heteroscedasticity Test
Source: Data Processed by Researchers, 2024

The heteroscedasticity test in this study used scatterplot graphs. By looking at the scatterplot graph between the predicted value of the dependent variable, namely ZPRED (X-axis) and the residual SRESID (Y-axis). If there is a certain pattern such as the existing dots forming a certain regular pattern (wavy, widening then narrowing), then it is indicated that heteroscedasticity has occurred. If there is no clear or regular pattern, and the points spread above and below 0 on the Y-axis, heteroscedasticity does not occur. In the graph above, it can be said that heteroscedasticity does not occur because the pattern on the chart spreads above and below the number 0 and does not form a certain pattern.

3.1.3 Test the hypothesis

3.1.3.1 Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis

Coefficientsa						
		Unstandardized Coefficients		Standardized Coefficients		
	Type	B	Std. Error	Beta	t	Sig.
1	(Constant)	10,730	,812		13,207	,000
	Content Marketing	,056	,019	,229	2,955	,004
	Content Quality	,093	,042	,186	2,188	,031
	Brand Image	,137	,025	,466	5,560	,000

a. Dependent Variable: Purchase Intention
Source: Data Processed by Researchers, 2024

3.1.3.2 Test Coefficient of Determination (R2)

Table 8. Test Coefficient of Determination (R2)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847a	,717	,709	,872

a. Predictors: (Constant), Brand Image, Content Marketing, Content Quality
Source: Data Processed by Researchers, 2024

From the table above, it is explained that the impact of independent variables on other variables. The value of R2 for the variables content marketing, content quality, brand image, and purchase intention are 70.9%. If the coefficient of determination gets closer to one, the influence of the independent variable on the dependent becomes stronger, which means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. While a small coefficient of determination (adjusted R2) means that the ability of independent variables to explain the variation of the dependent variable is limited.

3.2 Discussion

The results of the above research are not much different from previous studies. Where the previous research that supports this study is Resha & Septyan's (2023) research where in the research there is a positive influence between content marketing on buying interest. In the research of Cipta et al (2023) which shows a significant influence between content quality on purchase intention. And in Annung & Mega's (2022) research where there is a positive influence between brand image on buying interest.

3.2.1 The effect of content marketing on purchase intention

The results obtained in this study explain that the calculated t value is smaller than the level of significance. It can be proven through the t test that it is known that significance values of 0.004 ≤ 0.05 which means (H1) are acceptable. This is evidenced by Resha & Septyan's (2023) research in which there is a positive influence between content marketing on buying interest. It can be concluded that the content marketing variable has a significant positive effect on the purchase intention variable.

3.2.2 The effect of content quality on purchase intention

The results obtained in this study explain that the calculated t value is smaller than the level of significance. The known significance of the t test of this study is 0.001 ≤ 0.05 which means (H2) is accepted. This is evidenced by the research of Cipta et al (2023) which results in an influence between content quality and purchase intention. It can be concluded that the content quality variable has a significant positive effect on the purchase intention variable.

3.2.3 The influence of brand image on purchase intention

The results obtained in this study explain that the calculated t value is smaller than the level of significance. This can be known through the results of the t test, namely the significance value of 0.000 ≤ 0.05 which means (H3) is acceptable. This is evidenced by Purwati & Cahyati's (2022) research in which there is an influence between brand image on buying interest. It can

be concluded that the brand image variable has a significant positive effect on the purchase intention variable.

3.2.4 The influence of content marketing, content quality and brand image on purchase intention

Based on the research mentioned above from this study, namely the research of Della et al (2023) shows that content marketing has a direct and accepted effect on purchase intention. Then Omar's research (2020) shows a positive relationship between content quality and purchase intention. And the research of Faiz et al (2022) shows that there is a strong positive influence on brand image variability on online buying interest.

4. CONCLUSION

The conclusion that can be drawn from this study is that there are results that show a significant partial positive influence between content marketing variables (X1) on purchase intention (Y). Similarly, the content quality variable (X2) on purchase intention (Y) shows a significant partial positive influence. And also the brand image variable (X3) on purchase intention (Y) shows a significant partial positive influence. Then there are also results that show a significant simultaneous positive influence between the variables of content marketing (X1), content quality (X2), and brand image (X3) on purchase intention (Y).

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