

THE EFFECT OF CONTENT MARKETING ON PURCHASE INTENTION WITH E-WOM AS A MEDIATION VARIABLE ON HANASUI PRODUCTS IN TIKTOK SHOP (CASE STUDY ON GENERATION Z)

Windarti Ardy Putri*, Ika Diah Candra Arifah2

Department of Digital Business, Faculty of Economics, State University of Surabaya
100000, Surabaya, Indonesia
windarti.21061@mhs.unesa.ac.id

Abstract

This study was conducted to evaluate the extent to which Content Marketing influences Purchase Intention, with Electronic Word-of-Mouth (E-WOM) as a mediating variable, for Hanasui products on the TikTok Shop platform. Data collection was carried out through the distribution of an online questionnaire targeting Generation Z, particularly those who actively use TikTok. This study employs a quantitative approach using Structural Equation Modeling (SEM) analysis. The results indicate that Content Marketing significantly influences consumer purchase intention, and E-WOM strengthens this relationship as a mediating variable. These findings provide strategic implications for local brands like Hanasui to further optimize their digital marketing efforts through TikTok Shop in order to attract the purchasing interest of Generation Z.

Keywords: Content Marketing; Purchase Intention; Electronic Word-of-Mouth (E-WOM); Generation Z; TikTok Shop.

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*Corresponding author

E-mail: windarti.21061@mhs.unesa.ac.id

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The Effect of Content Marketing on Purchase Intention With E-Wom As A Mediation Variable On Hanasui Products In Tiktok Shop (Case Study on Generation Z).

Abstrak

Studi ini dilakukan untuk mengevaluasi sejauh mana Pemasaran Konten memengaruhi Niat Beli, dengan Electronic Word-of-Mouth (E-WOM) sebagai variabel mediasi, untuk produk Hanasui di platform TikTok Shop. Pengumpulan data dilakukan melalui penyebaran kuesioner daring yang menargetkan Generasi Z, khususnya mereka yang aktif menggunakan TikTok. Studi ini menggunakan pendekatan kuantitatif dengan analisis Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa Pemasaran Konten secara signifikan memengaruhi niat beli konsumen, dan E-WOM memperkuat hubungan ini sebagai variabel mediasi. Temuan ini memberikan implikasi strategis bagi merek lokal seperti Hanasui untuk lebih mengoptimalkan upaya pemasaran digital mereka melalui TikTok Shop guna menarik minat beli Generasi Z.

Kata kunci: Pemasaran Konten; Niat Beli; Promosi dari Mulut ke Mulut Elektronik; Generasi Z; TikTok Shop.

INTRODUCTION

In today's digital era, internet usage has become a basic need in everyday life, where users always rely on digital platforms to share activities, from communication to online purchasing transactions. Based on data from (We Are Social (2024), Indonesia has almost 202 million internet users, which also covers around 73.5% of the total population. In addition, as many as 98% of internet users in Indonesia access social media, making it one of the countries with a very high level of social media penetration in the world. This shows that the development of digital technology has connected almost all Indonesian people through digital platforms.

Social Media Usage Trends

Trend Social media usage in January 2024 in Indonesia indicates that TikTok is a social media platform with the largest number of users (73.5%). TikTok plays a role as a medium used for entertainment, information, product marketing, and sharing experiences with fellow users with a wider reach compared to using traditional marketing. TikTok has experienced very rapid growth in Indonesia, as of April 2023 TikTok users in Indonesia reached 112 million, the second largest in the world and the United States is in first place(Annur, 2023). Currently, as of July 2024, there are 157.6 million TikTok users in Indonesia and currently Indonesia is ranked first.(statista.com, 2024).

With interactive features such as short videos and live shopping, TikTok makes it easy for users to transact directly without having to leave the application. Thus, TikTok, which was originally an entertainment platform, has now developed into an effective social commerce platform. TikTok functions as a bridge connecting consumers with businesses in the digital era(Simanjuntak & Sari, 2023). Although it had been closed due to social commerce licensing issues, TikTok Shop managed to achieve 18.6% market share or Rp. 8.9 trillion in revenue in the first half of 2024, TikTok got the second position after Shopee

in the Fast Moving Consumer Goods (FMCG) sector, TikTok Shop gained popularity with the predicate of relatively cheap prices and discounts that are tempting to prospective buyers (Wardhana, 2024).

Development of Hanasui Cosmetics Sales in Indonesia

The cosmetics industry in Indonesia is expected to grow rapidly, averaging 5.35% annually. During the period 2021 to 2024, this sector showed a total increase of 48%, from USD 31 billion (around Rp. 21.45 trillion) in 2021 to USD 94 billion (around 31.77 trillion) in 2024. This growth is driven by several main factors, such as increasing public awareness of self-care, the increasing trend of using natural products, and easy market access through online sales. Previous research explained that the development of the skincare industry in Indonesia is indeed driven by consumer needs to ensure healthy skin and increase self-confidence in appearance (Nawiyah et al., 2023).

Mae (2024) stated, *"Brand kosmetik Hanasui meraih penjualan tertinggi selama bulan Ramadan 2024, dengan total 813.932 unit produk terjual."* This achievement demonstrates Hanasui's dominance in the local cosmetics market, outperforming several other well-known brands. The brand's success can be attributed to its competitive pricing strategy and product development aligned with consumer preferences. By offering affordable, high-quality products suitable for various economic segments, Hanasui appeals to both millennials and Generation Z who value affordability and functionality. In terms of revenue, Hanasui ranked second with IDR 20.91 billion, trailing behind Maybelline (IDR 28.55 billion). These figures reflect strong consumer support for local brands and a positive shift in domestic buying preferences. (Mae, 2024).

Challenges Faced by the Hanasui Brand

In the context of increasingly tight competition in the beauty industry, especially with the rise of local and international players competing in the Indonesian market, Hanasui is faced with the demand to continue to innovate and adapt. Business sustainability in a competitive environment like this is highly dependent on the company's ability to respond to changing trends, consumer needs, and rapidly evolving market dynamics. One of the strategic steps that need to be taken is to continuously improve product quality, innovate in safe and effective formulations, and creative and data-based marketing approaches. Thus, Hanasui not only maintains its existence, but also opens up opportunities to expand its influence in the national beauty industry. with an attractive Content Marketing strategy through the TikTok platform.

The challenges faced by Hanasui as a skincare and cosmetic brand are consumer behavior that is sensitive to price changes, becoming a brand switcher when there is a price difference from other brands, or a greater variety of products from competitors

The Effect of Content Marketing on Purchase Intention With E-Wom As A Mediation Variable On Hanasui Products In Tiktok Shop (Case Study on Generation Z). making Hanasui vulnerable to competitors who use the same product strategy (low price strategy). So in addition to product differentiation and product innovation, the effectiveness of the promotion strategy needs to be increased to build consumer appeal and encourage their loyalty in using the product continuously.(Hilliyah et al., 2023).

The Influence of Content Marketing

Content Marketing is a form of strategy in digital marketing that emphasizes the process of planning, developing, and distributing content that is relevant to the needs of the audience and delivered consistently. The purpose of Content Marketing is to attract the attention of the target market audience and establish long-term relationships that can increase customer loyalty. Through the presentation of informative, educational or entertaining content, Content Marketing is an effort to build consumer behavioral motivation to take actions that are beneficial to the company, such as increasing purchasing intentions or loyalty to a brand.(Chaffey et al., 2019).

In practice, Content Marketing is realized through various media formats that can be adjusted to the characteristics of the audience and the distribution platform used. The content can be visual such as photos, audiovisual such as videos and podcasts (audio), or text-based content such as articles, blogs and social media captions. The success of this strategy depends on the extent to which the content presented is able to answer consumer needs, provide solutions, and create added value that differentiates the brand from its competitors. Therefore, it is important for business actors to design content in a structured and measurable manner(Alfi Antika & Lu' Lu UI Maknurah, 2023).

Impact of Electronic Word-of-Mouth (E-WOM)

Apart from Content Marketing, another variable that also makes a significant contribution to increasing purchase intention is Electronic Word-of-Mouth (E-WOM).also has a significant impact in driving Purchase Intention. Electronic Word of Mouth (E-WOM) known as a form of media strategy for delivering information in the context of internet-based marketing activities that allows customers to convey their opinions or reviews, both positive and negative, that discuss products or services through digital means such as social media.(Hennig-Thurau et al., 2004). E-WOM plays an important role in increasing consumer purchasing interest, especially through the dissemination of positive reviews about products or services that are easily accessible to many people via the internet or social media. (Jalilvand & Samiei, 2012).These findings indicate that E-WOM not only impacts the perception of brand reputation, but also contributes to shaping purchasing interest and increasing consumer trust levels. Purchase Intention is a form of consumer interest related to consumer perception and response to product offerings from a company through various communication channels that encourage them to make purchases voluntarily without external pressure. In the context of everyday life, Purchase Intention has a significant role because it is one of the main determinants in the decision-

making process. The activity of buying goods is part of consumers' efforts to get what they need, this is where purchasing intention becomes a key factor in the process.(Ginting & Khoiri, 2023).

From the empirical study above, it shows that there is evidence and empirical research gap, both in the relationship between content marketing and purchase intention, as well as the mediation relationship between Electronic Word of Mouth and purchase intention. *Electronic Word-of-Mouth (E-WOM)* is thought to mediate the relationship between content marketing and purchase intention because E-WOM strengthens consumer perceptions of the quality, credibility, and relevance of marketed products. Thus, the novelty of this study lies in the integration of E-WOM as a mediating variable in the relationship between content marketing and purchase intention. By focusing on Hanasui products, this study presents a new perspective on how a brand can utilize digital marketing strategies to attract purchasing interest in Generation Z.

RESEARCH METHODS

Types of research

Research methods are a series of systematic steps that consciously utilize an individual's intellectual abilities to achieve the targets or goals that have been set in a scientific study (Harahap, 2020). In this study, the approach used is a quantitative approach. As explained by Sugiyono (2020:23) Quantitative method is a research method that is rooted in the philosophical view of positivism. This approach is used to research certain populations or samples by collecting data through special instruments.

Data source

According to (Sugiyono, 2020) “data sekunder adalah data yang diperoleh tidak langsung dari sumber utama, misalnya melalui dokumen, buku, literatur, dan hasil penelitian terdahulu.” In research, secondary data refers to information collected indirectly through literature, documentation, or previous research results, which supports the analysis process.

According to (Sugiyono, 2020) “data sekunder adalah data yang diperoleh melalui pihak ketiga atau sumber tidak langsung seperti dokumentasi, laporan terdahulu, buku, atau literatur yang relevan dengan penelitian.” In the context of this study, secondary data refers to supporting information collected from pre-existing materials such as academic journals, books, institutional reports, and official websites. These data are not obtained directly from respondents but are used to complement the analysis and provide a strong theoretical foundation.

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Population and Sample

According to (Sugiyono, 2020), “populasi adalah wilayah generalisasi yang terdiri atas objek atau subjek yang memiliki karakteristik tertentu yang ditetapkan oleh peneliti untuk diteliti dan kemudian ditarik kesimpulannya.” In research, a population refers to the entire group of individuals or objects that possess specific characteristics relevant to the objectives of the study, and from which generalizations are to be drawn.

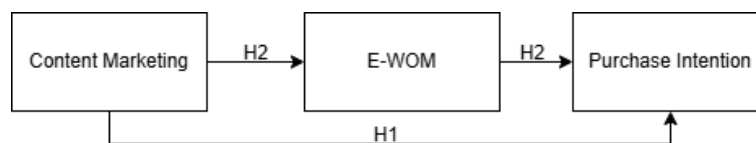
According to Riduwan (2015:56), A sample is a group of individuals taken from a population with certain characteristics or conditions that are relevant to be used as the focus of observation in research. In this study, the method used to determine the sample is non-probability sampling, which is a sample selection technique in which not all members of the population have the same opportunity to be selected as respondents (Sugiyono, 2020:131). The results of the sample calculation using the conchran formula with an error rate (margin of error = 10%) of 384 respondents.

Data collection technique

Data collection techniques are methods or procedures used by researchers to obtain the necessary information. (Ardiansyah et al., 2023). The data collection technique in this study is a questionnaire. According to The Widya (2019) A questionnaire is an instrument used to collect data, which is arranged in the form of written questions or statements. This instrument is given to respondents to be answered based on guidelines or directions that have been previously determined by the researcher. This study uses a closed questionnaire type, where each question is accompanied by predetermined answer options. This approach was chosen to facilitate the process of processing and analyzing data systematically. The respondents in this study were TikTok users from generation Z who had seen promotional content for Hanasui products on the platform. Data analysis applied the Partial Least Square (PLS) approach based on variants, with the help of SmartPLS software version 3.0.

Research Hypothesis

Hypothesis is an initial assumption that is formulated as a response to questions in the formulation of research problems. This statement is temporary because it is still based on theory alone and has not been validated through real data collected during the research process. (Sugiyono, 2020).



Picture1. Research Hypothesis

Hypothesis (H1): Content marketing has a positive influence on purchase intention for Hanasui products on TikTok Shop among Generation Z.

Hypothesis (H2): Content marketing has a positive effect on purchase intention (PI) through E-WOM as a mediating variable on Hanasui products on TikTok Shop among Generation Z.

RESULTS AND DISCUSSION

Data analysis

Respondent Data Characteristics

From the 384 questionnaires distributed and received back, the results were then presented as general data related to respondents in this study based on age, gender, occupation, domicile and how often they shopped through the TikTok Shop application.

Table 1. Respondent Data Based on Gender

Gender	Amount	Percentage
Woman	358	93.2
Man	26	6.8
Amount	384	100

Source: 2025 data processing results

Based on the data in the previous table, the majority of respondents in this study were female, namely 385 people (93.2%). Meanwhile, there were 26 male respondents (6.8%).

Table 2. Respondent Data Based on Age

Age	Amount	Percentage
13-17 Years	38	9.9
18-23 Years	213	55.5
24-28 Years	133	34.6
Amount	384	100

Source: 2025 data processing results

In the table above, the majority of respondents are in the age range of 18–23 years, with a total of 213 people or equivalent to 55.5% of the total respondents. Furthermore, respondents aged 24–28 years numbered 133 people or 34.6 percent, while the rest, as many as 38 people or 9.9 percent, were in the age range of 13–17 years.

Table 3. Respondent Data Based on Occupation

Work	Amount	Percentage
Students (College Students)	152	39.6

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Private sector employee	143	37.2
Civil servant	58	15.1
Businessman	30	7.8
Amount	384	99.7

Source: 2025 data processing results

The table shows that the largest number of respondents came from the student (college) job category, totaling 152 people or 39.6 percent, other respondents with private employee jobs totaling 143 people or 37.2 percent, civil servant respondents totaling 58 people or 15.1 percent, and the remaining respondents were entrepreneurs totaling 30 people or 7.8 percent.

Outer Model or Measurement Model Results

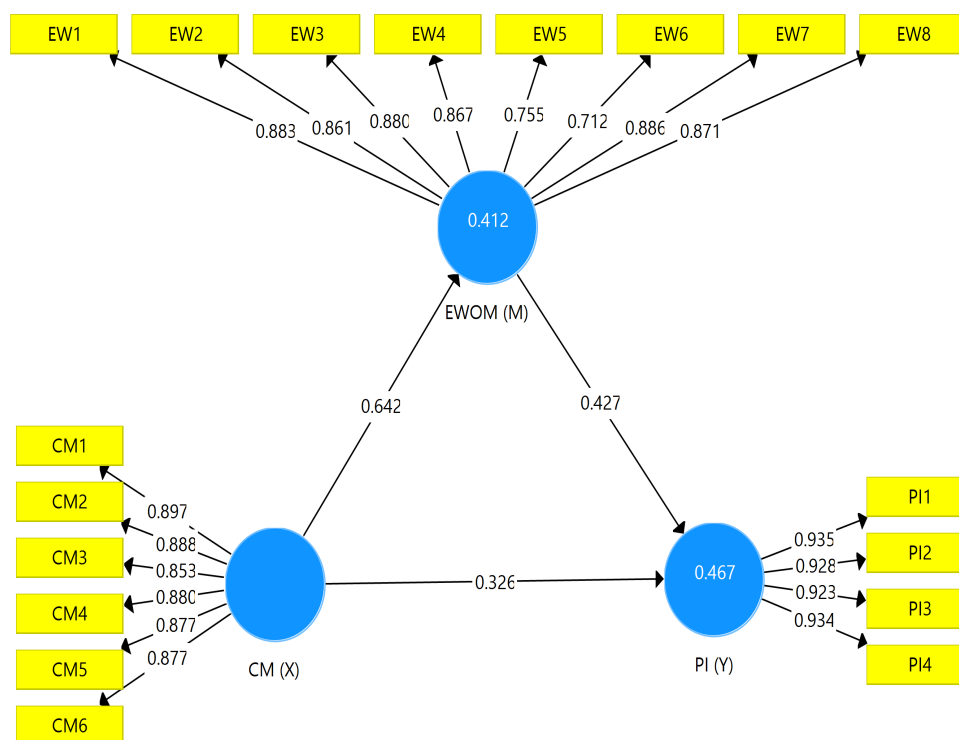


Figure 1. *Outer Model/Study*

Based on the results of the outer model, it can be concluded that:

- 1) In the early stages of model development, values between 0.50 and 0.70 are still acceptable.
- 2) *Outer Model* or the Measurement Model for the Electronic Word of Mouth (EWOM) variable is based on eight indicators, namely EW1 to EW8.

- 3) In the early stages of developing the Outer Model or Measurement Model for the Electronic Word of Mouth (EWOM) variable, a correlation value of at least 0.50 is still acceptable.
- 4) In the early stages of developing the Outer Model or Measurement Model for the Purchase Intention (PI) variable, a correlation value of at least 0.50 was still acceptable.

Convergent Validity

Table 4. *Outer Loading* Research Variable Indicators

Indicator	CM (X)	EWOM (M)	PI(Y)
CM1	0.897		
CM2	0.888		
CM3	0.853		
CM4	0.880		
CM5	0.877		
CM6	0.877		
EW1		0.883	
EW2		0.861	
EW3		0.880	
EW4		0.867	
EW5		0.755	
EW6		0.712	
EW7		0.886	
EW8		0.871	
PI1			0.935
PI2			0.928
PI3			0.923
PI4			0.934

Based on the data presented in Table 4, it can be seen that most of the indicators of each research variable have an outer loading value above 0.70, which indicates a high level of convergent validity. However, there are still several indicators with outer loading values below 0.70. According to Chin in Ghazali (2016), the outer loading value in the range of 0.50 to 0.60 is still acceptable and is considered to meet the convergent validity criteria.

Discriminant Validity

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Table 5. Discriminant Validity

Indicator	CM (X)	EWOM (M)	PI(Y)
CM1	0.897	0.559	0.537
CM2	0.888	0.576	0.529
CM3	0.853	0.539	0.511
CM4	0.880	0.602	0.551
CM5	0.877	0.553	0.499
CM6	0.877	0.554	0.534
EWOM1	0.590	0.883	0.594
EWOM 2	0.581	0.861	0.564
EWOM 3	0.586	0.880	0.56
EWOM 4	0.560	0.867	0.553
EWOM 5	0.406	0.755	0.408
EWOM 6	0.356	0.712	0.388
EWOM 7	0.557	0.886	0.57
EWOM 8	0.614	0.871	0.588
PI1	0.554	0.611	0.935
PI2	0.569	0.577	0.928
PI3	0.532	0.585	0.923
PI4	0.575	0.593	0.934

Based on the data presentation in Table 5, it can be seen that each indicator in the research variable shows the highest cross loading value on its original construct when compared to the cross loading value on other constructs. This finding indicates that the indicators used have met the requirements of good discriminant validity in forming their respective constructs.

Composite Reliability

Table 6. Composite Reliability

Indicator	Composite Reliability
CM (X)	0.953
EWOM (M)	0.951
PI(Y)	0.962

All analyzed constructs showed composite reliability values that exceeded the threshold of 0.60. This finding indicates that each variable has met the required reliability criteria.

Cronbach's Alpha

Table 7. Cronbach Alpha

Indicator	Cronbach's Alpha
CM (X)	0.941
EWOM (M)	0.941
PI(Y)	0.948

Referring to the data in Table 7, all variables in this study showed Cronbach's Alpha values above the threshold of 0.70. This finding confirms that each construct has met the internal reliability criteria.

Inner Model or Structural Model Evaluation Results

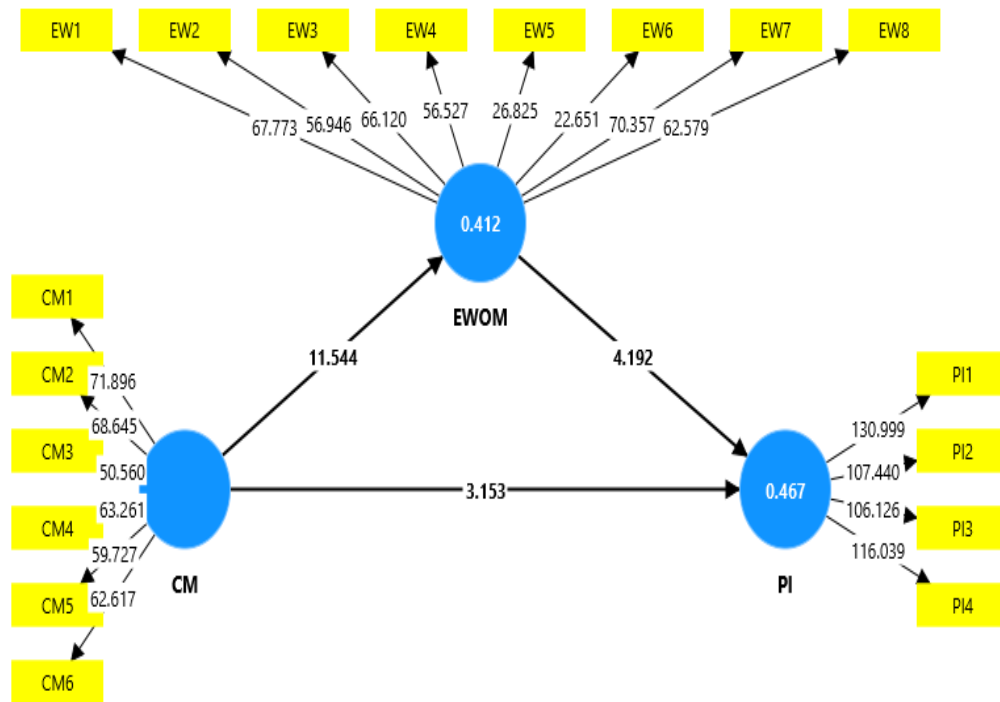


Figure 2. Inner Research Model

Based on the evaluation results of the inner model, it was found that the Content Marketing (CM) variable has a significant influence on Purchase Intention (PI), indicated by a t-statistic value of 3.153 ($t > 1.96$). In addition, Content Marketing (CM) is also proven to significantly influence Electronic Word of Mouth (E-WOM) with a t-statistic value of 11.544. Furthermore, E-WOM also makes a significant contribution to Purchase Intention (PI), as seen from the t-statistic value of 4.192.

R –Square Test

Table 8. R-Square Test

The Effect of Content Marketing on Purchase Intention With E-Wom As A Mediation Variable On Hanasui Products In Tiktok Shop (Case Study on Generation Z).

	R Square	R Square Adjusted
EWOM (M)	0.412	0.411
PI(Y)	0.467	0.464

The R-Square test results in Table 8 show that the R-Square value for the Electronic Word of Mouth (E-WOM) variable is 0.412, and for the Purchase Intention (PI) variable is 0.467. Based on Chin's (1998) criteria, both values are in the moderate category, namely between 0.33 and 0.67. This indicates that the structural model has quite good explanatory power, where the independent variables are able to explain 41.2% of the variability of E-WOM and 46.7% of the variability of PI. The rest, namely 58.8% for the E-WOM variable and 53.3% for the Purchase Intention (PI) variable, is influenced by other variables outside the scope of this research model.

Q-Square Test

Table 9. Q-Square Test

	SSO	SSE	$Q^2 = 1 - \frac{SSE}{SSO}$
CM (X)	2304	2304	
EWOM (M)	3072	2193.009	0.286
PI(Y)	1536	921,397	0.4

The interpretation of the Q^2 value refers to the criteria of Hair et al (2017), namely that the Q^2 value > 0 proves the existence of predictive relevance in the model, while the Q^2 value of 0.02 is considered small, 0.15 is medium, and 0.35 is large. Based on this, the Q^2 for the EWOM variable of 0.286 is included in the medium to nearly large category, while the Q^2 for the PI variable of 0.400 is included in the large category. This indicates that the model has adequate predictive ability, especially in explaining the Purchase Intention variable.

Goodness of Fit Test

Table 10. Goodness of Fit Test

	R Square	$Q^2 = 1 - \frac{SSE}{SSO}$
	0.412	0.286
	0.467	0.4
Mean	0.4395	0.343
Sqrt	0.662948	0.585662019
GoF	0.388263	

Based on the results of the Goodness of fit (GoF) test in table 10, the GoF value obtained was 0.388. This value was calculated using the formula $\sqrt{(R^2 \times Q^2)}$, with an average R-Square value of 0.4395 and an average Q^2 of 0.343. Referring to the GoF criteria proposed by (Tenenhaus et al. (2005), A GoF value of 0.10 is categorized as small, 0.25 as medium, and 0.36 as large.

Hypothesis Testing

1. Path Test (Direct Effect)

Table 11.Path Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CM(X) -> EWOM(M)	0.642	0.638	0.055	11,637	0.000
CM(X) -> PI(Y)	0.326	0.327	0.101	3.224	0.001
EWOM (M) -> PI (Y)	0.427	0.428	0.1	4.27	0.000

The test results prove that all hypotheses in this study are proven valid and acceptable. This is indicated by the P-Values of each relationship between the variables studied being below 0.05, which is proven significant based on the results of statistical tests. The results of this study indicate that all independent variables have a significant contribution to the dependent variable.

2. Mediation Test (Indirect Effect)

Table 10.Mediation

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CM(X) -> EWOM(M) -> PI(Y)	0.274	0.273	0.067	4.085	0

All hypotheses in this study are proven to be significant and acceptable. This is supported by the P-Values of each relationship between variables which are below the

The Effect of Content Marketing on Purchase Intention With E-Wom As A Mediation Variable On Hanasui Products In Tiktok Shop (Case Study on Generation Z). significance limit of 0.05. Overall, the independent variables in this study show a significant influence on the dependent variables studied.

Discussion

The Influence of Content Marketing (X) on Purchase Intention (Y)

Based on the data obtained in this study, it shows that the implementation of the Content Marketing strategy contributes positively and significantly to increasing consumer purchase intention. There are several theoretical and practical implications that are relevant to the Hanasui brand on TikTok Shop. Theoretically, this finding strengthens the main idea in the Integrated Marketing Communication (IMC) theoretical framework, where a consistent, attractive, and relevant message delivery strategy plays a crucial role in shaping consumers' perspectives on products and determining the direction of their purchasing decisions. These results support previous findings by Sari & Nugroho (2022), which stated that Content Marketing is able to create a positive perception of the brand, thereby increasing consumer purchase intention. In the context of digital consumer behavior, Content Marketing also acts as a stimulus that can influence consumers at the evaluation and purchasing decision-making stages, as explained in the theory of consumer behavior in the digital era. Well-presented content Its role is not limited to conveying information, but also includes efforts to form an emotional bond between the brand and the target audience in a sustainable manner that is in accordance with the emotional branding approach (Pratiwi & Wibowo, 2021).

In practice, the findings in this study provide contributions that can be used as strategic references for Hanasui industry players to optimize their content marketing strategies on TikTok Shop. Given that this platform relies heavily on visuals and short, interesting narratives, Hanasui needs to consistently produce content with good quality, such as video tutorials on product usage, user testimonials, or viral beauty trends. This kind of content has been proven to not only attract attention, but also build trust and encourage consumer purchase intentions. Furthermore, collaboration with influencers and encouraging user-generated content (UGC) is an effective strategy, because content generated by users tends to be considered more authentic and credible from a consumer perspective. Therefore, it is a primary concern for the Hanasui brand to routinely analyze its content performance data, such as the number of views, interaction levels, and sales conversions, in order to adjust its content strategy to the evolving preferences of its audience. Based on this description, the results of this study not only contribute to the development of digital marketing theory, but also provide practical, applicable directions for companies in increasing competitiveness and sales conversions through the TikTok Shop platform.

The Influence of E-WOM (M) on Purchase Intention (Y)

The findings of this study indicate that Electronic Word of Mouth (E-WOM) contributes positively and significantly to shaping consumer purchase intentions. There are important theoretical and practical implications for the Hanasui brand in managing its presence on TikTok Shop. Theoretically, these findings support and expand the understanding of interpersonal communication theory in a digital context, especially regarding how information conveyed informally between users on social platforms can shape purchase intentions. E-WOM that is voluntary, authentic, and comes from fellow users is considered to have higher credibility compared to conventional marketing communications, such as paid advertising. This conclusion strengthens evidence from previous research by Pertiwi & Pramudito (2023), which states that consumers tend to trust information provided by other users more because it is considered more objective and based on real experiences. In addition, these results also strengthen the theory of trust in consumer behavior, which states that high levels of trust in online information sources can increase purchase intentions. Anggraeni & Cahyono (2021) stated that E-WOM is effective in increasing consumer trust in products, which then drives their intention to purchase.

In practice, these findings provide strategic encouragement for Hanasui to actively encourage and manage E-WOM on TikTok Shop. In this context, Hanasui can utilize product reviews from consumers, video testimonials, and positive comments as a means to build a strong brand perception. Because TikTok is a video content-based platform that relies heavily on engagement between users, encouraging consumers to voluntarily share their experiences using Hanasui products can increase the spread of positive information that is organic and trusted. This strategy can be strengthened by creating community-based campaigns, such as beauty challenges or hashtag challenges, that involve consumers directly and create interactions between users. On the other hand, Hanasui also needs to pay attention to managing brand reputation by responding to negative reviews openly and providing solutions, so that the positive perception of E-WOM is maintained. Thus, the findings in this study not only enrich the empirical evidence regarding the role of E-WOM in shaping consumer purchase intentions, but also provide valuable practical implications for optimizing digital marketing strategies, especially those that focus on consumer experience on the TikTok Shop platform.

The influence of Content Marketing (X) mediated by E-WOM (M) on Purchase Intention (Y)

The results of the indirect path data interpretation indicate that Content Marketing (CM) has a significant effect on Purchase Intention (PI) with Electronic Word of Mouth (E-WOM) as a mediating variable. This empirical evidence is shown by the path coefficient

The Effect of Content Marketing on Purchase Intention With E-Wom As A Mediation Variable On Hanasui Products In Tiktok Shop (Case Study on Generation Z). of 0.642 from CM to E-WOM and 0.427 from E-WOM to PI, with P-Values of 0.000 and T-Statistics exceeding the threshold of 1.96. This finding not only strengthens the theoretical contribution regarding the mechanism of indirect influence in digital marketing, but also provides practical implications for planning a more optimal and targeted communication strategy to encourage consumer purchase intention, especially for the Hanasui brand in implementing a marketing strategy on the TikTok Shop platform. Theoretically, these results broaden the understanding of the digital marketing communication model that emphasizes the importance of mediation effects in the process of influence between variables. This finding indicates that the influence of content marketing on purchase intention is not solely direct, but is also mediated by consumer perceptions formed through reviews and the experiences of other users. This mechanism is in line with the concept in the two-step flow of communication theory and the theory of social influence, which emphasizes the importance of the role of third parties or opinion leaders in shaping consumer decisions in the digital marketing era.

These results are in line with the findings presented by Afifah & Nurlatifah (2021), which emphasize that content presented in an interesting, informative, and relevant manner can encourage consumers to voluntarily spread the information to others, forming positive E-WOM and contributing to increased purchase intention. In addition, research by Ramadhani and Putri (2022) also shows that E-WOM mediates the relationship between digital marketing strategies and purchasing decisions, especially in the context of online retail. In practice, this is a strategic foundation for Hanasui to not only focus on producing quality content on TikTok Shop, but also encourage consumer interaction organically. The content delivered is not enough to just inform about the product, but must also inspire and engage the audience so that they are encouraged to share their experiences. Thus, Hanasui can take advantage of the viral effect caused by EWOM to expand marketing reach more authentically and at low cost.

Furthermore, this strategy can be realized through community-based campaigns and the use of hashtags that can facilitate conversations and user testimonials on TikTok. Hanasui also needs to actively respond to consumer interactions, including positive and negative reviews, as part of content-based customer relationship management. Another practical implication is the importance of continuous evaluation of the effectiveness of content in driving positive E-WOM, for example by monitoring the number of content shares, organic comments, and videos created by users. By strategically integrating content marketing and E-WOM, Hanasui can strengthen its influence on consumer purchase intentions, while building a strong brand reputation amidst increasingly competitive digital market competition.

CONCLUSION

The results of the study showed content marketing has a positive and significant impact on purchase intention. This means that the more optimal the content marketing

strategy implemented by Hanasui in TikTok Shop through the presentation of relevant, informative, and interesting content, the greater the tendency of consumers to have the intention to buy the product. EWOM (Electronic Word Of Mouth) shows a positive and significant impact on purchase intention. Testimonials, reviews, and positive opinions from other users on TikTok have a crucial role in shaping the trust of potential consumers, which ultimately influences purchasing decisions. Electronic Word of Mouth (EWOM) shows significant results in mediating the influence of content marketing on purchase intention. This finding indicates that an effective content marketing strategy not only has a direct influence on purchase intention but also strengthens it through positive consumer perceptions formed from digital reviews and recommendations.

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