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The Influence Of Content Marketing And Affiliate Marketing On Skincare Purchase Decisions (A Study Of Skintific Skincare Consumers On The Tiktok Social Media Platform)

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Abstract

This research inspects the influence of Content Marketing and Affiliate Marketing on purchasing decisions for Skintific skincare products through TikTok Shop in Indonesia. This research utilized a quantitative, explanatory design, gathering primary data via questionnaires administered to Skintific product buyers on TikTok Shop. The respondents were selected using a purposive sampling technique, resulting in 384 informants. Data collected underwent multiple linear regression analysis via SPSS. Content Marketing and Affiliate Marketing have a positive significant determination on purchasing decisions. Results suggest that informative and engaging marketing content, combined with effective affiliate promotions, increase consumer trust, improve product attractiveness, and advance purchasing decisions. The study concludes that optimizing content quality and affiliate marketing strategies is essential for increasing marketing effectiveness and supporting business performance in the growing social commerce environment.

Keywords: Content Marketing, Affiliate Marketing, Purchase Decision, TikTok Shop, Skintific.

INTRODUCTION

The acceleration of digitalisation has significantly changed consumer purchasing behavior, particularly in the way consumers search for product information and make purchasing decisions. The emergence of social commerce has transformed social media from a communication platform into an effective marketing channel where consumers can interact directly with brands and complete transactions within a single application.

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According to Maulida (2022), the integration of social media and e-commerce has created new shopping experience that encourages businesses to adopt more innovative digital marketing strategies.

One of the social commerce platforms experiencing rapid growth is TikTok Shop. The platform combines entertainment, product promotion, and online shopping, enabling consumers to discover products through short videos and live streaming. This shopping model has changed how consumers evaluate products before making buying decisions. Akram et al. (2021) reported that social commerce positively influences consumers' purchase intentions because it provides interactive and informative shopping experiences.

Among various digital marketing strategies, content marketing has become an important tool for attracting consumer attention. Informative and engaging content helps consumers understand product benefits, increases brand awareness, and builds consumer trust. Geng et al. (2019) stated that valuable content plays an essential capacity influencing purchaser attitudes and encouraging purchasing decisions, particularly in digital marketplaces where information is easily accessible.

Another strategy widely adopted by businesses is affiliate marketing. Through affiliate programs, content creators promote products and receive commissions from successful purchases generated through their referral links. Since affiliates often share their personal experiences when reviewing products, consumers tend to perceive their recommendations as more credible than conventional advertising. Husein et al. (2025) found affiliate marketing has positive significant determine on consumers' buying choices on TikTok.

The skincare industry is one of the sectors that actively utilizes these marketing strategies. One brand that has attracted considerable attention is Skintific, which consistently promotes its products through educational content and collaborations with TikTok affiliates. This approach has enabled the brand to strengthen consumer engagement and increase product visibility in Indonesia. The growing popularity of Skintific demonstrates how digital marketing activities can influence consumer purchasing behavior.

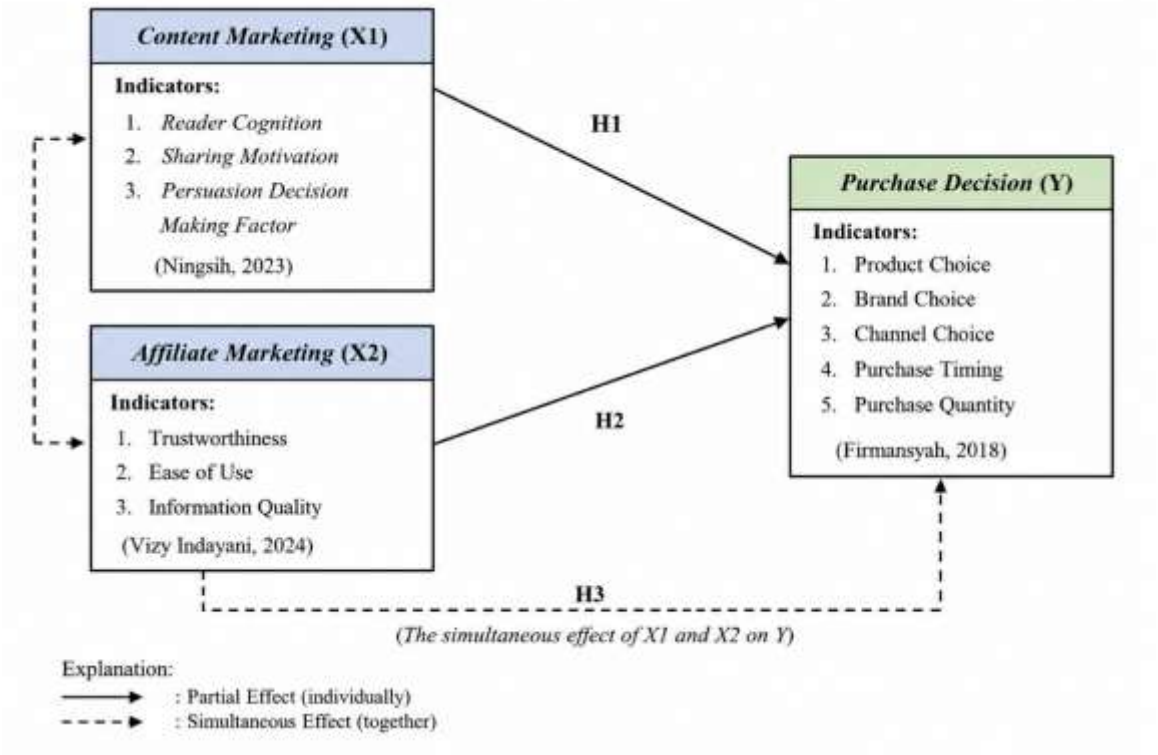
Despite prior research that has inspected the shape of content marketing and affiliate marketing separately, studies that analyze both variables simultaneously in the context of TikTok Shop remain limited. Therefore, further research is needed to provide a better understanding of how these marketing strategies contribute to consumers' purchasing decisions.

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Conceptual background and former empirical investigation, the research hypotheses :

H1: Content Marketing has positive significant impact on purchasing decisions for Skintific products through TikTok Shop.
H2: Affiliate Marketing has positive significant impact on purchasing decisions for Skintific products through TikTok Shop.
H3: Content Marketing and Affiliate Marketing simultaneously have positive significant Impact on purchasing decisions for Skintific products through TikTok Shop.



Research Framework

RESEARCH METHODS

Research engaged quantitative approach with explanatory study design to prove effects of Content Marketing and Affiliate Marketing on costumers' Purchase Decisions for Skintific skincare products through TikTok Shop in Indonesia. Respondents analyzed

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purchasers of Skintific products via TikTok Shop and met the predetermined research criteria.

A non-probability, purposive sampling strategy was employed. A total of 384 informants were selected based on the Cochran formula. Primary data gathered direct a questionnaire using a five-point Likert scale and distributed via Google Forms. Using IBM SPSS, the data underwent multiple linear regression analysis to ascertain individual also combined influences of independent variables on dependent variable.

RESULTS AND DISCUSSION OF RESULTS

Descriptive Statistical Analysis

According to questionnaire responses, participants' distinguishing were identified according to gender, age, occupation, monthly income, shopping frequency on TikTok Shop, and duration of TikTok use. The data gathered from 385 informants Respondent demographics are summarized in Table 1.

Respondent Characteristics Results

Characteristics	Category	Percentage
Gender	Female	61.8%
	Male	38.2%
Age (years)	17–24	59.2%
	25–30	40.8%
	>30	0.0%
Occupation	Student	40.3%
	Government Employee	18.7%
	Private Employee	41.0%
Monthly Income (IDR 000,000)	< 1	19.7%
	1–3	34.0%
	3–5	20.8%
	> IDR 5,000,000	25.5%
Shopping Frequency on TikTok Shop (times)	1–2	21.6%
	3–4	29.4%
	4–5	22.6%
	>5	26.5%
Duration of TikTok Use (years)	<1	0.0%

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	2–3	20.0%
	3–4	39.2%
	>5	40.8%

Based on the respondent characteristics presented in Table 1, a participant breakdown revealed 61.8% were female and 38.2% were male. Consumers purchasing Skintific skincare products through TikTok Shop are predominantly female. Since skincare products are generally associated with personal care and beauty, female consumers tend to show greater interest in seeking product information and making purchases through digital platforms. Therefore, female respondents represent the dominant consumer segment in this study.

Based on age, most respondents were 17–24 years old (59.2%), followed by participants aged 25–30 years (40.8%). This finding suggests that majorities of respondents belong to the young adult generation, which is highly familiar with social media and digital commerce. Young consumers are generally more active in accessing product information, watching promotional content, and making purchases through TikTok Shop. These characteristics make them an appropriate target for evaluating effect of content marketing also affiliate marketing on buying decisions.

Supported occupation, the largest proportion of respondents were private employees (41.0%), followed by students (40.3%) and government employees (18.7%). This distribution indicates that respondents came from different occupational backgrounds, suggesting that TikTok Shop has become a widely used shopping platform among various consumer groups. In addition, respondents with an allowance of IDR 1,000,000–3,000,000 represented the largest proportion (34.0%), > IDR 5,000,000 (25.5%), IDR 3,000,000–5,000,000 (20.8%), and less than IDR 1,000,000 (19.7%). These findings indicate that consumers of Skintific products through TikTok Shop come from diverse income levels.

Regarding shopping behavior, most respondents had purchased products through TikTok Shop three to four times (29.4%), followed by more than five purchases (26.5%), four to five purchases (22.6%), and one to two purchases (21.6%). Furthermore, 40.8% of respondents had been using TikTok for more than five years, while 39.2% had used the platform for three to four years, and 20.0% for two to three years. These findings suggest that the respondents were experienced TikTok users and were familiar with shopping features available on the platform, making them suitable participants for examining Impact of content marketing and affiliate marketing on buying decisions.

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Table Respondents' Assessment Results on Research Variables

DescriptiveStatistics			
Variabel	N	Mean	Category
Content Marketing	85	4,4	Agree
Affiliate Marketing	85	4,4	Agree
Purchase Decision	85	4,4	Agree

Validity Test

In quantitative research, validity test is guided to ascertain whether each questionnaire item accurately measures intended research variable. In this study, validity test employed Pearson Product Moment correlation, linking individual statement scores to their variable's total score. Validity is established when the computed r-count exceeds the r-table. Based on 385 informan, r-table 0.105, significance 0.05. Questionnaire items with r-count > 0.105 are considered valid and appropriate for further analysis.

Table Validity Test Results

Variable	Item	r Calculated	r Table	Remarks
Content Marketing (X1)	COMA1	0,476	0,105	Valid
	COMA2	0,432		
	COMA3	0,424		
	COMA4	0,413		
	COMA5	0,433		
	COMA6	0,345		
	COMA7	0,354		
	COMA8	0,428		
Affiliate Marketing (X2)	AFMA1	0,496	0,105	Valid
	AFMA2	0,371		
	AFMA1	0,496		
	AFMA2	0,371		
	AFMA3	0,392		
	AFMA4	0,315		
	AFMA5	0,401		
	AFMA6	0,422		

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	AFMA7	0,355		
Purchase Decision (Y)	PUDE1	0,338	0,105	Valid
	PUDE2	0,386		
	PUDE3	0,395		
	PUDE4	0,310		
	PUDE5	0,342		
	PUDE6	0,370		
	PUDE7	0,315		
	PUDE8	0,301		

All statement items for the Content Marketing, Affiliate Marketing, and Purchase Decision variables have calculated *r* > *r*-table 0.105. The calculated *r* range from 0.345 to 0.476 for the Content Marketing variable, 0.315 to 0.496 for the Affiliate Marketing variable, and 0.301 to 0.395 for the Purchase Decision variable. All questionnaire items are considered valid and are appropriate for measuring their respective research variables. These results indicate that the questionnaire has adequate validity and can be used for further statistical analysis.

Reliability Test.

Reliability testing is conducted to determine how consistently a research instrument can measure the same object at different times. The measuring instrument has a high level of stability and consistency, as demonstrated by a reliable instrument. If the instrument measures the same object repeatedly, Sugiyono (2023) states that the instrument is considered reliable. Cronbach's alpha serves as a measure of instrument reliability, with scores between 0.61-0.80 deemed reliable and scores among 0.81-1.00 considered very reliable.

Table Reliability Test Results

Cronbach's Alpha	Number of Items	Remarks
0.829	23	Reliable

The Price Perception variable obtained a Cronbach's Alpha 0.829, thus it is declared reliable. Meanwhile, the Usage Decision variable obtained a Cronbach's Alpha 0.802,

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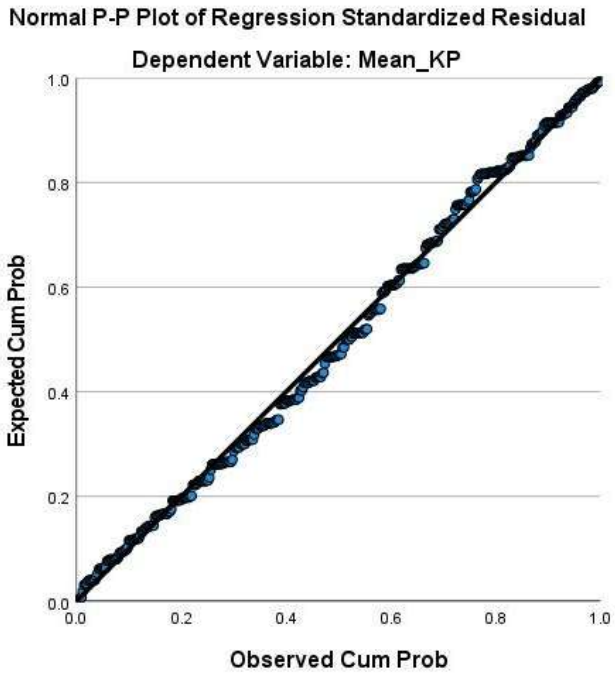
thus it falls into the very reliable category. Thus, all statement items in both variables are considered consistent and suitable for use in subsequent research analysis.

Classic Assumption Test

Normality Test

The normality test is used to ensure that residual values of regression model are normally distributed. Since regression analysis requires residuals with a normal distribution for the results to be reliable, this test is very important to conduct. This study uses a standardized P-P plot of residuals to test for normality. Normality assumption is satisfied if data points are dispersed around and align with the diagonal line. This is in line with Wardhana (2024), who states that if the points on the graph form and spread along diagonal line, residuals are said to be normally spread.

Figure Normality Test Results



In the P-P normal plot graph, the normality test results show that the residual points are scattered around the diagonal line and tend to follow its pattern. Although there are some outliers, the overall dispersion pattern remains around the diagonal line.

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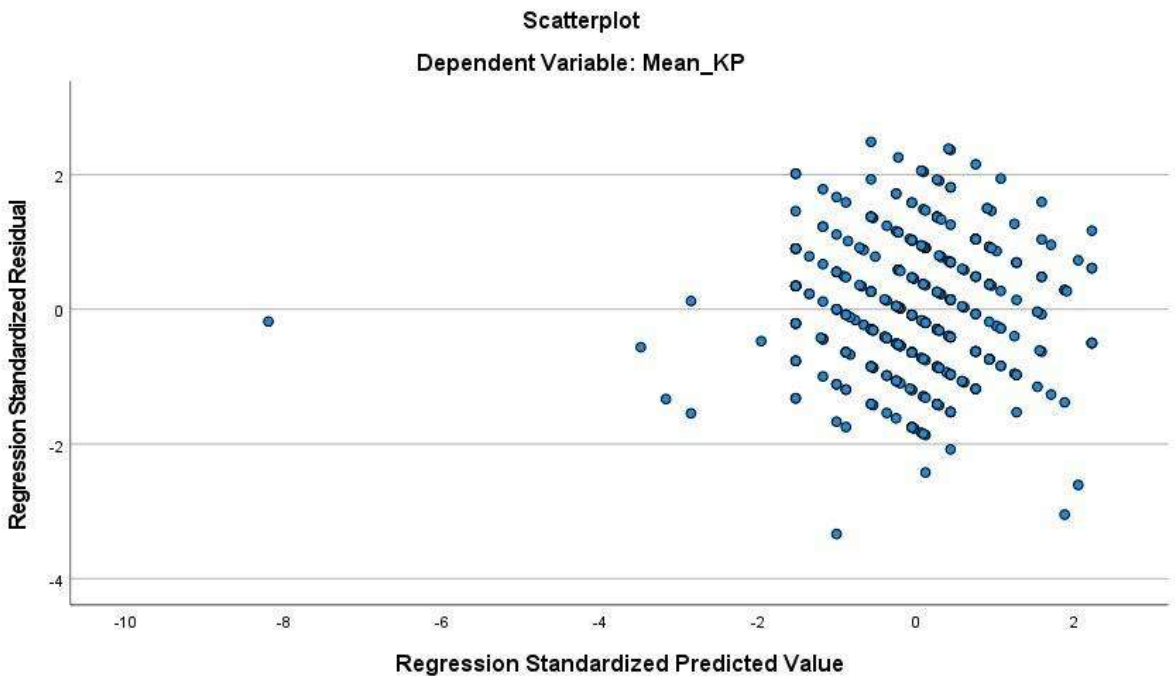
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Therefore, the normality assumption has been met, and the analysis can proceed because residuals from this research regression model are normally distributed.

Heteroscedasticity Test

The heteroscedasticity test assesses if a regression model exhibits heteroscedasticity. This is done to determine whether the residual variance from one observation to another is the same. In this study, the testing was conducted thru a scatterplot graph. The initial decision made in this study is that if the residual points do not form specific pattern and are randomly scattered above and below number 0 on Y-axis, then the model is considered free from heteroscedasticity (Wardhana, 2024).

Figure Heteroskedasticity Test Results



According to the results of the scatterplot graph, the residual points do not form a wavy, widening, or narrowing patternvalues are dispersed randomly around the 0 on Y-axis. Therefore, it can be finished that regression model used in this study does not competence heteroscedasticity, making it reliable for further analysis. reliable.

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Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to test effects of Content Marketing (X_1) and Affiliate Marketing (X_2) on Purchase Decision (Y). This analysis identified power and direction of how independent variables impact dependent variable, as well as to identify the functional relationship between them (Sugiyono, 2023). The regression equation was developed using the Unstandardized Coefficients (B) values obtained from the Coefficients table generated by IBM SPSS Statistics.
In general, the regression model is expressed in form:

$$Y = a + b_1X_1 + b_2X_2$$

Explanation :

Y = Purchase Decision
a = Constant
b_1 = Regression coefficient of Content Marketing
b_2 = Regression coefficient of Affiliate Marketing
X_1 = Content Marketing
X_2 = Affiliate Marketing

Result :

$$\mathbf{Y = 1.911 + 0.383X_1 + 0.182X_2}$$

The regression equation indicates that, holding the other variable constant, every one-unit increase in Content Marketing (X_1) increases Purchase Decision (Y) by 0.383 units. Likewise, every one-unit increase in Affiliate Marketing (X_2) increases Purchase Decision (Y) by 0.182 units. Since both regression coefficients are positive, Content Marketing and Affiliate Marketing have positive relationship with Purchase Decision. This implies that better content marketing and more effective affiliate marketing are associated with higher consumer purchase decisions

Hypothesis Testing

Partial Test (T)

T-test was conducted exploring specific contribution of each predictor, namely Content Marketing (X_1) and Affiliate Marketing (X_2), on predicted variable, Purchase Decision (Y). As stated by Sugiyono (2023), t-test is used to ascertain whether

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independent variable significantly affects dependent variable. Decision is based on t-value also the significance (Sig.) value. Hypothesis is recognized if t-calculated > t-table and the significance < 0.05, the predictor variable exerts a noteworthy partial effect on the respnonse variable.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.911	.194		9.827	<,001		
	Mean_CM	.383	.042	.434	9.101	<,001	.792	1.262
	Mean_AM	.182	.042	.205	4.294	<,001	.792	1.262

a. Dependent Variable: Mean_KP

Figure Results of Multiple Linear Regression Test

Deived from data processing outcome, a constant 1.911, a regression coefficient of 0.383 for Content Marketing, and a regression coefficient of 0.182 for Affiliate Marketing were obtained.

Simultan Test (F)

The simultaneous hypothesis test executed to inspect combined impact of predictors, namely Content Marketing (X_1) and Affiliate Marketing (X_2), on response variable, Purchase Decision (Y). As stated by Sugiyono (2023), the F-test assesses if predictor variables collectively exert significant influence on dependent variable.. Decision is based on F-value and significance (Sig.) value. The hypothesis is accepted if the F-calculated > F-table and the significance < 0.05, indicating that the predictor variable simultaneously have significantly influences the outcome.

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Results of the Simultaneous Hypothesis Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.738	2	4.369	86.403	<,001[b]
	Residual	19.315	382	.051		
	Total	28.053	384			

a. Dependent Variable: Mean_KP

b. Predictors: (Constant), Mean_AM, Mean_CM

F-calculated 86.403 with a significance 0.001 < 0.05, Content Marketing and Affiliate Marketing simultaneously have positive significant effect on Purchase Decision. Therefore, the proposed hypothesis stating that Content Marketing and Affiliate Marketing jointly impact Purchase Decision is accepted. These findings indicate that both independent variables collectively contribute to consumers' purchasing decisions for Skintific skincare products through TikTok Shop.

Test of R^2

R^2 was used to measure proportion the explanatory variables, namely Content Marketing (X_1) and Affiliate Marketing (X_2), explain variation in dependent variable, Purchase Decision (Y). R^2 was used to determine the combined contribution of Content Marketing and Affiliate Marketing to Purchase Decision. R^2 reflects the model's efficacy explicating fluctuations of outcome variable. A higher R^2 denote the independent variables have greater explanatory power in predicting Purchase Decision and other elements beyond the scope of the research model account for the remaining variance..

Figure Results of R^2 Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558[a]	.311	.308	.22486

a. Predictors: (Constant), Mean_AM, Mean_CM

b. Dependent Variable: Mean_KP

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R^2 0.311 indicates Content Marketing and Affiliate Marketing jointly explain 31.1% of the variation in Purchase Decision and 68.9% being attributable to unexamined variables. Furthermore, the R 0.558 indicates a moderate positive collaboration among Content Marketing also Affiliate Marketing and Purchase Decision. These findings suggest although Content Marketing and Affiliate Marketing participate to consumers' buying decisions for Skintific skincare products through TikTok Shop, other factors outside this research model contribute signifcantly to influencing Purchase Decision.

DISCUSSION

The Influence of Content Marketing on Purchase Decision

The results indicate Content Marketing has positive significant effect on Purchase Decision for Skintific skincare products through TikTok Shop. T-test results show 9.101 with a significance < 0.001, while the multiple linear regression analysis produces a positive regression coefficient of 0.383. These findings indicate improving the quality of content marketing increases consumers' purchase decisions. Informative, engaging, and persuasive content enables consumers to better understand product features and benefits, thereby increasing their confidence in purchasing decisions.

These findings are consistent with the marketing theory by Kotler and Keller (2023), which explains marketing content serves as an important source of information that influences consumer evaluations before making purchasing decisions. In the digital marketplace, consumers rely heavily on product-related content, such as demonstrations, educational videos, customer reviews, and promotional information, to reduce uncertainty and evaluate product quality. Consequently, effective content marketing can positively influence consumer purchase decisions.

The results also support the findings of Ningsih (2023), who reported that content marketing significantly influences consumers' purchase decisions through digital platforms. High-quality content not only attracts consumers' attention but also creates trust and encourages purchase intentions. Therefore, businesses should continuously develop creative and informative content to improve costumer engagement also reinforce buying decisions for Skintific skincare products on TikTok Shop.

The Influence of Affiliate Marketing on Purchase Decision

The findings reveal Affiliate Marketing has positive significant effect on Purchase Decision. T-test 4.294, significance < 0.001, regression coefficient 0.182, indicating positive relationship among Affiliate Marketing and Purchase Decision. These results

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suggest the more effective affiliate marketing activities are, the higher consumers' purchase decisions toward Skintific skincare products through TikTok Shop.

According to Kotler and Keller (2023), recommendations delivered by trusted individuals can strengthen consumer confidence during the purchasing process. In affiliate marketing, affiliates provide product information, personal experiences, and recommendations that help consumers evaluate products before making buying decisions. As consequnce, affiliate marketing reduces consumers' perceived risk also increases their confidence in purchasing products promoted through TikTok Shop.

Corroborated by earlier research by Pratiwi and Kusumawati (2022) and Vindy Zalfa and Indayani (2024), which found that affiliate marketing positively influences purchase decisions. Consumers tend to trust recommendations from affiliates who provide honest reviews, product demonstrations, and detailed information. Consequently, effective affiliate marketing contributes to increasing purchase decisions, although its influence is relatively smaller than that of content marketing in this study.

The Simultaneous Influence of Content Marketing and Affiliate Marketing on Purchase Decision

The simultaneous hypothesis test demonstrates Content Marketing and Affiliate Marketing jointly have significant effect on Purchase Decision. Finding designates both variables complement each other in influencing consumers' purchasing decisions for Skintific skincare products through TikTok Shop. While content marketing provides comprehensive product information and attracts consumer attention, affiliate marketing strengthens consumer confidence through recommendations and personal experiences shared by affiliates.

Furthermore, R^2 0.311 designates 31.1% variation in Purchase Decision can be clarified jointly by Content Marketing and Affiliate Marketing and factors outside the research model explain the 68.9% duration. In addition, R 0.558 designates moderate positive association between explanatory variables also Purchase Decision.

Overall, findings suggest both Content Marketing and Affiliate Marketing clarifying context in encouraging consumers to purchase Skintific skincare products through TikTok Shop. However, because the coefficient of Content Marketing (0.383) is higher than that of Affiliate Marketing (0.182), Content Marketing contributes more strongly to Purchase Decision. Therefore, companies should prioritize the development of high-quality digital content while simultaneously collaborating with credible affiliates to maximize consumer engagement and improve purchasing decisions.

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