



The Influence of Influencer Marketing, Content Marketing, and Electric Word of Mouth (E-Wom) in Tiktok Application in Purchasing Decision of Scarlett Whitening of Students at Universitas Pelita Harapan Medan

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ABSTRACT

This study investigates the impact of influencer marketing, content marketing, and Electric Word of Mouth (E-WOM) on the purchasing decisions of Scarlett Whitening products among students at Universitas Pelita Harapan Medan through the TikTok application. Leveraging a mixed-methods approach comprising surveys and in-depth interviews, this research uncovers the complex relationship between these marketing strategies and student consumer behavior. Preliminary findings suggest that influencer marketing and compelling content hold substantial sway over purchasing decisions, with E-WOM serving as both an amplifying force for brand trust and a potential source of negative influences. These insights provide valuable guidance for marketers seeking to engage effectively with the student demographic in the unique context of TikTok marketing at Universitas Pelita Harapan Medan

INTRODUCTION

TikTok is a social media platform from China where its users could create, edit, and share short videos with 3 seconds to 10 minutes duration for entertainment and branding purposes. Nowadays, interacting in the social media world using TikTok has become one of the daily activities of Indonesia citizens, especially the young people. Based on World Population Review during 2020, Indonesia is the 4th largest country with the greatest number of TikTok users in the world. On the other hand, when viewed from the age factor back in 2019, TikTok users are dominated by teenagers at the age of 18-24 years old. In other words, most of the TikTok users are still university students.

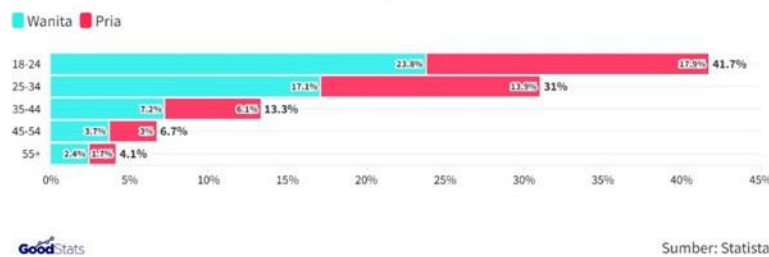


Figure 1. Distribution of TikTok Users by Age in 2019 Source: Statista (2019)

With a very large number of users of course, the opportunity for marketers to attract audiences especially university students with offering products, creating attractive and relevant content with the aim to attracting the people attention. TikTok mostly use a lot of influencers to review a brand with a good communication style and easy for viewers to understand. One prominent product in the market is Scarlett Whitening, a skincare product that claims to provide whitening and effective skincare benefits. Students of Universitas Pelita Harapan Medan, as the target market segment, play an important role in the purchasing decisions of beauty products like Scarlett Whitening. Therefore, it is crucial to understand the factors that influence their purchasing decisions.

Influencer Marketing is part of a product campaign by live streaming or content from TikTok application with aim to influencing and identifying specific audiences to expanding customer relationships and sales reach. By that, customers can see the testimonials as a convincing consideration in making purchasing decisions. With content marketing, it's also influences consumer purchasing especially for Gen Z which is university students. Content Marketing is a strategy in creating valuable, consistent, attractive, and relevant content to attract audience attention. On the other hand, content marketing plays an important role in attracting the attention of consumers on TikTok. Well packaged creative and informative content can build awareness and interest in products, including Scarlett Whitening. Content that is interesting, entertaining and provides relevant information can strengthen brand image and influence consumer perceptions of products.

While watching a live streaming or content video, customers will read comment about the review of the product from content that delivered by influencer or others which can we call as Electric Word of Mouth (E-WOM).

Electric Word of Mouth is positive or negative statement that sent by the customers about the products from the internet especially in TikTok application. In addition, electric word of mouth (E-WOM) also has a significant influence on purchasing decisions. In the context of TikTok, positive recommendations or reviews about products, including Scarlett Whitening, found on the platform can influence consumer perceptions. College students often look for reviews and recommendations from other users before deciding to buy skin care products.

Purchasing decision refers to the process of selecting and purchasing a product or service by consumers. In the context of this study, purchasing decision is related to the purchase decision of Scarlett Whitening by students of Universitas Pelita Harapan Medan. This study aims to investigate the influence of influencer marketing, content marketing, and electric word of mouth (E-WOM) in the TikTok application on the purchase decision of Scarlett Whitening by Universitas Pelita Harapan Medan students. Influencer Marketing, Content Marketing, and Electric Word of Mouth (E-WOM) are effective for help customer to make e decision for purchasing Scarlett Whitening that is promoted through the TikTok application.

To support this research, researchers have observed that most of the students in Universitas Pelita Harapan Medan Campus use TikTok. This proves that most of TikTok users are indeed university students. Writer would like to see how Influencer Marketing, Content Marketing, and Electric Word of Mouth (E-WOM) have been affecting the purchasing decision of Scarlett Whitening of students at Universitas Pelita Harapan Medan. Therefore, the writer decides to do research with the title "The Influence of Influencer Marketing, Content Marketing, and Electric Word of Mouth (E-WOM) in TikTok Application in Purchasing Decision of Scarlett Whitening of Students at Universitas Pelita Harapan Medan".

Problem Limitation

There are some limitations to this research. As this research is conducted based on Students at Universitas Pelita Harapan Medan, results will be limited to the students of UPH Medan based on their perception. The survey period for this research lasted for 1 week. For this study, there will be three independent variables and one dependent variables in conjunction with their indicators.

X1: Influencer Marketing Indicator: Attractive, Respect, Expertise, Trustworthiness, Similarity.

X2: Content Marketing Indicator: Relevance, Value, Easy to Understand, Accuracy, Easy to Find, Consistent.

X3: Electric Word of Mouth (E-WOM): Intensity, Content, Positive Comment, Negative Comment.

Y: Purchasing Decision: Need, Quality Product, Product Design, Purchase Recommendation, Repeat Purchase.

Problem Formulation

1. Does Influencer Marketing in TikTok Application have influence in purchasing decision of Scarlett Whitening of student at Universitas Pelita Harapan Medan?

2. Does Content Marketing in TikTok Application have influence in purchasing decision of Scarlett Whitening student at Universitas Pelita Harapan Medan?
3. Does Electric Word of Mouth (E-WOM) in TikTok Application has influence in purchasing decision of Scarlett Whitening of student at Universitas Pelita Harapan Medan?
4. Do Influencer Marketing, Content Marketing, and Electric Word of Mouth (E- WOM) have an influence towards purchasing decision of Scarlett Whitening of student at Universitas Pelita Harapan Medan.

Objectives of the Research

1. To analyse whether Influencer Marketing in TikTok Application affects the purchasing decision of Scarlett Whitening of students at Universitas Pelita Harapan Medan.
2. To examine whether Content Marketing in TikTok Application has a significant influence in purchasing decision of Scarlett Whitening of students at Universitas Pelita Harapan Medan.
3. To analyse whether Electric Word of Mouth in TikTok Application affects the purchasing decision of Scarlett Whitening of students at Universitas Pelita Harapan Medan.
4. To analyse whether Influencer Marketing, Content Marketing, and Electric Word of Mouth (E-WOM) will simultaneously influence the student purchasing **decision of Scarlett Whitening at Universitas Pelita Harapan Medan.**

LITERATURE REVIEW

Electronic Word of Mouth is communication between consumers regarding products, services or companies where the source is considered independent of commercial influence. Electronic word of mouth (E-WOM) communication refers to positive or negative statements made by potential, actual, or former customers about a product or company, which are made available to a wide range of people and institutions via the Internet. Electronic-Word of Mouth communication is disseminated through virtual contexts, information is shared via social media so quickly and more widely than Word of Mouth. Data from around the world shows a general increase in consumer goods purchases made online, where peer reviews from other web users, particularly those impacted by social media, have a significant impact on many purchase decisions.

Electronic word-of-mouth, or E-WOM, has superseded conventional word-of- mouth in the age of social media. With its inclusion of beauty material, TikTok has emerged as one of the most popular social media networks. One of the brands that is mostly viewed on this application is Somethinc. With the help of the TikTok application, this study tries to better understand how E-WOM affects Somethinc's intention to make a purchase. We employed the information adoption model, which was widely used in earlier E-WOM studies, to analyse the impact of E-WOM. Controlling negative E-WoM and promoting positive E-WoM is the key to the success of companies, especially those selling their goods

or services online. The share feature on the Tiktok platform makes content created by its users spread quickly to become E-WoM. The information adoption model now includes the information quantity variable. We gathered information from 403 respondents who completed a Google Form survey using a number of criteria. For data analysis, PLS-SEM utilizing Smart PLS was utilized. We discovered that acceptance of new information considerably and favourably impacts intention to buy. The model had a 21.1% accuracy rate in predicting Scarlett Whitening's intention to buy.

There are indicators that can encourage the occurrence of Electronic Word Of Mouth so that it can influence tourist intentions to visit. There are 5 Electronic Word of Mouth indicators, consists of:

1. Electric Word of Mouth Quality
2. Electric Word of Mouth Quantity
3. Sender's Expertise

Influencer Marketing

According to Hariyanti and Wirapraja (2018) Influencer is someone who is on social media and has a large number of followers so they can encourage others to take action. Many companies use influencer marketing as a strategy for promoting their products through the TikTok application. Influencer marketing is a marketing strategy in selling products by promoting a product by someone who is considered to have influence (Lengkawati & Saputra, 2021). The ability of social media influencers to effectively create and translate marketing messages highlights their important role in understanding social media marketing rhetoric. Influencers make regular social media updates in their area of expertise, where they basically spread persuasive messages to their followers that are both informative and entertaining. Posts made by influencers inform their followers about product alternatives or other useful information (Lou & Yuan, 2019). Influencers usually come from artists, celebrities, YouTubers, and bloggers. Influencer marketing is the process of identifying individuals who have influence over certain target audiences to become part of product promotions to increase sales, reach, and relationships with consumers. In general, an influencer is usually chosen based on the level of popularity, ability, expertise, and reputation they have.

According to Alifa & Saputri (2022) to measure influencers marketing can be done with four indicators, consists of:

1. Visibility or Popularity
2. Credibility
3. Attractiveness
4. Power

Content Marketing

According to Pulizzi in (Bening & Kurniawati, 2019) Content marketing is a marketing strategy to plan, distribute and generate creativity to attract the right target audience and become customers. The fundamental difference between content marketing and traditional marketing is that content marketing messages focus on consumer interests rather than selling products. TikTok is a social networking platform where users may upload and watch short videos. Videos

range in duration from 15 to 60 seconds. The format is ideal for humor and entertainment. However, infotainment uses for it are growing.

On the social networking site TikTok, you may post and interact with brief, snappy films that are often no more than 60 seconds. The future of marketing will continue to be realized through digital channels, especially through social media, so digital content is an effective marketing strategy for companies. Content marketing is a place to producing, distributing and sharing information that is relevant and interesting and at the right time or moment to increase customer involvement in their purchase consideration process, thereby driving business growth in a positive direction. Content marketing is a marketing strategy that requires planning and distributing content that can attract viewers and turn them into consumers.

The indicators that content marketing must have in order to measure this content are consists of:

1. Relevance
2. Value
3. Easy to Understand
4. Easy to Find
5. Consistent

Purchasing Decision

Purchasing decisions is consumer behaviour that has motives and encouragement so that a desire arises in buying a product to meet their needs (Kardinah Indrianna et al, 2021). Purchasing decisions is a series of processes that start with the consumer knowing the problem, seeking information about a particular product or brand and evaluating the product or brand how well each of these alternatives can solve the problem, which then leads to a purchase decision.

Consumers make purchasing decisions based on purchase intentions. Consumers are already determined in choosing the product to be chosen, after going through a long process, purchase intention, then purchase intention and ends with a purchase decision. Purchase intention that already exists and is collected will then turn into a purchase decision, where there is a significant action. Purchasing decisions made by consumers also differ according to the behaviour of purchasing decisions. There are four factors that influence consumer purchasing decision behaviour, which is cultural, social, personal and psychological. As for the buying decision factors that are considered by researchers are location, product completeness and price.

Before entering the purchasing decision stage, consumers have gone through several stages which become indicators in making decisions to buy goods, but not all indicators are included in this study, because they are adjusted by the circumstances that occur in this study, consists of:

1. Recognition of Needs
2. Search for Information
3. Evaluation
4. Purchase Decisions
5. Post Purchase Behaviour

METHODOLOGY

In this research paper, quantitative research will be used to obtain the data. Quantitative research is a method for testing certain theories by examining the relationships between variables. Variables are measured by research instruments so that data consisting of numbers can be analysed according to statistical procedures. Thus, the variables X consists of influencer marketing (X1), content marketing (X2), electric word of mouth (X3) that will influence variable Y which is purchasing decision of Scarlett Whitening in Tik Tok. In addition, descriptive research will also be conducted in this research paper to explain and describe the phenomenon being studied.

RESULT

General Overview of Scarlett Whitening

Scarlett Whitening is a local beauty brand in Indonesia with the fastest rate of growth, in 2017. Scarlett creates a variety of cosmetics aimed at enhancing and preserving healthy skin on the body, face, and hair. With its "Reveal Your Beauty" feature, Scarlett offers a service that can inspire its users to express their own unique sense of beauty. Scarlett Whitening products include facial care, body care and hair care. Scarlett Whitening is very much discussed on social media, moreover, it is widely endorsed by many influencers and public figures. Scarlett Body Lotion, Scarlett Face Serum, Scarlett Shower Scrub, and Scarlett Serum are some of Scarlett Whitening's most popular and best-selling items. Through the online system, these products are heavily promoted. However, a sizable number of wholesalers also advertise their goods locally.

History of Scarlett Whitening

Scarlett Whitening was founded by Felicya Angelista, who is a well-known Indonesian artist and presenter. Initially, Felicya only launched the Feli Skin product, which is a face mask brand. Then, netizens enquired about Felicya's selection of skin care and cosmetic goods after learning about the high demand for her products. Based on this, Felicya decided to finally introduce the Scarlett Whitening solution as she thought it presented a viable commercial possibility. She released a product that has been registered with BPOM and is safe for use by a variety of people, including expectant and nursing mothers. E-commerce is used to market Scarlett Whitening online.

Scarlett Whitening's Business Model

Table 2. Scarlett Whitening's Business Model

Key Partner:	Key Activities: - Sales	Value Proposition: - Skincare	Customer Relationships:	Customer Segment:
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Distributors and resellers in every region, IT workers, beauty content creators and artists	<ul style="list-style-type: none"> - Marketing - Customer Service 	<ul style="list-style-type: none"> - Bodycare - Scarlett Whitening has a focus on a series of care products to brighten and whiten body skin as well as face because they contain Glutathione and Vitamin E which are great for making skin brighter and healthier 	<ul style="list-style-type: none"> - Direct sales to consumers - Online sales through e-commerce and social media - Collaborate with Korean artists/actors that customers vote for 	Men and women over the age of 12 years
	<p>Key Resources:</p> <ul style="list-style-type: none"> - Management - Stocks - Strong Brands 		<p>Channels:</p> <ul style="list-style-type: none"> - Offline Store - Online Store - Social Media 	

Scarlett Whitening's Core Values

Scarlett Whitening's core values consists of:

- **Quality:** Scarlett Whitening is dedicated to delivering skincare products of the highest quality that are effective, reliable, and meet the expectations of its customers.
- **Innovation:** Scarlett Whitening embraces innovation and constantly strives to develop cutting-edge formulations and techniques to enhance the efficacy and uniqueness of its products.
- **Safety:** Scarlett Whitening places a strong emphasis on ensuring the safety and well-being of its customers. All products undergo rigorous testing and comply with strict quality standards.
- **Customer Satisfaction:** Scarlett Whitening's primary focus is to exceed customer expectations by providing exceptional products and outstanding customer service, aiming for long-term customer satisfaction and loyalty.
- **Transparency:** Scarlett Whitening values transparency and believes in openly sharing information about its ingredients, manufacturing processes, and product details, enabling customers to make informed choices.]

- Ethical Practices: Scarlett Whitening upholds ethical practices throughout its operations, from responsibly sourced ingredients to promoting sustainability and being mindful of animal welfare.

These core values form the foundation of Scarlett Whitening's commitment to delivering trusted skincare solutions and maintaining a strong brand reputation.

Research Result

Writers have collected 100 respondents' samples from the questionnaire where there were 22 questions in total, divided into 5 questions of variable X1 (influencer marketing), 5 questions of variable X2 (content marketing), 5 questions of variable X3 (electric word of mouth), and 7 questions of variable Y (purchasing decision). A Likert scale is being utilized for the questionnaires, and responders must select one of five options to represent their response. As a result, on a scale of 1 to 5, all responses range from strongly disagree to strongly agree. The Likert scale is as follow:

Table 3. Likert Scale

Answer	Score
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Source: Prepared by Writer (2019)

Respondent's Characteristic

Respondents have been divided into 2 characteristics, namely gender and age. The distribution of respondents based on gender is as follows:

Table 4. Gender Characteristic

Gender	Number of respondent	Percentage
Male	37	37%
Female	63	63%
Total	100	100%

Source: Prepared by Writer (2019)

Weighting Analysis

The answer was discovered by multiplying $(5-1)/5$ by a range of 0.8.

Table 5. Weighting Analysis

Average Range Value	Category
1.00 - 1.80	Strongly Disagree (very bad)
1.81 - 2.60	Disagree (bad)
2.61 - 3.40	Neutral (normal)
3.41 - 4.20	Agree (good)
4.21 - 5.00	Strongly Agree (very good)

Source: Prepared by Writer (2019)

Research of Research Instrument Testing Validity Test Result

Before the questionnaire for the study was carried out, the researcher first conducted a validity test to ensure that the questions to be asked were valid or not for research. This test will evaluate the quality of the research. It tells the researcher the degree to which the research results will accurately reflect what they are designed to reflect. These are judged on how well the results agree with accepted theory and other measures of the same idea. Valid measurements are usually reliable. Therefore, to start this test, questionnaires will be distributed to 54 respondents who have used Scarlett Whitening products. With a total of 54 respondents, the degrees of freedom for this test are 52 with a significance level of 5%, based on the r table the value is 0.2681. The results of the validity test for each variable are recorded in the table below:

Table 6. Validity Test for Influencer Marketing

Questions	R count	R table	Validity
IM1	0.460	0.2681	Valid
IM2	0.494	0.2681	Valid
IM3	0.659	0.2681	Valid
IM4	0.543	0.2681	Valid
IM5	0.552	0.2681	Valid

Source: Prepared by Writer (2019)

Table 7. Validity Test for Content

Questions	R count	R table	Validity
CM1	0.6	0.2681	Valid
CM2	0.677	0.2681	Valid
CM3	0.553	0.2681	Valid
CM4	0.762	0.2681	Valid

CM5	0.506	0.2681	Valid
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Source: Prepared by Writer (2019)

Table 8. Validity Test for Electric Word of Mouth

Questions	R count	R table	Validity
EWOM 1	0.595	0.2681	Valid
EWOM 2	0.610	0.2681	Valid
EWOM 3	0.690	0.2681	Valid
EWOM 4	0.533	0.2681	Valid
EWOM 5	0.643	0.2681	Valid

Source: Prepared by Writer (2019)

Table 9. Validity Test for Purchasing Decision

Questions	R count	R table	Validity
PD1	0.645	0.2681	Valid
PD2	0.571	0.2681	Valid
PD3	0.588	0.2681	Valid
PD4	0.678	0.2681	Valid
PD5	0.655	0.2681	Valid
PD6	0.665	0.2681	Valid
PD7	0.388	0.2681	Valid

Source: Prepared by Writer (2019)

In the table above, it can be seen that all questions have passed the validity test. The higher the r count, it means that the question has higher validity compared to the others. If it is lower than 0.2681, the researcher must change or delete the question. However, because all questions have passed the validity test, researchers can continue their research to the next stage.

Reliability Test Result

Reliability tests can tell us when research is conducted in identical situations, the number of results that can be replicated. It is being assessed by examining the consistency of results across different respondents. This is related to the validity test because a valid measurement is not always reliable, where the findings can be repeated but not always accurate. The reliability test is declared passed if the Cronbach's Alpha test value is greater than 0.6

Table 10. Reliability Test Overall Result
Reliability Statistics

Cronbach's Alpha	N of Items
.910	22

Source: SPSS 2019

From the results obtained by the author from SPSS, it proves that 22 questions have a value of 0.910 for Cronbach's Alpha. It makes the results and questions reliable because it is already higher than 0.6 which is the threshold pass the reliability test.

To ensure that the results obtained are more accurate and reliable, the authors also perform a reliability test on each variable, to check whether it meets the minimum requirements of 0.6.

Table 11. Reliability Test for Influencer Marketing (X1)
Reliability Statistics

Cronbach's Alpha	N of Items
.658	5

Source: SPSS 2019

From the table it can be seen that the X1 variable in Influencer Marketing is reliable with a value of 0.658 on Cronbach's Alpha, so it is acceptable and the answers will be quite consistent.

Table 12. Reliability Test for Content Marketing (X2)
Reliability Statistics

Cronbach's Alpha	N of Items
.735	5

Source: SPSS 2019

The Cronbach's Alpha value in the reliability test for variable X2 in Content Marketing is 0.735, which is also higher than 0.6 so that the answers that will be made by respondents can be trusted.

Table 13. Reliability Test for Electric Word of Mouth
Reliability Statistics

Cronbach's Alpha	N of Items
.696	5

Source: SPSS 2019

From the table it can be seen that the X3 variable in Electric Word of Mouth is reliable with a value of 0.696 on Cronbach's Alpha, so it is acceptable and the answers will be quite consistent.

Table 14. Reliability Test for Purchasing Decision (Y1)

Reliability Statistics

Cronbach's Alpha	N of Items
.778	7

Source: SPSS 2023

The table above shows the results of the Y1 variable reliability test on purchasing decisions. The author can also conclude that the questions on the dependent variable are reliable and will be stable with a Cronbach's Alpha value of 0.778 which is the highest value among all the other variables tested. That is, the answer to this question will be more stable compared to the others. All tests carried out on each variable have proven that the research results will be reliable.

Research of Data Quality Testing

Classical Assumption Testing Result Normality Test

In this study a normality test will be carried out to find out whether the variable data approaches normal distribution in the population to identify the appropriate statistical method to be used to explore the relationship between the variables studied. A well-fitting regression model usually relies on data that follows a normal or near-normal distribution. To assess the normality of the results, here we use the Kolmogorov-Smirnov, normality probability histogram, and the normality test p-plot graph to evaluate the normality. The analysis will be carried out with a significance level of 0.05 which is chosen as the threshold. If the significance value is greater than 0.05 it indicates that the data is normally distributed. Conversely, if the significance value is less than 0.05, it indicates that the data distribution deviates from normality. The results will be presented in the table provided.

Table 15. Kolmogorov-Smirnov Normality Test
One-Sample Kolmogorov-Smirnov Test

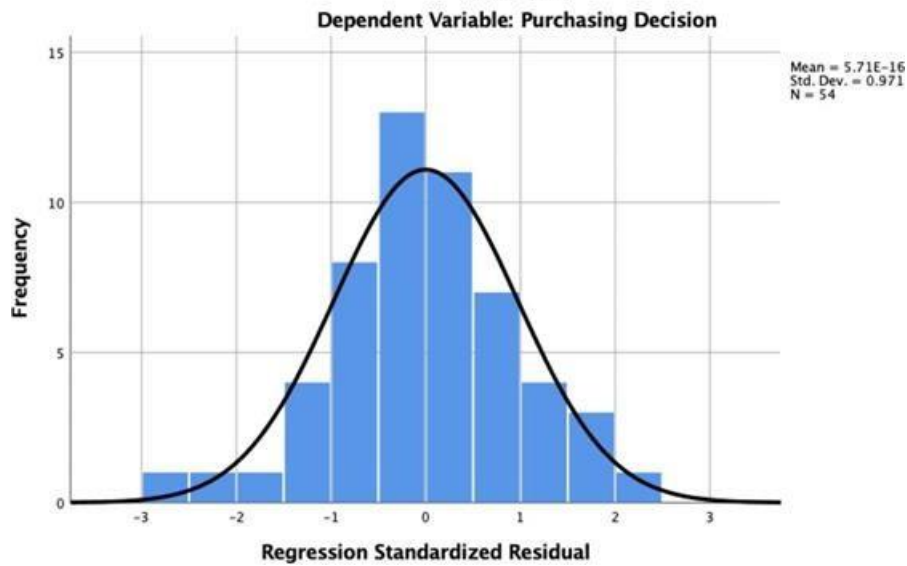
		Unstandardized Residual
N		54
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.79282143
Most Extreme Differences	Absolute	.057
	Positive	.042
	Negative	-.057
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: SPSS 2019

The table shows that the significant value is 0.200, which is significantly greater than 0.05. Therefore, it can be considered as normally distributed data normality requirements are met.

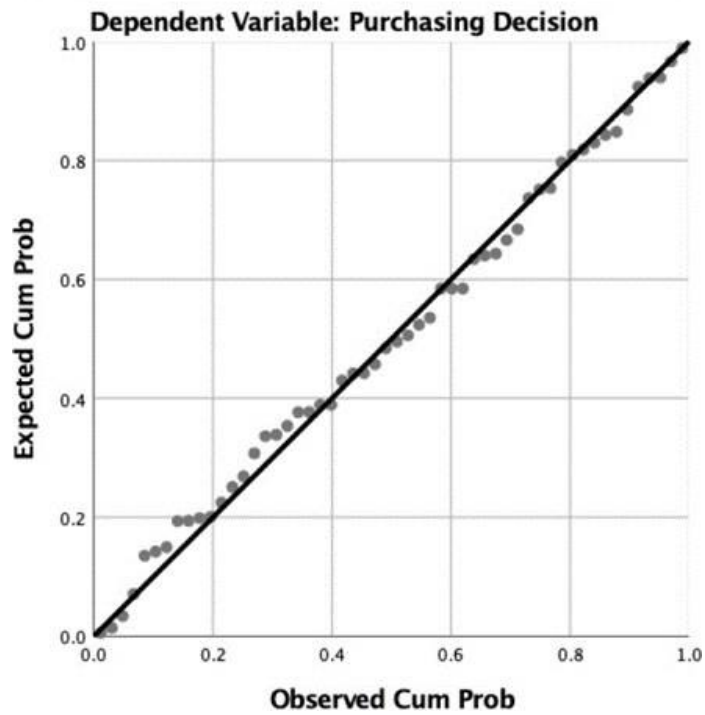
Table 16. Normality Test Histogram
Histogram



Source: SPSS 2019

According to the histogram from the normality test shown above, the data exhibits a bell-shaped curve, indicating that it has passed the normality test. This bell-shaped curve formation is a characteristic of a normal distribution.

Table 17. P-Plot Normality Test
Normal P-P Plot of Regression Standardized Residual

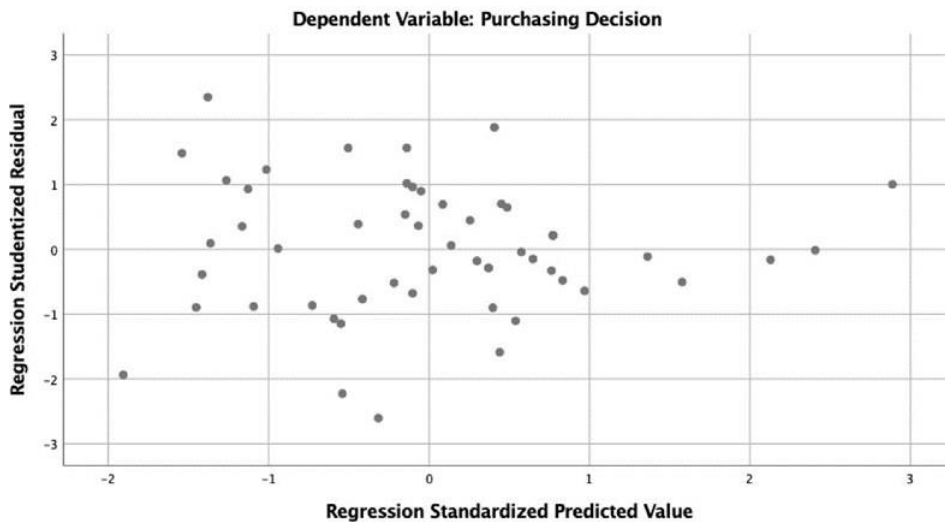


Source: SPSS 2019

Based on the P-Plot, the data is evenly spread along the diagonal lines, suggesting that it follows a normal distribution. The alignment of the data with the lines further supports the conclusion of its normality.

Heteroskedasticity Test

Table 18. Heteroskedasticity Test
Scatterplot



Source: SPSS 2019

Scatter plot is a way to determine the occurrence of heteroscedasticity. Based on Figure 4.18, there is no specific pattern and the data is well distributed. Through this data it can be concluded that there is no heteroscedasticity in this

research. If there is a certain pattern on the graph, this indicates heteroscedasticity.

Multicollinearity Test

Table 19. Multicollinearity Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.957	2.067		1.914	.061		
	Influencer Marketing	.097	.139	.078	.703	.485	.490	2.039
	Content Marketing	.337	.146	.279	2.307	.025	.418	2.391
	Electric Word of Mouth	.747	.177	.545	4.235	.000	.368	2.714

a. Dependent Variable: Purchasing Decision

Source: SPSS 2019

Multicollinearity tests evaluate how the independent variables are correlated with the dependent variable. The presence of multicollinearity can lead to misleading results. Therefore, a good regression model should not have multicollinearity. The presence of multicollinearity can be identified by observing the collinearity tolerance and the statistical variance inflation factor (VIF). The tolerance value must be greater than 0.1 and the VIF must be below 10 although a range of 5-10 is considered a heavy correlation. Table 4.19 shows that the tolerances are 0.490, 0.418, 0.368 < 10 and VIF are 2.039, 2.391 and 2.714 > 0.1. This means that there is no multicollinearity and the data can be accepted in this study.

Linearity Test

To find out whether there is a linear relationship between the independent and dependent variables, a linearity test can be carried out whose threshold for the linearity test must also be 0.05, where if the significance value is more than 0.05, it means that there is a linear relationship between the independent and dependent variables.

Table 20. Linearity Test for Influencer Marketing (X1)
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchasing Decision * Influencer Marketing	Between Groups	(Combined)	297.060	11	27.005	4.355	.000
		Linearity	222.620	1	222.620	35.904	.000
		Deviation from Linearity	74.440	10	7.444	1.201	.318
	Within Groups	260.421	42	6.201			
Total			557.481	53			

Source: SPSS 2019

Table 21. Linearity Test for Content Marketing (X2)
ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchasing Decision * Electric Word of Mouth	Between Groups	(Combined)	395.543	11	35.958	9.326	.000
		Linearity	362.930	1	362.930	94.129	.000
		Deviation from Linearity	32.612	10	3.261	.846	.589
	Within Groups	161.939	42	3.856			
Total			557.481	53			

Source: SPSS 2019

Table 22. Linearity Test for Electric Word of Mouth (X3)
ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.	
Purchasing Decision * Content Marketing	Between Groups	(Combined)	378.217	11	34.383	8.056	.000
		Linearity	300.569	1	300.569	70.421	.000
		Deviation from Linearity	77.648	10	7.765	1.819	.087
	Within Groups		179.264	42	4.268		
	Total		557.481	53			

Source: SPSS 2019

The three tables above represent the linearity tests of the variables X1, X2 and X3 on the dependent variable Y. Because the threshold is 0.05, the linearity significance value must be greater than that, so the three independent variables have a linear relationship between all the independent variables and the dependent variable. Based on the table above, 0.318 for Influencer Marketing, 0.589 for Content Marketing and 0.087 for Electric Word of Mouth. We can conclude that there is a linear relationship between the three independent variables to the dependent variable.

Multiple Linear Regression

There is more than one independent variable, this study will test multiple linear regression. It examines how they are related to the dependent variable. What will be obtained from the independent variables can be used to produce accurately the magnitude of their influence on the dependent variable. The model produces a linear relationship that is closest to all individual data points.

Table 23. Multiple Linear Regression
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.957	2.067		1.914	.061
	Influencer Marketing	.097	.139	.078	.703	.485
	Content Marketing	.337	.146	.279	2.307	.025
	Electric Word of Mouth	.747	.177	.545	4.235	.000

a. Dependent Variable: Purchasing Decision

Source: SPSS 2019

Referring to table 4.23 for the results shown, the equation is as follows $Y = 3.957 + 0.097X_1 + 0.337X_2 - 0.747X_3$. With this equation, the writer can conclude that, the constant value (a) of the unstandardized column shows that it is 3,957, where if influencer marketing, content marketing, and electric word of mouth are zero, then the purchasing decision will have a value of 3,957. The coefficient value of 0.097 in influencer marketing means if there is increase by one, the dependent variable purchasing decision will also increase by 0.563. Then, Content marketing coefficient value of 0.337 means if there is an increase by one, the dependent variable purchase decision will also be increased by 0.337. Last, Coefficient value of 0.747 on electric word of mouth means if there is an increase by one, the dependent variable purchasing decision will also increase by 0.747. We can conclude that, the constant value (a) of the unstandardized column shows that it

is 3,957, where if influencer marketing, content marketing, and electric word of mouth are zero, then the purchasing decision will have a value of 3,957. The coefficient value of 0.097 in influencer marketing means if there is increase by one, the dependent variable purchasing decision will also increase by 0.563. Then, Content marketing coefficient value of 0.337 means if there is an increase by one, the dependent variable purchase decision will also be increased by 0.337. Last, Coefficient value of 0.747 on electric word of mouth means if there is an increase by one, the dependent variable purchasing decision will also increase by 0.747.

F-Test

Table 24. F Test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	387.128	3	129.043	37.875	.000 ^b
	Residual	170.353	50	3.407		
	Total	557.481	53			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Electric Word of Mouth, Influencer Marketing, Content Marketing

The F test compares the model and whether it fits the data. For the result to be significant, the value must be less than 0.05, and if the result is significant, it means that the model fit will be improved by adding some coefficients. Table above shows the ANOVA table which determines whether the results are significant or not. From the table it can be seen that the significant value is 0.000. Therefore, this means significant and it can be concluded that it is very suitable because it is smaller than 0.05. So, the Ha hypothesis is accepted because the three independent variables simultaneously affect the purchasing decision.

T-Test

Table 25. T-Test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.957	2.067		1.914	.061
	Influencer Marketing	.097	.139	.078	.703	.485
	Content Marketing	.337	.146	.279	2.307	.025
	Electric Word of Mouth	.747	.177	.545	4.235	.000

a. Dependent Variable: Purchasing Decision

Source: SPSS 2019

The t test is performed to ensure that the p value results can be trusted accurate. If the T value is greater than the critical value that can be seen in table, meaning that Ha is accepted and Ho is rejected. Referring to table T, the degrees of freedom will be 1.984. The table above shows the results for the T test, where

we can see that content marketing and electric word of mouth each have a T count of 2.307 and 4.235, which means that H_a is accepted and H_o is rejected because it is greater than 1.984. Meanwhile, influencer marketing was rejected because the calculated T has a smaller value than the T table. We can conclude that content marketing and electric word of mouth have a significant influence on purchasing decisions, but not influencer marketing.

Coefficient of Determination

Table 26. Coefficient of Determination
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833 ^a	.694	.676	1.84582

a. Predictors: (Constant), Electric Word of Mouth, Influencer Marketing, Content Marketing

b. Dependent Variable: Purchasing Decision

Source: SPSS 2019

Coefficient of determination is used as a statistical measure that assesses how variation in one variable can be explained by changes in the second variable. R Square determines the strength of the linear relationship between the two variables. Based on table above, the R Square value is 0.694 which means that 69.4% of the factors that really influence purchasing decisions are influencer marketing, content marketing, and electric word of mouth. With the remaining percentage of 30.6%, there are factors outside this study that are not explained.

P Value

Table 27. P Value
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.957	2.067		1.914	.061
	Influencer Marketing	.097	.139	.078	.703	.485
	Content Marketing	.337	.146	.279	2.307	.025
	Electric Word of Mouth	.747	.177	.545	4.235	.000

a. Dependent Variable: Purchasing Decision

Source: SPSS 2019

The P value is used in hypothesis testing, preferably side by side with the F test because it indicates the probability of the data appearing under the null hypothesis. The p-value is a metric that expresses the likelihood that an observed difference might have occurred by chance. The statistical significance of the observed differences increases as the p-value decreases. Based on above table, the significance level is 5%, which means that content marketing and electric word of mouth have a significant influence on the purchasing decision of Scarlett Whitening because each has a significant value of 0.025 and 0.000 which has a

value less than 0.05. Meanwhile, influencer marketing with a value of 0.485 is far greater than 0.05 so it is not significant for purchasing decisions.

DISCUSSION

Based on the data and results obtained from this study, this research consists of four variables, three of which are independent variables and one dependent variable. The purpose of this research is to find out whether influencer marketing, content marketing, and electric word of mouth in the TikTok application have an effect on purchasing decisions for Scarlett Whitening products for UPH Medan students. The author uses non-probability sampling, especially purposive sampling for this study. The author has chosen this method because this research is more focused on UPH Medan students. The Slovin formula is used to calculate the sample size, where the result is 96 respondents. From the results of the descriptive analysis shows that the majority of respondents are in the age group of 18-25 years and the younger generation is also more ready and willing fill out a survey. Therefore, this shows why the results are descriptive statistical analysis has respondents with the same background as the author.

The researcher conducted a pilot test on 54 respondents to test the validity and reliability of the questions to be used for the questionnaire. To be able to pass the validity test, all r calculated values must be greater than the r calculated based on r table, namely 0.2681. The number of questions is 22 questions and the test results in all questions passing the validity test because all r counts are greater than 0.2681. After the questions passed the validity test, the authors also conducted a reliability test. Through the results of the reliability test, it can be concluded that they have also passed the reliability test because all Cronbach's Alpha values are greater than 0.6, wherein influencer marketing, content marketing, electric word of mouth, and purchasing decisions are 0.658, 0.735, 0.696 and 0.778 respectively - sequentially so that it is reliable and can be used as a research instrument.

The classical assumption test was also carried out for this study. Includes normality test, heteroscedasticity test, linearity test and multicollinearity test. First, a normality test is carried out first. In order for the results to be considered normal, a bell-shaped curve indicates that the data is normally distributed. The Kolmogorov-Smirnov test was also carried out, which obtained a significant value of 0.200 which was greater than the required value of 0.05. The P- Plot graph is way to test for normality.

In a P-Plot chart, there are straight lines placed diagonally across the chart. For data to be concluded as normal, it must be well spread out on a diagonal line. Then in the linearity test, the results show that 0.318 for Influencer Marketing, 0.589 for Content Marketing and 0.087 for Electric Word of Mouth. We can conclude that there is a linear relationship between the three independent variables to the dependent variable. In the heteroscedasticity test, where in the scatter plot it can be seen that all the points are spread out, which means there is no specific pattern, and the data is well distributed. Finally, for the multicollinearity test, collinearity and VIF tolerances were observed. All tolerance values are greater than 0.1, following all VIF below 10. This means that multicollinearity does not occur and the data is acceptable for this study.

The equation obtained for multiple regression analysis for this study will be $Y = 3.957 + 0.097X_1 + 0.337X_2 - 0.747X_3$ representing constant value (a) where purchasing decision will be 3.957 if influencer marketing, content marketing, and electric word of mouth is 0. The coefficient value of 0.097 in influencer marketing means that if there is an increase by one, the dependent variable purchasing decision will also increase by 0.563. Then, a Content marketing coefficient value of 0.337 means that if there is an increase by one, the dependent variable purchase decision will also increase by 0.337. Lastly, a Coefficient value of 0.747 in electric word of mouth means that if there is an increase by one, the dependent variable purchasing decision will also increase by 0.747.

The final test carried out in this study was a hypothesis test. It consists of a determination test, F test and T test. To start with a determination test, the results show that the value of R Square is 0.694, which means 69.4% purchasing decision is influenced by influencer marketing, content marketing, electric word of mouth. With the remaining percentage of 30.6%, there are factors outside this study that are not explained. The P value indicates whether each variable has a significant effect on the dependent variable. Based on the research, the significance level is 5%, which means that content marketing and electric word of mouth have a significant influence on the purchasing decision of Scarlett Whitening because each has a significant value of 0.025 and 0.000 which has a value less than 0.05.

Meanwhile, influencer marketing with a value of 0.485 is far greater than 0.05 so it is not significant for purchasing decisions. From the T-test, the degrees of freedom will be 1.984. The table above shows the results for the T-test, where we can see that content marketing and electric word of mouth each have a T count of 2.307 and 4.235, which means that H_a is accepted and H_o is rejected because it is greater than 1.984. Meanwhile, influencer marketing was rejected because the calculated T has a smaller value than the T table. We can conclude that content marketing and electric word of mouth have a significant influence on purchasing decisions, but not influencer marketing.

CONCLUSION

TikTok has become a popular social media platform in Indonesia, especially among young people and university students. With a large number of users, marketers have the opportunity to attract audiences and influence purchasing decisions through Influencer Marketing, Content Marketing, and Electric Word of Mouth (E-WOM). Scarlett Whitening, a skincare product, is one of the prominent products in the market that aims to appeal to university students. The study investigates the impact of these marketing strategies on the purchasing decision of Scarlett Whitening by Universitas Pelita Harapan Medan students. By understanding the factors influencing their decisions, marketers can effectively target and engage this specific market segment on TikTok.

The research aims to shed light on the effectiveness of these strategies in promoting Scarlett Whitening and influencing the purchasing behavior of university students in Medan. Scarlett Whitening is a rapidly growing local beauty brand in Indonesia known for its diverse range of skincare and haircare products. It embraces the "Reveal Your Beauty" concept and is widely endorsed by influencers and public figures on social media. Its popular products, such as

Scarlett Body Lotion, Face Serum, Shower Scrub, and Serum, are heavily promoted online and also distributed through local wholesalers.

Research examined the influence of influencer marketing, content marketing, and electric word of mouth (E-WOM) on the purchasing decision of Scarlett Whitening products among students at Universitas Pelita Harapan Medan. The research utilized purposive sampling to focus on UPH Medan students, and the sample size was determined using the Slovin formula, resulting in 96 respondents.

Validity and reliability tests were conducted on the questionnaire, ensuring that the questions were valid and reliable for the study. The data passed the classical assumption tests, indicating that it met the necessary criteria for analysis. The multiple regression analysis showed that content marketing and electric word of mouth significantly influenced the purchasing decision of Scarlett Whitening products, while influencer marketing did not have a significant impact.

The multiple regression analysis showed that content marketing and electric word of mouth significantly influenced the purchasing decision of Scarlett Whitening products, while influencer marketing did not have a significant impact. The hypothesis test confirmed that content marketing and electric word of mouth play vital roles in influencing purchasing decisions, supported by their p-values below the significance level of 0.05. However, influencer marketing did not show a significant effect on the purchasing decision. This research highlights the importance of content marketing and electric word of mouth in shaping the purchasing decision of Scarlett Whitening products among Universitas Pelita Harapan Medan students, while influencer marketing did not demonstrate a significant influence.

RECOMMENDATION

Based on the research of this study, writers have the following recommendation:

- Because influencer marketing (X1), content marketing (X2), and electric word of mouth (X3) have positive and significant influence towards purchasing decision, hence, the writers would like to suggest Scarlett Whitening to maintain their marketing strategy through TikTok features in their exposure to reach more customers, increase their understanding of the product, and improve efficiency for them while they do online shopping.
- Future research could also be conducted as this research shows that 69.4% of the factors that influence purchasing decisions are influencer marketing, content marketing, and electric word of mouth. Meanwhile, the remaining percentage of 30.6% are other factors that are not explained in this study.

FURTHER STUDY

This research still has limitations, so it is necessary to conduct research related to the topic of The Influence of Brand Image, Social Media Advertisement, and Word of Mouth Toward Customer Attraction in order to perfect this research and add insight for readers.

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