

# **The Influence of Content Marketing, Electronic Word of Mouth , and Product Quality on Luxcrime Makeup Product Purchase Decisions on the TikTok Application (Case Study of Generation Z in Batam Island)**

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## **Abstract**

This study aims to analyze the influence of *content marketing* , *electronic word of mouth* , and product quality on purchasing decisions for Luxcrime makeup products on the TikTok application among Generation Z. Purchasing decisions are a crucial factor for the sustainability of local cosmetic brands amidst intense digital competition, especially in the digital native consumer segment. This study uses a quantitative approach with a survey method. Data were collected through questionnaires from 100 Generation Z respondents on Batam Island who were selected using a purposive sampling technique. Data analysis was carried out using the classical assumption test, multiple linear regression, partial test (t), and simultaneous test (F) with the help of SPSS software. The results of the study show that partially, *content marketing* has a positive and significant effect on purchasing decisions ( $\beta = 0.310$ ;  $t = 3.148$ ; sig. = 0.002). *Electronic word of mouth* has a positive and significant effect on purchasing decisions ( $\beta = 0.519$ ;  $t = 3.485$ ; sig. = 0.001). Product quality also has a positive and significant effect on purchasing decisions ( $\beta = 0.458$ ;  $t = 3.083$ ; sig. = 0.003). Simultaneously, *content marketing* , *electronic word of mouth* , and product quality have a significant effect on purchasing decisions for Luxcrime products ( $F = 44.060$ ; sig. = 0.000). The coefficient of determination (Adjusted R Square) value of 0.566 indicates that 56.6% of the variation in purchasing decisions can be explained by these three independent variables, while the remaining 43.4% is influenced by other factors outside the research model. These findings prove that informative content strategies, positive consumer review management, and consistent product quality are key factors in driving purchasing decisions among Generation Z on the TikTok platform. The results of this study are expected to be a basis for Luxcrime management in optimizing digital marketing strategies and product development in accordance with market expectations.

**Keywords:** *Content marketing*, *Electronic word of mouth*, product quality, purchasing decisions, Tiktok

## **Introduction**

In an era of increasingly intense competition in the cosmetics industry, the effectiveness of digital marketing strategies is key to influencing consumer purchasing decisions. Modern marketing currently emphasizes the importance of emotional engagement and relevant information through social platforms, which, according to Ani (2023), represents a transformation from conventional marketing to more dynamic digital interactions. Previous research indicates that *content marketing* , *electronic word of mouth* (E-WoM), and product quality are three crucial factors proven to significantly influence consumer purchasing decisions. Thus, many local *brands* in Indonesia still face challenges such as low sales conversions due to unattractive content, suboptimal management of negative reviews, and inconsistent product quality perceptions among consumers.

This phenomenon is clearly reflected in the sales performance of local cosmetics brand Luxcrime on the TikTok platform. Data from Fastmoss.com (2025) revealed a significant difference in sales performance between Luxcrime and other local competitors. Its flagship products, such as *cushions* , *lip tints* , and powders, recorded lower sales, despite Luxcrime consistently uploading high-frequency content. This indicates a problem with the effectiveness of digital marketing strategies in driving purchasing decisions, especially among Generation Z, TikTok's dominant users.

In addition to the low sales issue, audience engagement *and* consumer perception have also come under scrutiny. Despite the high upload frequency, the *average engagement per post* on Luxcrime's TikTok account is in the moderate category (29.75), indicating that the content has not yet fully mobilized a massive audience. Furthermore, *electronic word of mouth* (E-WoM) in Luxcrime's comments section shows a variety of contradictory reviews, with complaints about product functionality (such as claims *of staining on lip tint* ) alongside positive reviews. This inconsistency in reviews, coupled with varying perceptions of product quality, poses a serious obstacle to building purchasing confidence among potential consumers.

The focus of the problem that triggered this research is clarified through the following comparative data:

**Table 1.1 Comparison of Total Products Sold by 5 Local Brands (July – September Period)**

Brand	Cushion (C)	Lip Tint (L)	Powder (B)
Wardah	124,022	22,247	169,650
Skintific	131,331	57,439	21,692
Make Over	25,416	61,182	183,668
Sea Makeup	53,644	92,693	248,693
Luxcrime	69,114	63,559	15,555

The sales disparity shown in Table 1.1 indicates that Luxcrime's position tends to lag behind its competitors in strategic categories like powder. If left unchecked without empirical data-driven strategic intervention, this situation will lead to a decline in market share in the Generation Z segment.

Although *Content Marketing* (X1), *Electronic Word of Mouth* (X2), and Product Quality (X3) are theoretically recognized as determinants of Purchase Decisions (Y), a literature review shows inconsistent empirical findings. For the *content marketing variable* , Misbakhudin & Komaryatin (2023) found a significant effect, but Septiani & Harsoyo (2025) reported the opposite result. A similar inconsistency occurred for the E-WoM variable, where Amarazka et al. (2020) showed a positive effect, while Santy & Andriani (2023) stated no effect. Similarly, the product quality variable showed mixed results in the studies of Dwijantoro et al. (2022) and Pristiawan & Bahasoan (2022).

Based on this gap, this study has novelty value *because* it analyzes these three variables simultaneously on the TikTok platform, with a specific focus on Generation Z on Batam Island. The findings of this study are expected to provide empirical contributions to the development of Luxcrime's digital marketing strategy to be more effective in reaching and convincing young consumers in the era *of social commerce* .

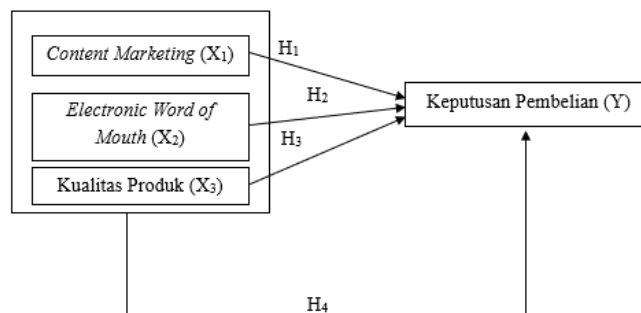
From this background, the problem formulation in this research is:

1. Does *content marketing* have a significant influence on Luxcrime product purchasing decisions on the TikTok app?
2. Does *electronic word of mouth* have a significant influence on the purchasing decision of Luxcrime products on the TikTok application?
3. Does product quality have a significant influence on the purchasing decision of Luxcrime products on the TikTok application?
4. Do *content marketing* , *electronic word of mouth* , and product quality simultaneously have a significant influence on purchasing decisions?

Based on the background description , this research was raised with the title "The Influence of *Content Marketing* , *Electronic Word of Mouth* , and Product Quality on Purchasing Decisions of Luxcrime Makeup Products on the TikTok Application (Case Study of Generation Z on Batam Island)" .

### Research Framework

Based on the description of previous theories and research, the following is a chart framework of thought in this research:



**Figure 1 Framework of thinking**

A hypothesis is a tentative statement or assumption regarding the relationship between variables, the truth of which must be tested through empirical research. Based on the theoretical foundation, conceptual framework, and review of previous research, the hypothesis in this study is formulated as follows:

H<sub>1</sub>: The influence of *content marketing* on purchasing decisions *Content marketing* is believed to have a positive and significant influence on purchasing decisions for Luxcrime makeup products on TikTok. An informative and engaging content strategy is believed to build consumer confidence in making purchases.

H<sub>2</sub> : The Influence of *Electronic Word of Mouth* on Purchasing Decisions *Electronic word of mouth* is suspected to have a positive and significant influence on purchasing decisions for Luxcrime makeup products on the TikTok app. Reviews and recommendations from other users on social media serve as crucial references for consumers when evaluating products.

H<sub>3</sub>: The Influence of Product Quality on Purchasing Decisions Product quality is suspected to have a positive and significant influence on purchasing decisions for Luxcrime makeup products on the TikTok app. Consumer perceptions of the product's physical advantages and benefits are the primary considerations before making a purchase.

H4: Simultaneous Influence ( *Content Marketing* , *Electronic Word of Mouth* , and Product Quality) on Purchasing Decisions *Content marketing* , *electronic word of mouth* , and product quality are suspected to simultaneously (together) significantly influence purchasing decisions for Luxcrime makeup products on the TikTok app. The synergy between effective content, positive reviews, and guaranteed product quality collectively strengthens consumer purchasing decisions.

### Research methods

This study employed a quantitative approach. The sampling technique employed *purposive sampling*, with respondents selected as Generation Z respondents who actively use TikTok, reside on Batam Island, and have viewed Luxcrime makeup product *content* on the app. A sample size of 100 respondents was deemed sufficient to meet the analysis requirements.

Data were obtained from a questionnaire distributed in the form of a *Google Form* . The research instrument was structured based on indicators. Each statement indicator was measured using a Likert *scale* with four levels. Data analysis used SPSS to test the hypotheses. Hypothesis testing included partial tests (t-test), simultaneous tests (F-test), and *the coefficient of determination* ( $R^2$ ) to determine the contribution of independent variables to purchasing decisions.

## Results and Discussion

### Data analysis

#### Item Instrument Test

##### 1. Validity Test

Table 2. Validity Test Results

Variables	Rhitung	Rtable	Decision
<i>Content marketing (X1)</i>			
CM1	0.481	0.196	Valid
CM2	0.480	0.196	Valid
CM3	0.481	0.196	Valid
CM4	0.465	0.196	Valid
CM5	0.511	0.196	Valid
CM6	0.483	0.196	Valid
CM7	0.511	0.196	Valid
CM8	0.658	0.196	Valid
CM9	0.658	0.196	Valid
CM10	0.447	0.196	Valid
CM11	0.687	0.196	Valid
CM12	0.687	0.196	Valid
<i>Electronic word of mouth (X2)</i>			
EWM1	0.601	0.196	Valid
EWM2	0.601	0.196	Valid
EWM3	0.694	0.196	Valid
EWM4	0.634	0.196	Valid
EWM5	0.317	0.196	Valid
EWM6	0.517	0.196	Valid
<i>Product Quality (X3)</i>			
KP1	0.414	0.196	Valid
KP2	0.316	0.196	Valid

<b>KP3</b>	0.316	0.196	Valid
<b>KP4</b>	0.350	0.196	Valid
<b>KP5</b>	0.350	0.196	Valid
<b>KP6</b>	0.421	0.196	Valid
<b>KP7</b>	0.421	0.196	Valid
<b>KP8</b>	0.333	0.196	Valid
<b>Purchase Decision (Y)</b>			
<b>KB1</b>	0.578	0.196	Valid
<b>KB2</b>	0.478	0.196	Valid
<b>KB3</b>	0.387	0.196	Valid
<b>KB4</b>	0.468	0.196	Valid
<b>KB5</b>	0.346	0.196	Valid
<b>KB6</b>	0.622	0.196	Valid
<b>KB7</b>	0.675	0.196	Valid
<b>KB8</b>	0.578	0.196	Valid
<b>KB9</b>	0.660	0.196	Valid
<b>KB10</b>	0.675	0.196	Valid

Source: SPSS Output, 2026

Based on the validity test results in the table above, it is known that all statement items for the variables *Content marketing* (CM1-CM12), *Electronic word of mouth* (EWM1-EWM6), *Product Quality* (KP1-KP8), and *Purchase Decision* (KB1-KB10) have calculated R values ranging from 0.316 to 0.694. Considering that all calculated R values are greater than the R table value of 0.196 ( $n = 100$ ,  $\alpha = 0.05$ ), it can be concluded that all statement items in this research questionnaire are declared valid. This indicates that the instrument used has been able to accurately measure the variables studied, so that the data is suitable for use in the next stage of statistical analysis.

## 2. Reliability Test

Table 3. Reliability Test Results

No	Variables	Cronbach's Alpha	Information
1	<i>Content marketing</i> (X1)	0.830	Reliable
2	<i>Electronic word of mouth</i> (X2)	0.845	Reliable
3	<i>Product Quality</i> (X3)	0.649	Reliable
4	<i>Purchase Decision</i> (Y)	0.838	Reliable

Source: SPSS Output, 2026

Based on the test results in the table above, all research variables have Cronbach's Alpha values greater than 0.60. The highest value is found in the *Electronic Word of Mouth variable* at 0.845, while the lowest value is found in the *Product Quality variable* at 0.649. Thus, it can be concluded that all instruments used in this study are reliable and can be used for further research.

## 3. Descriptive Statistics

Table 4. Respondent Descriptives

No	Respondent Characteristics	Category	Total	Percentage (%)
1	Gender	Woman	100	100%
		Man	0	0%
		Total	100	100%
2	Age	13 - 18 Years	2	2%
		19 - 23 Years	59	59%

		24 - 28 Years	39	39%
	Total		100	100%
3	Domicile	Batam Island	100	100%
	Total		100	100%

Source: SPSS Output, 2026

The respondents in this study were all women (100%) residing on Batam Island. This indicates that the sample profile met the established inclusion criteria, as Luxcrime makeup products primarily target women. The presence of all respondents in the Batam Island region also ensured that the data collected was relevant to the study's geographic boundaries, providing an accurate picture of Generation Z consumer behavior in the region regarding the use of TikTok as a medium for beauty product information. In terms of age, the majority of respondents were in the 19-23 age group (59%), followed by the 24-28 age group (39%). These findings indicate that Luxcrime product users on TikTok are predominantly young adults, generally students or young workers (first-jobbers). This age group is known as digital natives who actively interact with digital content and tend to rely on reviews on social media before making purchasing decisions. Therefore, it is highly relevant to measure the influence of *content marketing* and *electronic word of mouth* in this study.

### Classical Assumption Test

#### 1. Normality Test

Table 5. Results of the Normality Test (Kolmogorov–Smirnov Test)

Variables	N	Mean	Standard Deviation	KS	Asymp. Sig. (2-tailed)	Information
<b>Unstandardized Residual</b>	100	0.0000000	1.45524156	0.084	0.076	Normally distributed data

Source: SPSS Output, 2026

Based on the normality test results table above, it is known that the Kolmogorov-Smirnov (KS) statistic value is 0.077 with a significance value (Asymp. Sig. 2-tailed) of 0.157. Considering that the significance value is greater than the real level of 0.05 ( $0.157 > 0.05$ ), it can be concluded that the residual data in this research regression model is normally distributed. This indicates that the classical assumption requirements regarding data normality have been met, so that the regression model is suitable for use in hypothesis testing.

#### 2. Multicollinearity Test

Table 6. Multicollinearity Test Results

Variables	Tolerance	VIF	Information
<i>Content marketing</i> (X1)	0.489	2,046	Multicollinearity Free
<i>Electronic word of mouth</i> (X2)	0.561	1,782	Multicollinearity Free
<b>Product Quality</b> (X3)	0.541	1,850	Multicollinearity Free

Source: SPSS Output, 2026

Based on the results of multiple linear regression analysis, the regression equation is obtained:  $Y = 1.180 + 0.310X_1 + 0.519X_2 + 0.458X_3$ . The constant value of 1.180 indicates that if the three independent variables are zero, then the purchasing decision already exists at 1.180. The regression coefficient on *the Electronic word of mouth variable* (X2) has the highest value of 0.519, which indicates that digital consumer reviews provide the greatest

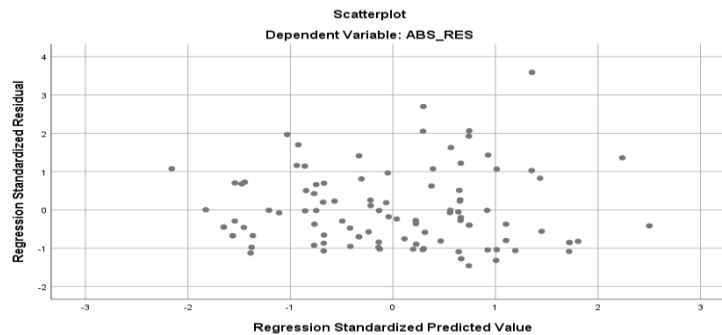
contribution in driving purchasing decisions for Luxcrime products compared to other variables. The t-test results show that the three variables partially have a significance value smaller than 0.05. *Content marketing* has a sig. value of 0.002, *Electronic word of mouth* has a sig. value of 0.001, and product quality has a sig. value of 0.003. Thus, H1, H2, and H3 in this study are accepted, which means that *content marketing*, E-WoM, and product quality each have a positive and significant influence on the purchasing decisions of Luxcrime products among Generation Z on Batam Island.

### 3.Heteroscedasticity Test

**Table 7. Heteroscedasticity Test Results**

Variables	Sig.	Information
<i>Content marketing</i> (X1)	0.111	There is no heteroscedasticity
<i>Electronic word of mouth</i> (X2)	0.736	There is no heteroscedasticity
<b>Product Quality</b> (X3)	0.551	There is no heteroscedasticity

Source: SPSS Output, 2026



**Figure 1.1 Heteroscedasticity Test**

Source: SPSS Output, 2026

Based on the results of the Glejser test in the table above, it is known that the significance value for the *Content marketing* variable is 0.111, *Electronic word of mouth* is 0.736, and Product Quality is 0.551. Considering that all significance values are greater than the real level of 0.05 (Sig. > 0.05), it can be concluded that there are no symptoms of heteroscedasticity in this regression model. Thus, the residual variance from one observation to another is constant (homoscedasticity), so this regression model meets the requirements of good classical assumptions and is suitable for use in further analysis.

### 4.Multiple Linear Regression Test

**Table 8. Multiple Linear Regression Test**

Variables	B	Std. Error	Beta	t	Sig.	Information
<b>(Constant)</b>	-1,977	3,285	–	-0.602	0.549	–
<i>Content marketing</i> (X1)	0.310	0.098	0.298	3,148	0.002	Significant Influence
<i>Electronic word of mouth</i> (X2)	0.519	0.149	0.308	3,485	0.001	Significant Influence
<b>Product Quality</b> (X3)	0.458	0.148	0.278	3,083	0.003	Significant Influence

Source: SPSS Output, 2026

Based on the results of the multiple linear regression analysis in the table above, the following regression equation is obtained:  $Y = -1.977 + 0.310X_1 + 0.519X_2 + 0.458X_3$ .

The constant value of -1.977 states that if *the content marketing* , E-WoM, and product quality variables are considered constant or have a value of zero, then the purchasing decision is negative. The largest regression coefficient is found in the *Electronic word of mouth variable* (X2) of 0.519, which indicates that digital reviews and recommendations have the strongest impact in increasing the purchasing decision of Luxcrime products compared to other variables. The results of the t test (partial) show that the three independent variables have a significance value smaller than 0.05. The *content marketing variable* has a sig. value of 0.002, *Electronic word of mouth* has a sig. value of 0.001, and product quality has a sig. value of 0.003. Thus, it can be concluded that partially, *content marketing* , *electronic word of mouth* , and product quality have a positive and significant influence on the purchasing decision of Luxcrime makeup products among Generation Z on Batam Island.

## Hypothesis Testing

### 1.t-test (Partial)

Table 9. T-Test

Variables	B	Std. Error	Beta	t	Sig.	Information
(Constant)	-1,977	3,285	–	-0.602	0.549	–
<i>Content marketing</i> (X1)	0.310	0.098	0.298	3,148	0.002	Significant Influence
<i>Electronic word of mouth</i> (X2)	0.519	0.149	0.308	3,485	0.001	Significant Influence
Product Quality (X3)	0.458	0.148	0.278	3,083	0.003	Significant Influence

Source: SPSS Output, 2026

Based on the results of the T test (partial) in the table above, it is known that *the Content marketing variable* (X1) has a calculated t value of 3.148 > t table 1.984 with a significance of 0.002 < 0.05, the *Electronic word of mouth variable* (X2) has a calculated t value of 3.485 > t table 1.984 with a significance of 0.001 < 0.05, and the Product Quality variable (X3) has a calculated t value of 3.083 > t table 1.984 with a significance of 0.003 < 0.05. Because the three independent variables have a significance value below 0.05, it can be concluded that partially *Content marketing*, *Electronic word of mouth* , and Product Quality have a positive and significant effect on the purchasing decision of Luxcrime makeup products on the Tiktok application among Generation Z on Batam Island.

### 2.F Test (Simultaneous)

Table 10. F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	888,037	3	296,012	44,060	0,000
Residual	644,963	96	6,718		
Total	1533,000	99			

Source: SPSS Output, 2026

Based on the ANOVA table above, the calculated F value is 44.060 with a significance level of 0.000. Because the significance value is much smaller than 0.05 (0.000 < 0.05) and the calculated F value (44.060) is greater than the F table (2.70), it can be concluded that H4 is accepted. This shows that the variables *Content marketing* , *Electronic word of mouth* , and Product Quality simultaneously (together) have a significant effect on the Purchase Decision

of Luxcrime makeup products on the Tiktok application among Generation Z on Batam Island.

### 3. (R<sup>2</sup>) Test

Table 11. R<sup>2</sup> Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	0.761	0.579	<b>0.566</b>	2.59198	1,993

Source: SPSS Output, 2026

Based on the Model Summary table above, the Adjusted R Square value is 0.566. This shows that 56.6% of the variation or change in the Purchase Decision variable can be explained by the three independent variables in this study, namely *Content marketing*, *Electronic word of mouth*, and Product Quality. While the remaining 43.4% (100% - 56.6%) is explained by other factors outside this research model, such as price perception, brand image, brand ambassadors, or consumer trust. In addition, the Durbin-Watson value of 1.993 indicates that this regression model does not have an autocorrelation problem because the value is between -2 to +2.

## Discussion

### 1. The influence of content marketing on purchasing decisions

The t-test results show that the *content marketing variable* (X1) has a significant effect on purchasing decisions (Y), as evidenced by the Sig. value = 0.002 < 0.05, thus H1 is accepted. The regression coefficient of 0.310 indicates that every 1-point increase in *content marketing* will increase purchasing decisions by 0.310 points. This finding confirms that informative, relevant, and visually appealing content can improve consumer understanding of the product. These results are in line with research by Misbakhudin & Komaryatin (2023) and Woro Ayu Satiti & Farid Wajdi (2023) which states that effective *content marketing management can increase consumer trust and strengthen purchasing decisions*.

Research by Wiska et al. (2022) also confirms that creative content strategies on TikTok can generate high *engagement*, thus triggering *purchasing desire* among Generation Z consumers. When content can address consumers' information needs regarding *the shade*, texture, and uses of Luxcrime products, consumer doubts are reduced. This proves that *content marketing* is not just a promotional tool, but a crucial digital educational tool in shaping purchasing behavior in the era of *social commerce*.

### 2. The Influence of Electronic Word of Mouth on Purchasing Decisions

Based on the t-test results, the *electronic word of mouth variable* (X2) has a Sig. value = 0.001 < 0.05, so H2 is accepted. This means that E-WoM has a significant effect on purchasing decisions, with a regression coefficient of 0.519, which indicates that an increase in E-WoM by 1 point can increase purchasing decisions by 0.519 points. This result is in line with research by Fitriyaningsih et al. (2025) and Tia & Ambardi (2023) which confirms that reviews and recommendations from other users are the most trusted sources of information for consumers before making a transaction.

Amarazka et al.'s (2020) research also found that honest reviews from other users provide strong social validation for potential buyers. On the TikTok platform, reviews in the form of video testimonials or positive comments on the Luxcrime account act as real testimonials, minimizing consumer perception risk. This real-life, experience-based

information is considered more credible than company advertisements, thus increasing the confidence of Generation Z on Batam Island in choosing Luxcrime products among the many other cosmetic brands.

### **3. The Influence of Product Quality on Purchasing Decisions**

The t-test results show that the product quality variable (X3) has a Sig. value = 0.003 < 0.05, so H3 is accepted. The regression coefficient of 0.458 indicates that a 1-point increase in product quality will increase purchasing decisions by 0.458 points. This finding is in line with research by Puspitasari & Rulianty (2025) and Rosa Indah et al. (2020) which states that high quality perceptions will encourage greater purchasing interest. Consistent quality, product durability, and suitability of real benefits are the main determining factors in purchasing decisions for beauty products.

Research by Dwijantoro et al. (2022) also demonstrates that product quality is the foundation of consumer satisfaction and purchasing decisions. Despite excellent digital marketing strategies, without the support of robust physical product quality, purchasing decisions will be difficult to sustain. For Generation Z, the quality of Luxcrime products that meet expectations (such as good *coverage* in powder or colorfastness in *lip tint* ) serves as a rationale that reinforces the emotional drive of social media.

### **4. The Influence of Content Marketing , Electronic Word of Mouth , and Product Quality on Purchasing Decisions**

The F-test results show that the three variables simultaneously have a significant effect on purchasing decisions with a Sig. value of 0.000 < 0.05, thus H4 is accepted. The *Adjusted R Square value* of 0.566 indicates that 56.6% of the variation in purchasing decisions can be explained by the combination of *content marketing* , E-WoM, and product quality. These results are in line with research by Kurniawan (2023) and Wijaya & Yulita (2022) which found that the synergy between digital marketing communications and the intrinsic value of the product is the main key to winning the market on social media platforms.

Previous research, such as that of Fricilia et al. (2025), supports that the combination of a persuasive content strategy, positive consumer review management, and superior product quality assurance collectively strengthens *a brand's position* in the eyes of consumers. These findings demonstrate that for Luxcrime, sales success does not depend solely on a single factor, but rather on the integration of effective digital marketing and accountable product quality. Therefore, the results of this study are consistent with consumer behavior theory and digital marketing management.

## **Conclusion**

Based on the multiple linear regression analysis and hypothesis testing that has been carried out, several conclusions can be drawn as follows:

1. Simultaneous Effect (F Test): *Content marketing* , E-WoM, and Product Quality Impact on Purchasing Decisions The variables *Content marketing* (X1), *Electronic word of mouth* (X2), and Product Quality (X3) simultaneously have a significant impact on Purchasing Decisions (Y) with a calculated F value of = 44.060 and a significance value of 0.000 < 0.05. This shows that the synergy between an interesting content strategy, positive

reviews from other users, and the superior physical quality of the product together are the keys in driving purchasing decisions for Luxcrime products on the TikTok platform.

2. Partial Effect of *Content Marketing* (t-Test): Encouraging Increased Purchase Decisions *Content marketing* has been shown to have a positive and significant impact on Purchase Decisions (t count = 3.148; Sig. = 0.002). Informative and creative content on the TikTok application is able to provide effective product education to Generation Z, thereby strengthening their confidence to make purchases, in line with the findings of Misbakhudin & Komaryatin (2023).

3. Partial Influence of *Electronic Word of Mouth* (t-Test): The Most Dominant Factor in Purchasing Decisions E-WoM is the variable with the most dominant influence on Purchasing Decisions (t count = 3.485; Sig. = 0.001; Beta Coefficient = 0.308). Reviews, recommendations, and real experiences shared by fellow TikTok users are the main references most trusted by Generation Z, which significantly increases the validity of the product in the eyes of potential consumers, supporting the research of Fitriainingsih et al. (2025).

4. Partial Effect of Product Quality (t-Test): Determining Purchase Confidence Product quality has a positive and significant impact on Purchase Decisions (t count = 3.083; Sig. = 0.003). The physical superiority of the product, durability, and suitability of benefits perceived by consumers remain important foundations underlying the final decision of buyers, in accordance with the findings of Puspitasari & Rulianty (2025).

5. Model Predictive Power (R<sup>2</sup>) : Contribution of Independent Variables to Purchasing Decisions This research model is able to explain 56.6% of the variation in Purchasing Decisions (Adjusted R Square = 0.566). This shows that *Content marketing* , *Electronic word of mouth* , and Product Quality have a strong contribution in shaping Generation Z's purchasing behavior, while the remaining 43.4% is influenced by other factors outside this model such as price, brand image, or trust.

## **Suggestions and Recommendations**

### **1. Suggestions (For Companies/Practical)**

- a) Content Optimization : Strengthen your *content marketing strategy on TikTok with interactive video tutorials and honest reviews to increase purchasing interest among Generation Z.*
- b) Review Management : Focus on managing *Electronic word of mouth* by responding quickly to consumer testimonials and encouraging buyers to share their positive experiences in the comments section.
- c) Quality Consistency : Maintaining product quality to match advertising claims to build long-term trust and consumer loyalty.

### **2. Recommendations (For Further Researchers/Academics)**

- a) Additional Variables : Adding other variables such as *Brand Image* , *Price*, or *Brand Ambassador* to increase the predictive power of the regression model.
- b) Mediation Model : Using mediating variables such as *Consumer Trust* to deepen the analysis of the relationship between variables.
- c) Sample Expansion : Conducting research with a wider coverage area outside Batam Island so that the research results can be generalized nationally.

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