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The Influence Of Content Marketing And E-Wom On Tiktok Social Media On Purchasing Decisions Of Pasir Pengaraian University Students

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Abstract

The development of TikTok as a social media with a large user base has driven changes in consumer behavior, including students in obtaining information and making purchasing decisions. This study aims to analyze the influence of Content Marketing and Electronic Word of Mouth (E-WOM) on TikTok social media on purchasing decisions of Pasir Pengaraian University students, both partially and simultaneously. The study used a quantitative approach with a survey method. The study population consisted of 777 students of the Faculty of Economics, Pasir Pengaraian University, intakes of 2022 to 2024, with a sample of 89 respondents determined through purposive sampling and the Slovin formula. Data were collected using a five-point Likert scale questionnaire and analyzed using SPSS through validity, reliability, classical assumptions, multiple linear regression, coefficient of determination, t-test, and F-test tests. The results showed that Content Marketing had a positive and significant effect on purchasing decisions with a t-value of 16.695 and a significance of <0.001. E-WOM also had a positive and significant effect with a t-value of 17.551 and a significance of <0.001. Simultaneously, both variables had a significant effect, with an F-value of 180.319 and a significance level of <0.001. An adjusted R-square of 0.803 indicates the model's ability to explain 80.3% of the variation in purchasing decisions. Thus, content marketing and e-WOM are important factors in strengthening students' purchasing decisions through TikTok.

Keywords:Content Marketing, Electronic Word Of Mouth, Purchase Decision, Social Media Marketing, TikTok

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INTRODUCTION

The development of digital technology has transformed communication patterns, lifestyles, and consumer behavior, particularly through the increasingly widespread use of social media as a means of obtaining information, interacting, and conducting promotional activities. Social media no longer functions solely as a communication medium, but has evolved into a marketing medium capable of reaching consumers broadly, quickly, and personally. This condition has driven a shift in marketing strategies from conventional patterns to the use of more innovative and easily disseminated digital content. Data from We Are Social (2025) shows that global social media usage is dominated by WhatsApp at 16.8%, Instagram 16.3%, Facebook 13.3%, WeChat 11.1%, and TikTok 8.8%. In Indonesia, WhatsApp is the platform with the highest percentage of users at 91.7%, followed by Instagram 84.6%, Facebook 83%, and TikTok 77.4%. This high level of social media usage indicates that digital platforms have become an important part of people's activities, including obtaining information about products and services. This condition provides an opportunity for business actors to utilize social media as a marketing tool that can build attention, relationships with consumers, and encourage purchasing decisions.

One of the rapidly growing platforms in digital marketing activities is TikTok. Based on data from We Are Social (2025), Indonesia ranks first in the number of TikTok users with 184.95 million users, followed by the United States with 132.76 million users and Brazil with 120.28 million users. This development shows that TikTok has a large user base and is a potential medium for disseminating product information through short videos, creative content, and features that make it easier for users to obtain information and make purchases. TikTok also has a strong connection with Generation Z, who grew up in a technology and internet environment. APJII data (December 2024) shows that TikTok is used by 46.84% of Generation Z, after Instagram with 51.9% and Facebook with 51.64%. Generation Z, which mostly consists of students, is a group that actively uses the internet to obtain information about products and services, so the presence of TikTok can be part of the process of forming perceptions and purchasing decisions. In the marketing context, content marketing is one strategy used to attract consumer attention through relevant, informative, and innovative content. Content marketing can have a positive and significant impact on purchasing decisions (Ardiansyah et al., 2025), while the implementation of good content marketing is one of the elements that can influence purchasing decisions (Dumgair, 2024). Simanjutak et al. (2024) explain that content marketing includes the process of planning, creating, and distributing content to

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stimulate audience interest and convert them into consumers. In addition to content marketing, E-WOM is also an important part in forming purchasing decisions because consumers can obtain information about experiences, assessments, and recommendations from other users. E-WOM is a form of communication about products, services, or brands that is carried out electronically through social media and online forums, including consumer reviews (Lema et al., 2025).

Research issues arise because the high use of TikTok does not always ensure that content marketing can directly drive students' purchasing decisions. Content marketing can indeed provide interesting and relevant information, potentially increasing consumer interest and even encouraging unplanned purchases (Hasanah & Sudarwanto, 2023). Ustadriatul Mukarromah et al. (2022) also explain that content marketing can influence consumer purchasing intentions and is a crucial part of marketing in the digital era. However, the effectiveness of content marketing is closely related to how the content is received and trusted by consumers. Zahara et al. (2021) explain that content marketing encompasses content creation, sharing, connecting, and building communities. In the context of students at the Faculty of Economics at Pasir Pengaraian University, the use of TikTok to obtain product information presents a problem when attractive promotional content does not always reflect the actual condition of the product. Initial interviews indicate that students may be attracted to products due to engaging and transparent content, but under certain circumstances they still consider quality, product suitability, price, and the possibility of discrepancies between the information displayed in the content and the actual condition of the product. This situation indicates a problem regarding the extent to which content marketing on TikTok can influence students' purchasing decisions.

The next issue relates to e-WOM, which emerges through consumer reviews and experiences on TikTok. E-WOM can be a source of information that helps consumers evaluate products before making a purchase. Fadhila & Saputra (2021) emphasized that e-WOM is related to consumer purchasing decisions on social media, while Ivanda Danar Yudistira, Eka Farida, and Ita Athia (2024) showed that e-WOM significantly and positively influences purchasing decisions on the TikTok social media platform. Simanjutak et al. (2024) explained that e-WOM is an interaction in a virtual space used to disseminate information and personal experiences, thereby influencing other internet users. Yulia Fitriani (2023) also stated that e-WOM is a strong factor in the decision-making process, while Hasanah & Sudarwanto (2023) showed that e-WOM can have a positive influence on impulsive buying. However, the results of initial observations and

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interviews with students of the Faculty of Economics, Pasir Pengaraian University, indicated doubts about the authenticity and consistency of reviews found on TikTok. Students tend to use positive reviews as a consideration before purchasing, but may delay or cancel purchases when reviews do not match the promotional content or when negative information about the product is present. This condition shows that e-WOM can be an important consideration in purchasing decisions, but its influence on students' purchasing decisions in a research setting still needs to be empirically proven.

This issue is increasingly relevant because research on content marketing and E-WOM on TikTok in the context of Pasir Pengaraian University students still needs to be studied more specifically. The results of initial interviews with three students from the Faculty of Economics, Pasir Pengaraian University from the Management, Entrepreneurship, and Accounting Study Program indicate that students use TikTok not only for entertainment, but also to obtain product information, view promotional content, read reviews, and consider other consumers' experiences before making a purchase. The first student stated that his purchasing decisions can be influenced by the quality of content and previous consumer ratings, but still considers price and the authenticity of the information. The second student stated that reviews and content quality are important considerations before making a purchase, while the third student stated that honest and clear content and positive reviews can encourage purchasing decisions and recommendations to others. These initial findings indicate a relationship between content marketing, E-WOM, and purchasing decisions, but also show students' caution in assessing information received through TikTok. Therefore, empirical research is needed to determine the extent to which content marketing and E-WOM on TikTok influence the purchasing decisions of students from the Faculty of Economics, Pasir Pengaraian University.

Based on these phenomena and problems, this study aims to analyze the influence of content marketing and E-WOM on TikTok social media on purchasing decisions of Pasir Pengaraian University students, both partially and simultaneously. This research is important because the high use of TikTok among students has made the platform a source of product information, while purchasing decisions are not only influenced by the attractiveness of the content, but also by the information and experiences conveyed by other users through E-WOM. Practically, the results of the study are expected to provide students with an understanding of the importance of assessing marketing information and reviews more wisely, as well as providing an overview for business actors in developing marketing strategies through TikTok. The

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novelty of this research lies in the focus of the study which specifically examines content marketing and E-WOM on TikTok social media on purchasing decisions of students of the Faculty of Economics, Pasir Pengaraian University, by considering the phenomenon of TikTok usage and the results of initial observations on student behavior in receiving promotional content and product reviews.

METHOD

This study uses a quantitative approach to analyze the influence of Content Marketing and Electronic Word of Mouth (E-WOM) on TikTok social media on purchasing decisions of Pasir Pengaraian University students. Sugiyono (2023) explains that quantitative research methods are used to examine a specific population or sample through data collection using research instruments and quantitative or statistical data analysis to test predetermined hypotheses. Based on this approach, this study is directed to examine the relationship and influence between Content Marketing as the first independent variable (X1) and E-WOM as the second independent variable (X2) on purchasing decisions as the dependent variable (Y). The object of the study focuses on students of the Faculty of Economics, Pasir Pengaraian University who use TikTok social media and have made purchases through the application. This study uses multiple linear regression analysis to determine the influence of each independent variable on purchasing decisions and the influence of both simultaneously.

The research population consisted of students from the Faculty of Economics, Pasir Pengaraian University, from the 2022 to 2024 intake who used TikTok. Sugiyono (2022) explains that a population is the entire object or subject with certain characteristics that researchers determine to be studied and then draw conclusions. Based on 2025 data from the Faculty of Economics, the number of students from the 2022 to 2024 intake was 777 students, consisting of 547 students from the Management Study Program, 171 students from the Accounting Study Program, and 59 students from the Entrepreneurship Study Program. The sample was determined using purposive sampling, a sample selection technique based on certain considerations and criteria that are in accordance with the research objectives (Sugiyono, 2020). The sample criteria included students from the Faculty of Economics, Pasir Pengaraian University, from the 2022 to 2024 intake who actively used TikTok, were from the Management, Accounting, or Entrepreneurship Study Program, and had made at least one purchase through the TikTok application. The sample size was determined using the Slovin formula with a

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10% error tolerance level. Based on calculations from a population of 777 students, the sample size was 88.59, which was rounded up to 89 respondents.

The research instrument used a questionnaire with a five-level Likert scale to measure respondents' perceptions of the variables of Content Marketing, E-WOM, and purchasing decisions. Sugiyono (2020:146) explains that research instruments are used to measure the attitudes, opinions, and perceptions of individuals or groups towards a social phenomenon. The scale used consists of five alternative answers, namely Strongly Agree with a score of 5, Agree with a score of 4, Neutral with a score of 3, Disagree with a score of 2, and Strongly Disagree with a score of 1 (Sugiyono, 2020:94). The Content Marketing variable (X1) is measured through indicators of reader cognition, sharing motivation, persuasion, and decision making (Fitriani et al., 2023). The E-WOM variable (X2) is measured through indicators of E-WOM intensity, valence of opinion, and content sourced from Goyette et al. (2010) quoted by Putri, YA (2021). Meanwhile, purchasing decisions (Y) are measured through indicators of product choice, brand choice, choice of distributor, number of purchases, time of purchase, and number of purchases as used in research materials based on Kotler & Keller (2021).

Data collection techniques were conducted through observation, questionnaires, and interviews. Observations were conducted to obtain an overview of the phenomenon of TikTok usage and student activities related to Content Marketing, E-WOM, and purchasing decisions. The questionnaire was distributed online via Google Form to students of the Faculty of Economics, Pasir Pengaraian University who met the sample criteria. The questionnaire was aimed at obtaining data on respondents' perceptions of Content Marketing and E-WOM on TikTok and their influence on purchasing decisions. Interviews were used as an initial data collection technique to obtain information on the problems that form the basis of the research, specifically students' experiences in receiving marketing content, reading reviews or E-WOM, and making purchasing decisions through TikTok. The data used consisted of primary data obtained directly from respondents through questionnaires and secondary data derived from articles, data sets, and reports relevant to the research.

The research data was analyzed using SPSS software through several testing stages. The first stage was instrument testing, which consisted of validity and reliability tests. Validity testing was used to determine the instrument's ability to measure research variables. An item was declared valid if the calculated r value was greater than the table r value and had a positive value (Sugiyono, 2019:196). Reliability testing was conducted to determine the consistency of the research instrument using Cronbach's Alpha. The

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instrument was declared reliable if the Cronbach's Alpha value was greater than 0.6 (Sugiyono, 2020). After the instrument met the validity and reliability requirements, the analysis continued with classical assumption tests, which included tests for normality, multicollinearity, and heteroscedasticity. The normality test was conducted to determine whether the residuals in the regression model were normally distributed by observing the distribution of points on the PP Plot graph (Ghozali, 2021:196). Multicollinearity testing is performed by examining the tolerance and Variance Inflation Factor (VIF) values. A tolerance value greater than 0.10 and a VIF less than 10 indicate no multicollinearity (Ghozali, 2021:157). Heteroscedasticity testing is performed using the Glejser test, with a significance value greater than 0.05 indicating no heteroscedasticity (Ghozali, 2021:178).

The next analysis uses multiple linear regression to determine the effect of Content Marketing (X1) and E-WOM (X2) on purchasing decisions (Y). Sugiyono (2020:213) explains that multiple linear regression analysis is used to estimate changes in the value of a dependent variable based on changes in one or more independent variables. The regression model in this study is used to test the effect of Content Marketing and E-WOM on purchasing decisions. Furthermore, the coefficient of determination is used to determine the ability of the independent variable to explain the variation of the dependent variable. Hypothesis testing is carried out through the t test and the F test. The t test is used to determine the effect of each independent variable partially on purchasing decisions, while the F test is used to determine the effect of Content Marketing and E-WOM simultaneously on purchasing decisions. Decision making is carried out based on a significance value of 0.05, namely if the significance value is less than 0.05 then the hypothesis is declared accepted and if the significance value is greater than 0.05 then the hypothesis is declared rejected according to the direction of testing specified in the study.

The research procedure began with the determination of the object and identification of the problem based on the phenomenon of TikTok usage among students of the Faculty of Economics, Pasir Pengaraian University. The initial stage was carried out through observation and interviews with students to obtain an overview of the use of Content Marketing and E-WOM in the purchasing decision-making process. Based on these problems, the research continued with the determination of research variables, namely Content Marketing (X1), E-WOM (X2), and purchasing decisions (Y), as well as the preparation of research instruments based on the indicators of each variable. Next, the research population was determined at 777 students and a sample of 89

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respondents using a purposive sampling technique with the criteria of students of the Faculty of Economics class of 2022 to 2024 who actively use TikTok and have made at least one purchase through the application. The questionnaire was then distributed online via Google Form to respondents who met the criteria. The collected data were then processed using SPSS through validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination, t-tests, and F-tests. The test results were then used to determine the effect of Content Marketing and E-WOM on purchasing decisions of Pasir Pengaraian University students, both partially and simultaneously.

RESULTS AND DISCUSSION

Research Data Description

1. General Characteristics of Respondents

A. Characteristics of Study Program Information Respondents

Table 1. Characteristics of Study Program Information Respondents

No	Study program	Amount	Percentage
1	Management	34	38.2%
2	Accountancy	35	39.3%
3	Entrepreneurship	20	22.5%
	Total	**89**	**100%**

Source: research data processed 2026

From the data illustrated in Table 1, which summarizes the characteristics of the study programs among the 89 respondents, it can be informed that the main contingent of participants in this investigation was represented by the accounting program, consisting of 35 individuals, which corresponds to a percentage of 39.3%. Next, the management program came in second place, including 34 individuals, amounting to 38.2%. In third place, the entrepreneurship program was represented by 20 individuals, translating to a percentage of 22.5%.

B. Respondent Characteristics Information Year of Class

Table 2. Characteristics of respondents for information on the year of graduation

No	Class Year	Amount	Percentage
1	2022	33	37.1%

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2	2023	28	31.5%
3	2024	28	31.5%
	Total	**89**	**100%**

Source: processed investigation data 2026

The data presented in Table 2, derived from an investigation conducted on the characteristics of the year under review, involving 89 respondents, can be informed that the dominant group of respondents in this investigation belongs to the class of 2022, consisting of 33 individuals, which accounts for 37.1% of the total sample. After this, the class of 2023 comes in second, with a total of 28 individuals, representing 31.5% of the respondents.

C. Respondent characteristics based on the role of having made a purchase at least once

Table 3. Characteristics of Respondents with Information on Purchases at Least Once

No	Purchase amount	Amount	Percentage
1	1 time	19	21.3%
2	2-3 times	59	66.3%
3	Other	11	12.4%
	Total	**89**	**100%**

Source: processed investigation data 2026

Articulated data informed in Table 3, which includes the findings of the investigation related to at least one purchase executed by 89 respondents, it can be informed that the largest subset of respondents in this investigation reported executing between 2 to 3 purchases, a total of 59 individuals, which articulated 66.3% of the sample. Furthermore, respondents who executed at least one purchase accounted for 19 individuals, equivalent to 21.3%, while those who executed more than one purchase, articulated as 2 to 3 purchases, numbered 11 individuals, representing 12.4%.

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2. Descriptive analysis of research variables

Table 4. Findings of Descriptive Statistical Tests

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Standard Deviation
CONTENT MARKERTING	89	19.00	60.00	476,404	791,180
E-WOM	89	10.00	45.00	363,708	591,297
BUYER DECISION	89	10.00	50.00	394,382	690,019
Valid N (listwise)	89				

Source: Processed data from IBM SPSS Statistics version 31.0.2.0 (Build 126)

Based on the descriptive statistical findings information provided above, the distribution of data obtained by the research can be articulated as follows:

A. Findings from descriptive analysis of variables*Content Marketing* (X1) informs a minimum score of 19.00 and a maximum score of 60.00. The average score for content marketing is required to result in 47.6404, accompanied by a standard deviation of 7.91180, thus informing the presence of variability in the dataset around this average value.

B. The findings of the descriptive analysis regarding the Ewom variable (X2) informs a minimum score of 10.00 and a maximum score of 45.00. The mean value for Ewom is recorded at 36.3708, with a standard deviation of 5.91297, informing that variability exists in the dataset surrounding this mean value.

c. The descriptive analysis findings for the Purchase Decision variable (Y) indicate a minimum score of 10.00 and a maximum score of 50.00. The mean score for Purchase Decision was recorded at 39.4382, with a standard deviation of 69.0019, thus indicating variability in the dataset around this mean value.

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3. Research Instrument Testing

A. Data Validity Test

Table 5. Instrument Validity Test Findings Regarding Content Marketing (X1)

No statement	Validity Coefficient	Rtable	Information
Content Marketing 1	0.833	0.2061	Valid
Content Marketing 2	0.798	0.2061	Valid
Content Marketing 3	0.597	0.2061	Valid
Content Marketing 4	0.826	0.2061	Valid
Content Marketing 5	0.656	0.2061	Valid
Content Marketing 6	0.727	0.2061	Valid
Content Marketing 7	0.822	0.2061	Valid
Content Marketing 8	0.773	0.2061	Valid
Content Marketing 9	0.795	0.2061	Valid
Content Marketing 10	0.735	0.2061	Valid
Content Marketing 11	0.759	0.2061	Valid
Content Marketing 12	0.763	0.2061	Valid

Source: Processed data from IBM SPSS Statistics version 31.0.2.0 (Build 126)

From Table 5, it is evident that the cumulative value of the evaluated indicators is positively articulated and exceeds the Rtable threshold (0.2061). Considering that the aggregate Rall indicator exceeds Rtable, it can be informed that all indicators examined in this investigation are considered valid.

Table 6. Instrument Validity Test Findings Regarding E-WOM (X2)

No statement	Validity Coefficient	Rtable	Information
*E-WOM*1	0.843	0.2061	Valid
*E-WOM*2	0.789	0.2061	Valid
*E-WOM*3	0.776	0.2061	Valid
*E-WOM*4	0.782	0.2061	Valid
*E-WOM*5	0.693	0.2061	Valid
*E-WOM*6	0.738	0.2061	Valid
*E-WOM*7	0.834	0.2061	Valid
*E-WOM*8	0.751	0.2061	Valid

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*E-WOM*9	0.841	0.2061	Valid

Source: Processed data from IBM SPSS Statistics version 31.0.2.0 (Build 126)

From Table 6, it can be observed that the cumulative value of the indicators assessed is positive and exceeds the Rtable threshold (0.2061). Since the total number of all indicators exceeds Rtable, it can be informed that all indicators assessed in this investigation are considered valid.

Table 7. Instrument Validity Test Findings Regarding Buyer Decisions (Y)

No statement	Validity Coefficient	Rtable	Information
Buyer Decision 1	0.806	0.2061	Valid
Buyer Decision 2	0.758	0.2061	Valid
Buyer Decision 3	0.720	0.2061	Valid
Buyer Decision 4	0.718	0.2061	Valid
Buyer Decision 5	0.744	0.2061	Valid
Buyer Decision 6	0.803	0.2061	Valid
Buyer Decision 7	0.712	0.2061	Valid
Buyer Decision 8	0.780	0.2061	Valid
Buyer Decision 9	0.834	0.2061	Valid
Buyer Decision 10	0.788	0.2061	Valid

Source: Processed data from IBM SPSS Statistics version 31.0.2.0 (Build 126)

From Table 7, it can be seen that the cumulative value of the evaluated indicators is articulated positively and exceeds the Rtable threshold (0.2061). Considering that the total number of all indicators exceeds Rtable, it can be informed that all indicators examined in this investigation are considered valid.

B. Reliability Test

Table 8. Reliability Test Findings

Variables	Cronbach's Alpha	R_{tabel}	Information
Content Marketing (X1)	0.932	0.60	Reliable
E-WOM(X2)	0.919	0.60	Reliable
Buyer Decision (Y)	0.921	0.60	Reliable

Source: Processed data from IBM SPSS Statistics version 31.0.2.0 (Build 126)

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From Table 8, it is clear that the Content Marketing variable reports a Cronbach's alpha of 0.932, thus meeting the requirement of 0.932 ≥ 0.60 and is considered reliable. The Ewom variable displays a Cronbach's alpha of 0.919, thus meeting the requirement of 0.919 ≥ 0.60 and is also considered reliable. The Purchase Decision variable contains a Cronbach's alpha of 0.921, which meets the requirement of 0.921 ≥ 0.60 and is therefore confirmed.

4.Classical assumption test

A. Normality Test

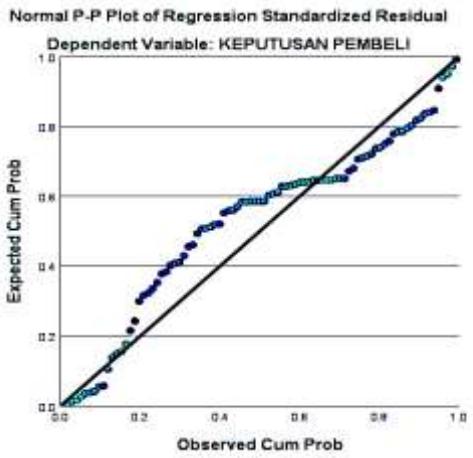


Figure 1. Findings of the PP Plot Graph Normality Test

Source: Processed data from IBM SPSS Statistics version 31.0.2.0 (Build 126)

From the Figure 1 graph, it is evident that the residual points (indicated by the blue dots) are distributed along the diagonal line, indicating a normal distribution. These points cover a spectrum of expected cumulative probability values ranging from approximately 0.0 to nearly 1.0, and they are consistently positioned near the diagonal line. This observed pattern indicates no substantial deviation between the observed and expected cumulative probabilities. The points exhibit minimal divergence from the diagonal line, do not form a curved pattern, and do not exhibit unnatural clustering, thus indicating that the residual distribution aligns with normality. Consequently, based on the Normal P-P Plot depicted in the figure, one can conclude that the residual data exhibit a normal distribution. This finding implies that the normality assumption in the regression model has been met, thus confirming the model's suitability for further regression analysis.

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B. Multicollinearity Test

Table 9. Multicollinearity Test Findings

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,794	2,061		.385	.701		
	CONTENT MARKERTING	.352	.100	.403	3,516	<,001	.170	5,871
	E-WOM	.602	.134	.516	4,500	<,001	.170	5,871

Source: Processed data from IBM SPSS Statistics version 31.0.2.0 (Build 126)

1. Tolerance value for*Content marketing* and E-WOM articulated 0.170 (> 0.10).
2. The VIF value is articulated as 5.871 (< 10)

Information on tolerance values exceeding 0.10 and VIF less than 10, can be informed that multicollinearity does not exist.

C. Heteroscedasticity Test

Table 10. Heteroscedasticity Test Findings

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,839	1,405		2,733	.008
	CONTENT MARKERTING	-.031	.068	-.117	-.451	.653
	E-WOM	-.005	.091	-.015	-.057	.955

Source: Processed data from IBM SPSS Statistics version 31.0.2.0 (Build 126)

The data information provided above, which indicates a significant P value of 0.653 for the content marketing variable and 0.955 for E-WOM, indicates that all significant values exceed 0.05 (5%) indicating that there are no independent variables that significantly impact the absolute residual value (ABS-RES). Consequently, it

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indicates that the residuals in the regression model demonstrate robustness (homoscedasticity), a crucial condition for regression parameter estimation to be considered valid and unbiased.

5. Multiple Linear Regression Analysis Test

Table 11. Multiple Linear Regression Analysis Test Findings

Coefficients[a]				
Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error	Beta		
1,794	2,061		.385	.701
.352	.100	.403	3,516	<,001
.602	.134	.516	4,500	<,001

a. Dependent Variable: BUYER DECISION

Source: Processed data from IBM SPSS Statistics version 31.0.2.0 (Build 126)

Articulating the analysis informed in Table 11, the equation derived from multiple linear regression is articulated as follows:

The formulation for multiple linear regression is articulated as follows:

$$Y= a+b1X1 + b2X2 + e$$

Where:

Y = purchase decision

a = constant value, namely the magnitude of Y when X = 0

b = regression coefficient of the independent variable

X1 =*content marketing*

X2 = e-wom

e = error

The equation for linear regression analysis in a multiple context is articulated as follows:

$$Y = 1.794 + 0.352 + 0.602 + e$$

Where:

A. The constant coefficient of 1.794 implies that, in the absence of values close to zero for the variable*Content marketing* (X1) and E-WOM (X2), Purchase Decision (Y) will contain a value of 1,794.

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B. Regression coefficient for*Content marketing* (X1), measured at 0.352, indicates that Content Marketing has a positive effect on purchasing decisions. This informs that an increase in Content Marketing is associated with an increase in Purchasing Decisions by 0.352.
C. The regression coefficient for E-WOM (X2), recorded at 0.602, informs that E-WOM also contributes positively to the impact of Purchase Decisions. This concludes that an increase in E-WOM will lead to an increase in Purchase Decisions by 0.602.

6. Coefficient of Determination (R^2)

Table 12. Findings of the Determination Coefficient Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.899a	.807	.803	3.06284
a. Predictors: (Constant), E-WOM, CONTENT MARKERTING				

Source: Processed data from IBM SPSS Statistics version 31.0.2.0 (Build 126)

Information Table 12, one can conclude that the independent variable is able to inform the variance of the dependent variable related to the number on the adjusted R-squared value of 0.803, indicating that 80.3% of the remaining 19.7% on the impact of extraneous factors outside the scope of the study variables. The correlation coefficient (R) informs a substantial relationship regarding the impact of content marketing variables, electronic word of mouth (E-WOM), and purchasing decisions measured at 0.899. Referring to the standard table of correlation coefficients informed in Table 4.10 below, it can be informed that the correlation coefficient between the independent variable (X) and the dependent variable (Y) is included in the category of very strong correlation.

Table 13. Guidelines for interpreting correlation coefficients

Coefficient interval	Relationship level
0.00-0.199	Very Low
0.20-0.399	Low

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0.40-0599	Currently
0.60-0.799	Strong
0.80-1,000	Very strong

Source: Sugiono in the bibliography.pancabudi.ac.id (2020)

Hypothesis Testing

1. Partial Test (T-test)

Table 14. Partial test findings (T test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,166	2,202		1,438	.154
	CONTENT MARKERTING	.761	.046	.873	16,695	<,001

a. Dependent Variable: BUYER DECISION

Source: Processed data from IBM SPSS Statistics version 31.0.2.0 (Build 126)

Table 15. Partial test findings (T test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,959	2,163		.906	.368
	E-WOM	1,030	.059	.883	17,551	<,001
a. Dependent Variable: BUYER DECISION						

Source: Processed data from IBM SPSS Statistics version 31.0.2.0 (Build 126)

2. F Test (Simultaneous Test)

Table 16. F-Test Findings (Simultaneous Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,383,143	2	1,691,572	180,319	<,001b
	Residual	806,767	86	9,381		

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	Total	4,189,910	88			

a. Dependent Variable: BUYER DECISION

b. Predictors: (Constant), CONTENT MARKERTING, E-WOM

Source: Processed data from IBM SPSS Statistics version 31.0.2.0 (Build 126)

From the following table, it can be informed that the variables Content Marketing (X1) and E-WOM (X2) together have a significant impact on the purchasing decision variable (Y), as evidenced by the regression findings that display the Fcount value of 180.391, which exceeds 3.10 Ftable, in addition to the Pvalue level of 0.001, which is less than 0.05. This informs that the variables Content marketing (X1) and E-WOM (X2) have a significant impact on the purchasing decision variable (Y).

Table 17. Conclusion findings of the T-test

No	Variables	Thitung	Table	*P-value*	sig	Decision	Information
1	Content Marketing (X1) has a significant impact on Purchasing Decisions (Y)	16,695	1.98	0.001	0.05	Ho was rejected	Positive and significant impact
2	*E-WOM*(X2) has a significant impact on Purchasing Decisions (Y)	17,551	1.98	0.001	0.05	Ho was rejected	Dominant and significant influence

Source: processed data 2026

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Table 18. Conclusion findings of the F test

No	*Variables*	F count	Ftable	*P-value*	*Sig*	Decision	Information
1	*Content Marketing*(X1) and E-WOM (X2) have a significant impact on Purchasing Decisions (Y)	180,391	3.10	0.001	0.05	Ho was rejected	Positive and significant impact

Source: processed data 2026

The findings information provided in tables 4.15 and 4.16 regarding partial tests (T) and simultaneous tests (F), the conclusions drawn from the hypothesis tests are articulated as follows:

A. The findings inform that the calculated t-value for the Content Marketing variable (X1) is articulated as 16.695, which significantly exceeds the tabulated t-value of 1.98. Furthermore, the P-value of 0.001, lower than the significant value of 0.05, provides additional support for this finding. Consequently, H0 is dismissed, and H1 is affirmed, informing that*Content Marketing* (X1) has a significant impact on purchasing decisions (Y).

B. The findings inform that the calculated t-value for the E-WOM variable (X2) is articulated as 17.551, exceeding the tabulated t-value of 1.98. In addition, the P-value of 0.001, less than 0.05, further strengthens this finding. Consequently, H0 is rejected while H2 is accepted, indicating that E-WOM (X2) significantly contributes to the impact of purchasing decisions (Y). The T-test findings thus inform that the E-WOM variable has a fairly dominant impact on Purchasing Decisions.

C. The findings inform that the calculated F value for the variables Content marketing (X1) and E-WOM (X2) is articulated as 180.391, which is greater than the Ftable value of 310. In addition, the Pvalue of 0.001, which is less than 0.05, strengthens this finding. Consequently, H0 is rejected while H3 is accepted, informing that Content marketing (X1) and E-WOM (X2) significantly contribute to the impact of purchasing decisions (Y). The findings of the F test lead to the conclusion that the variables Content Marketing and E-WOM, when considered simultaneously, contain a significant impact on Purchasing Decisions.

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DISCUSSION

Impact of Independent Variables on Dependent Variables

A. The Impact of Content Marketing on Purchasing Decisions

The relationship between the Content Marketing variable (X1) and purchasing decisions in the TikTok application among Pasir Pengaraian University students has informed a noteworthy impact. This statement is supported by a significance value of 0.001, which is less than the set limit of 0.05, coupled with a t-value that exceeds the critical t-value of 1.98 (16.695 > 1.98). The findings inform that increasing the effectiveness of content marketing in videos that accurately align with the product expands the possibility of consumer purchasing behavior. Involving content marketing about the product fosters a sense of security, comfort, and trust among consumers, especially in the student demographic.

This observation is in line with the findings of the research conducted by Intan Sari (2023), which confirmed that*Content Marketing* provides a positive and statistically significant effect on purchasing decisions among students registered at the Faculty of Islamic Economics and Business at IAIN Palopo for the 2019 and 2020 academic years. In addition, this is corroborated by the findings of a study by Firdaus et al. (2023), which concluded that*content marketing* TikTok significantly impacts purchasing decisions related to Camille Beauty facial mask products. However, this finding contrasts with research conducted by Nurfitriyani et al. (2025), which reported that while*content marketing* While it has a positive, targeted impact, it does not have a significant effect on purchasing decisions. Thus, the aggregated information of these findings suggests that the hypothesis proposing a significant impact of content marketing on purchasing decisions within the TikTok app is confirmed within the parameters of this investigation.

B. The impact of E-wom on purchasing decisions

The E-WOM variable (X2) has a significant impact on the purchasing decisions of students from Pasir Pengaraian University who use the TikTok application. This statement is supported by the P-value of 0.001, which is lower than the significance value of 0.05, in addition to the t-count value of 17.551 which exceeds the critical t-value of the table at 1.98 (17.551 > 1.98). Consequently, the null hypothesis (Ho) is rejected while the alternative hypothesis is partially validated. This informs that the greater the reliability of E-WOM in relation to product alignment with consumer expectations, the clearer the consumer's tendency to make a purchase.

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This finding is consistent with the findings of a study conducted by Ivanda Danar Yudistira, Eka Farida, and Ita Athia (2024), which confirmed that e-WOM significantly and positively contributed to the impact of purchasing decisions on the TikTok social media platform. Furthermore, this conclusion is strengthened by the findings of a study by Safitri, DA, et al. (2025), who reported that their study reported a positive and significant effect of e-WOM on purchasing decisions related to moisturizer products on TikTok. In contrast, the conclusion drawn by Lema et al. (2025) reported that e-WOM did not have a significant impact on purchasing decisions.

Simultaneous Analysis (F Test)

The simultaneous test findings indicate a calculated F-value of 180.319 (>3.10 F-table) and a P-value of 0.001, which is lower than the predetermined significance value of 0.05. This indicates that content marketing and e-WOM, when considered together, significantly influence purchasing decisions within the TikTok app. Consequently, these two variables collectively possess the capacity to inform and impact consumer purchasing decisions.

Coefficient of Determination (R^2)

The Adjusted R Square value of 0.803, or 80.3%, indicates that Content marketing and electronic Word-of-mouth (e-WOM) have contributed 84.2% of the variability in consumer purchasing decisions. The remaining 19.7% is due to additional factors not investigated in the scope of this investigation, including promotional activities, pricing strategies, or recommendations from peers. Furthermore, the correlation coefficient value of 0.899 informs a very strong relationship between the three independent variables and purchasing decisions.

General Characteristics of Respondents

The research sample consisted of 89 active students from Pasir Pengaraian University who had made purchases and used the TikTok app. Respondents were categorized based on their academic discipline (economics), year of study, and experience with at least one purchase on the TikTok platform. Data collection was conducted through an online questionnaire distributed through Google Forms and social media from January 5, 2026, to February 5, 2026, using a purposive sampling method.

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CONCLUSION

This study shows that Content Marketing and Electronic Word of Mouth (E-WOM) on TikTok social media have a positive and significant effect on purchasing decisions of Pasir Pengaraian University students. Partially, Content Marketing has a positive and significant effect on purchasing decisions with a t-value of 16.695 and a significance of <0.001, while E-WOM also has a positive and significant effect with a t-value of 17.551 and a significance of <0.001. Simultaneously, both variables have a significant effect on purchasing decisions with an F-value of 180.319 and a significance of <0.001. The Adjusted R Square value of 0.803 indicates that Content Marketing and E-WOM are able to explain 80.3% of the variation in purchasing decisions, while 19.7% is influenced by other factors outside the research model. These findings indicate that the quality of informative, relevant, and interesting content as well as information and consumer experience conveyed through E-WOM are important considerations for students in making purchasing decisions through TikTok.

This study is limited by its sample size, which only involved 89 students from the Faculty of Economics at Pasir Pengaraian University, graduating in 2022 and 2024. Therefore, the results cannot be generalized to students or consumers with a wider range of characteristics. Furthermore, the study only used content marketing and e-WOM as independent variables, meaning other factors could potentially influence purchasing decisions. Future research is recommended to expand the target population and characteristics of respondents and consider variables such as trust, price, information quality, influencer marketing, brand image, and customer engagement. Practically, businesses can increase the effectiveness of TikTok marketing by presenting informative, authentic, relevant, and product-specific content, while simultaneously building positive e-WOM through good service and a satisfying customer experience. For students, the research results can be used to evaluate the credibility of promotional content and consumer reviews before making a purchase.

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