

## ANALYSIS OF THE CONTENT MARKETING, INFLUENCER MARKETING, BRAND IMAGE AND PRICE PERCEPTION ON PURCHASE DECISIONS FOR WARDAH SKINCARE PRODUCT ON THE TIKTOK

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### *Abstract*

**General Background:** Effective digital marketing strategies are crucial for influencing consumer purchasing decisions in the skincare industry. **Specific Background:** Despite the rise of TikTok as a marketing platform, understanding the relative impact of content marketing, influencer marketing, brand image, and price perception on purchasing decisions remains underexplored. **Knowledge Gap:** Previous studies have not sufficiently addressed the specific role of these factors within the context of TikTok for skincare products. **Aims:** This research aims to evaluate the influence of content marketing, influencer marketing, brand image, and price perception on the purchasing decisions of Wardah skincare products on TikTok. **Results:** Utilizing a quantitative approach with a sample of 100 Wardah skincare buyers and/or TikTok followers, the study reveals that content marketing and influencer marketing do not significantly impact purchasing decisions. In contrast, brand image and price perception have a significant positive effect. **Novelty:** The study introduces new insights into the effectiveness of TikTok marketing strategies specifically for skincare products and highlights the dominant role of brand image and price perception over content and influencer marketing. **Implications:** To enhance marketing efficacy, Wardah should focus on optimizing brand image, improving content marketing quality, selecting credible influencers, and employing strategic pricing. This integrated approach will help Wardah strengthen its market position and achieve better consumer engagement in the competitive skincare industry.

**Keywords:** Content Marketing, Influencer Marketing, Brand Image, Price Perception, Purchase Decision

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DOI: <https://doi.org/10.61796/ijmi.v1i3.185>



### Introduction

The current digital era has had a big impact on the progress of information which makes users more comfortable using digital technology. The very rapid development of technology has created social media which makes it easier for people to fulfill their needs [1]. Based on Databoks data, the social media with the most active users globally is TikTok with the number of users always increasing every year and the latest number

was 1.61 billion active users in the third quarter of 2023 . TikTok is present as a powerful social platform because it offers interesting features in creating short, entertaining videos and is now also used as a business medium [2] . Starting from a video review and unboxing which aroused curiosity and then attracted viewers to make a purchase. So TikTok took the opportunity by launching the TikTok Shop feature , which allows us to buy something directly on the video by clicking on the yellow basket icon [3] .

According to databoks.katadata.co.id, the beauty products that consumers buy most online in 2023 are facial care products with a percentage of 39.4%, consisting of facial moisturizer 9.3%, facial serum 8.2%, facial cleanser 5.4%, sunblock 4.6%, face mask 2.4% and other face care products 9.5%. Wardah, which is a local brand that sells skincare products, has been established since 1985 and was the first local skincare brand to launch halal skincare in Indonesia and in 1999 was named by the World Halal Council which made Wardah even more trusted because of the safety of its products [1] . Apart from being marketed offline, Wardah also markets online using TikTok. Wardah's TikTok account has 1.3 million followers in 2024 and has also been verified.

According to the data above (source: TopBrand.com) which was accessed in July 2024, Wardah's skincare market share has decreased as seen from sales of 4 Wardah skincare products, namely facial moisturizers, down 6.4% in 2022 and 3.2% in 2024, facial cleansers decrease 1.5% in 2023 and 2% in 2024, sunscreens decrease 1.5% in 2023 and in 2024 decrease 1.6%, face masks decrease 3.5% in 2023 and 1, 2% by 2024. This decline in market share indicates that consumer preferences have changed or there is more competition and the failure to develop effective strategies [4] .

In this context, Consumer Behavior Theory is used as a research approach to understand how purchasing decisions are made by consumers. According to Schiffman and Kanuk, consumer behavior is the process of a person's activity in making decisions starting from searching, selecting, purchasing, using and evaluating products to satisfy wants and needs [5] . Purchasing decisions are where consumers are very confident in deciding to buy a product among the many product choices [6] . A person's decision to buy or use a product that they believe will meet their needs and is willing to bear the risks that may arise is also called a purchasing decision [7] .

Purchasing decisions can be influenced by digital marketing [8] . Digital marketing provides the latest and most updated information about product marketing using all online-based media [9] [10] . There are many ways of digital marketing, one of which is content. Marketing strategies that attract buyers starting from planning, distributing and creating interesting and relevant content are called content marketing [11] . Content marketing is a marketing strategy by uploading content in the form of videos or photos on social media for the audience to see, which makes them curious about the product in the video or photo so they decide to buy [2] .

In creating content, someone is needed who can create good relationships online to share product information with the audience [12] . The person in question is an influencer. Influencers are well-known figures and active social media users who have many followers [9] . A marketing strategy that uses well-known figures who are active on social media and have a good reputation and are influential to their followers with the aim of promoting the products being sold is called influencer marketing. Influencer

marketing requires influencers to act as buyers and users of products or brands to foster trust which can increase sales levels [13] .

The increase in the facial care beauty industry has led to a high level of competition which requires manufacturers to maintain and improve their brand image [14] . Brand image is a valuable intangible asset, which is difficult to imitate, and can help achieve sustainable superior performance [15] . Brand image is a strategy to shape an individual's perspective [16] . The general picture of product quality is formed by the brand name [17] . A brand must have a positive image that consumers always want and make it their first choice when shopping [18] .

Nowadays both women and men prioritize appearance, especially the face and decide to have facial care to get an ideal appearance that makes them more confident, they dare to spend more money to buy facial care products and do not consider the purchase as a waste because caring for the face is an investment in beauty facial skin in the future [19] . How customers perceive a particular price, whether it is high, low, or fair, has a significant impact on their decision to purchase that item is called price perception [20] .

Research by Ferdianto, Hamid, and Maszudi, 2023 shows that purchasing decision variables are positively and significantly influenced by content marketing variables [7] . However, the research findings of Huda, Karsudjono, and Darmawan, 2021 show that content marketing does not have a significant impact on purchasing decisions [11] . Research by Prasetya, Astono & Ristianawati , 2021 shows that the influencer marketing variable has a significant and positive effect on the purchasing decision variable [21] . Meanwhile, Trihudiatmanto's research , 2023, said that influencer marketing has no influence on purchasing decisions [22] . The research findings of Ernawati, Dwi, and Argo, 2021 show that the purchasing decision variable is influenced positively and significantly by the brand image variable [18] . This is different from the research results of Wowor, Lumanauw & Ogi, 2021 which show that the brand image variable does not have a significant effect on purchasing decision variables [6] . Research by Vika Puji Astutik, Bambang Sutedjo , 2022 states that price perceptions have a positive and significant influence on purchasing decisions [19] . This is different from the research results of Sinta Yuliana and Ali Maskur , 2022, which stated that price perceptions did not have a significant effect on purchasing decisions [23] .

Based on the description above, it shows that there is a decline in the market share of Wardah Skincare and inconsistencies in research results which prove that there are differences between theory and research results, so this is the basis for conducting research to determine the influence of content marketing, influencer marketing, brand image and price perception on purchasing decisions. Hence the title of this research "Analysis of the Influence of Content Marketing, Influencer Marketing and Brand Image on Purchasing Decisions for Wardah Skincare Products on TikTok".

## **Methods**

The method for carrying out this research uses quantitative methods. Quantitative methods are research methods in which research data is in the form of numbers which are generally collected using structured questions [38] . The research

population is consumers who shop for Wardah Skincare and/or followers of the Wardahofficial TikTok account totaling 1.3 million. From the total population, a research sample is taken, namely the selection of suitable individuals as representatives of the entire population [38] . The number of samples was taken using the Slovin formula, with an error tolerance limit of 10%. The calculation of the Slovin formula is as follows:

$$n = \frac{N}{1 + N(e^2)}$$
$$n = \frac{1300000}{1 + 1300000(0,1^2)}$$
$$n = 99.992308284$$

Information :

n = Number of samples

N = Number of population

e = Error tolerance limit (10%)

Based on the results of the calculation formula above, the sample size was 99 respondents, rounded up to 100 respondents for the reason of anticipating invalid data in this study. Sample collection used a non-probability sampling technique with a purposive sampling method, namely a sampling technique by selecting respondents who have the specific information needed or meet certain criteria [38] . The criteria set in this research: 1) TikTok users, 2) Active followers of the Wardahofficial TikTok account, 3) Buyers of Wardah skincare products on TikTok. This research distributed questionnaires using Googleform to followers of the Wardahofficial TikTok account via TikTok Direct Message (DM).

The data analysis technique used in this research is using the Structural Equation Model (SEM) Partial Least Square (PLS) with the help of SmartPLS 3.0 software. PLS is a data analysis technique based on components or variants. PLS is used to explain the relationship between latent variables [39] . Data analysis was carried out in 3 stages: the first stage assessed the Outer Model with, 1) convergent validity test, seen from the loading factor value and average variance extracted (AVE) value; 2) discriminant validity test, with Fornell-Lacker criteria testing parameters; and 3) construct reliability tests were carried out using Cronbach's alpha and composite reliability. The second stage assesses the Inner Model with the R-square test, Q-square test and Normed Fit Index (NFI) test. And the third stage is to test the hypothesis with the T Test..

## **Results and Discussion**

### **Respondent Identity**

Respondent identity is a process of describing respondents based on age, gender, education, occupation, income, and purchases of Wardah Skincare made by respondents on TikTok. In this study there were 100 respondents with various characteristics. The following are the results of the analysis of respondent identity.

Table 1. Respondent Identity

Respondent Characteristics	Frequency	Percent
<b>Age</b>		
15 - 19 Years	7	7.0
20 - 24 Years	76	76.0
25 - 29 Years	10	10.0
>30 Years	7	7.0
<b>Gender</b>		
Man	31	31.0
Woman	69	69.0
<b>Last education</b>		
SENIOR HIGH SCHOOL	28	28.0
S1	72	72.0
<b>Work</b>		
Student/Students	76	76.0
Private employees	17	17.0
Self-employed	7	7.0
<b>Income</b>		
<Rp 500,000	18	18.0
IDR 500,000 - IDR 1,000,000	37	37.0
IDR 1,000,000 - IDR 1,500,000	6	6.0
IDR 1,500,000 - IDR 2,000,000	18	18.0
>Rp 2,000,000	21	21.0

Source: Data Processing Results (2024)

The results of the analysis of respondent identities show that in this study there were 100 respondents with various characteristics. In terms of age, the majority of respondents were in the 20-24 year age range with 76 people reaching a percentage of 76%, 10 people aged 25-29 years with a percentage of 10%, while 15-19 year olds with a percentage of 7 people. %, and 7 people aged >30 years with a percentage of 7%. In terms of gender, there are 69 people with a percentage of 69% women, while there are 31 men with a percentage of 31%. Regarding education, the majority of respondents had a bachelor's degree background, 72 people with a percentage of 72%, and 28 people from high school with a percentage of 28%. In terms of work, the majority of respondents were 76 students with a percentage of 76%, followed by 17 respondents who worked as private employees with a percentage of 17%, and 7 self-employed people with a percentage of 7%. In terms of income, respondents with an income of IDR 500,000 – IDR 1,000,000 were 37 people with a percentage of 37%, followed by an income of >Rp. 2,000,000 as many as 21 people with a percentage of 21%, an income <Rp. 500,000 with a percentage of 18 people with a percentage of 18% and an income of IDR 1,500,000 –

IDR 2,000,000 for 18 people with a percentage of 18% and 6 people earning IDR 1,000,000 – IDR 1,500,000 with a percentage of 6%.

### Data Test Results

#### Outer Model

Outer model analysis is a model for measuring the relationship between manifest variables (indicators) and construct variables. Loading Factor describes how much the indicator is related to each latent variable. The convergent validity of a measurement model with reflective indicators can be detected from the correlation between item/indicator scores and construct scores. An individual indicator is said to be reliable if it has a correlation value above 0.70, but a loading of 0.50-0.60 is still acceptable.

Table 2. Convergent Validity

	<b>Brand Image</b>	<b>Content Marketing</b>	<b>Influencer Marketing</b>	<b>Price Perception</b>	<b>Purchase Decision</b>
<b>BI1</b>	0.850				
<b>BI2</b>	0.921				
<b>BI3</b>	0.885				
<b>CM1</b>		0.799			
<b>CM2</b>		0.880			
<b>CM3</b>		0.851			
<b>CM4</b>		0.899			
<b>CM5</b>		0.842			
<b>CM6</b>		0.867			
<b>IM1</b>			0.861		
<b>IM2</b>			0.903		
<b>IM3</b>			0.818		
<b>IM4</b>			0.881		
<b>WW1</b>					0.828
<b>WW2</b>					0.795
<b>PD3</b>					0.880
<b>PD4</b>					0.852
<b>PD5</b>					0.762
<b>PD6</b>					0.894
<b>PP1</b>				0.838	
<b>PP2</b>				0.899	
<b>PP3</b>				0.830	
<b>PP4</b>				0.854	

From the table above, it can be seen that all indicators provide loading factor values above 0.70, so it can be concluded that all indicators meet convergent validity.

Table 3. Convergent Validity (AVE)

	<b>Average Variance Extracted (AVE)</b>	<b>Information</b>
<b>Brand Image</b>	0.785	Valid
<b>Content Marketing</b>	0.734	Valid
<b>Influencer Marketing</b>	0.751	Valid
<b>Price Perception</b>	0.732	Valid
<b>Purchase Decision</b>	0.700	Valid

Source: Processing output with SmartPLS 3.0

The AVE output results from Smart PLS in table 3 produce all constructs having a value > 0.50 so that each construct meets the meaning of n.

Discriminant Validity, the level of construct validity can be measured in the second way, namely using discriminant validity which is presented in table 4 below:

Table 4. Discriminant Validity Test Results (Fornell-Lacker)

	<b>Brand Image</b>	<b>Content Marketing</b>	<b>Influencer Marketing</b>	<b>Price Perception</b>	<b>Purchase Decision</b>
<b>Brand Image</b>	<b>0.886</b>				
<b>Content Marketing</b>	0.864	<b>0.867</b>			
<b>Influencer Marketing</b>	0.757	0.733	<b>0.866</b>		
<b>Price Perception</b>	0.837	0.841	0.713	<b>0.856</b>	
<b>Purchase Decision</b>	0.808	0.729	0.660	0.776	<b>0.836</b>

From the table above, it can be seen that the diagonal value in bold is the square root of AVE and the value below it is the correlation between constructs. The square root value of AVE is greater than the correlation between constructs, so it can be concluded that the model is valid because it meets discriminant validity.

Composite Reliability, Composite reliability values and Cronbach's alpha for each construct are presented in table 5 below:

Table 5. Composite Reliability test results and Cronbach's Alpha

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Information</b>
<b>Brand Image</b>	<b>0.863</b>	<b>0.916</b>	<i>Reliable</i>
<b>Content Marketing</b>	<b>0.927</b>	<b>0.943</b>	<i>Reliable</i>
<b>Influencer Marketing</b>	<b>0.889</b>	<b>0.923</b>	<i>Reliable</i>

<b>Price Perception</b>	<b>0.878</b>	<b>0.916</b>	<i>Reliable</i>
<b>Purchase Decision</b>	<b>0.913</b>	<b>0.933</b>	<i>Reliable</i>

Source: Processing output with SmartPLS 3.0

### Inner Model

Inner Model is a structural model to predict causal relationships between latent variables. The structural model is evaluated using R<sup>2</sup> to measure the level of variation in changes in the independent variable towards the dependent variable. The higher the R<sup>2</sup> value, the better the prediction model of the proposed research model. The R square (R<sup>2</sup>) value is a measure of the proportion of variation in the value of the influenced variable that can be explained by the variable that influences it.

Table 6. R-Square Test Results (R<sup>2</sup>)

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Purchase Decision</b>	0.688	0.675

Source: Processing output with SmartPLS 3.0

The table shows that the R- Square value for the Purchase Decision variable is 0.688, which means it is included in the moderately strong or moderate category.

Table 7. Relevance Predictive Test

	<b>SSO</b>	<b>SSE</b>	<b>Q<sup>2</sup> (=1- SSE/SSO)</b>
<b>Brand Image</b>	300,000	300,000	
<b>Content Marketing</b>	600,000	600,000	
<b>Influencer Marketing</b>	400,000	400,000	
<b>Price Perception</b>	400,000	400,000	
<b>Purchase Decision</b>	600,000	319,339	0.468

Source: Processing output with SmartPLS 3.0

The calculation of Predictive Relevance (Q<sup>2</sup>) in table 7 shows a value of 0.468, so it can be concluded that the model has a relevant predictive value.

### Fit Model

Evaluation of the fit model in this study, using the Normal Fit Index (NFI) test model.



Table 8. Fit Model Evaluation Test

	Saturated	Estimated
Model	Model	
NFI	0.758	0.758

Source: Processing output with SmartPLS 3.0

The research results show how the saturated model suitability value and the estimated model value (structural model) have the same value. NFI returns a value between 0 and 1. The closer the NFI is to 1, the better the match. The results show that the model in the study has a normal fit index (NFI) value of 0.758.

### Hypothesis testing

Hypothesis testing aims to test the relationship whether the independent variable partially has a real effect or not on the dependent variable. To test the hypothesis, 2 criteria are used, namely the path coefficient value and the T statistic value. The path coefficient value shows the level of significance in hypothesis testing. The significance test is carried out using the Bootstrapping method.

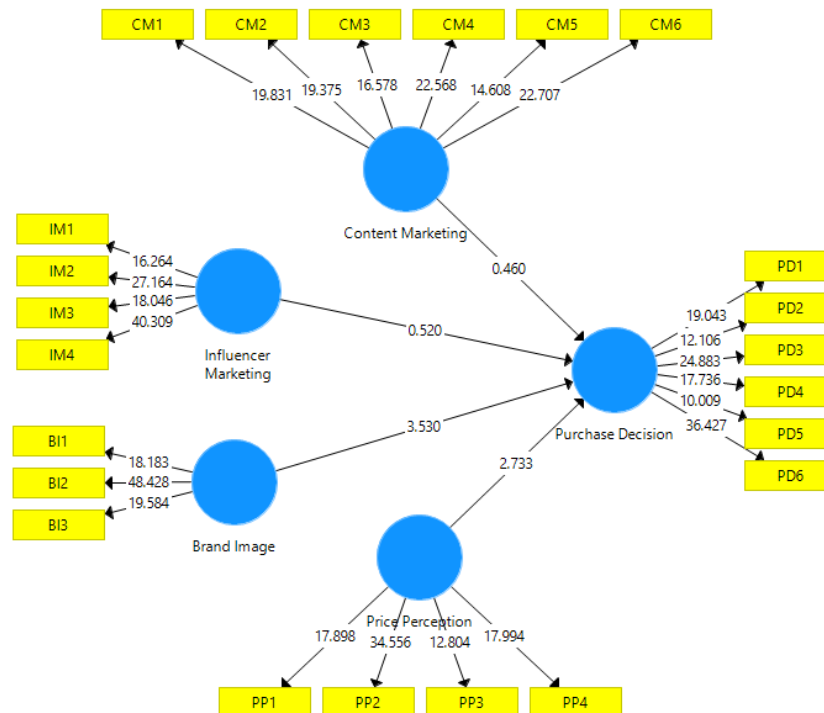


Figure 1. Bootstrapping Test Results

Table 9. Path Coefficient

	Original Sample (O)	T Statistics	P Values
<b>Content Marketing -&gt; Purchase Decision</b>	-0.060	0.460	<b>0.646</b>
<b>Influencer Marketing - &gt; Purchase Decision</b>	0.060	0.520	<b>0.604</b>
<b>Brand Image -&gt; Purchase Decision</b>	0.531	3,530	<b>0,000</b>
<b>Price Perception -&gt; Purchase Decision</b>	0.339	2,733	<b>0.007</b>

## Discussion

### The Influence of Content Marketing on Purchasing Decisions

The first hypothesis states that Content Marketing has no positive and significant effect on Purchasing Decisions. This means that the existence of content marketing does not have a significant positive effect on purchasing decisions for Wardah Skincare products on TikTok. Content marketing for Wardah Skincare products on TikTok shows that although the content produced has high relevance to the audience's needs, is presented in language that is easy to understand, and content accents that are easy to find, it lacks consistency in delivery. And the added value offered is not strong enough to encourage purchasing decisions.

The results of this research are supported by research conducted by Huda, Karsudjono, and Darmawan, 2021 who found that content marketing had no significant positive effect on purchasing decisions [11]. However, this research contradicts the research results of Ferdianto, Hamid, and Maszudi, 2023, showing that purchasing decision variables are positively and significantly influenced by content marketing variables [7].

### The Influence of Influencer Marketing on Purchasing Decisions

The second hypothesis states that Influencer Marketing has no significant effect on Purchasing Decisions. This means that the existence of influencer marketing does not have a significant influence on purchasing decisions for Wardah Skincare products on TikTok. Even though the selected influencers have high popularity and have strong appeal, their credibility does not strong will not influence consumers to make purchasing decisions.

The results of this research are supported by research conducted by Trihudyatmanto, 2023, which states that influencer marketing has no influence on purchasing decisions [22]. The research also says that the credibility of influencers must be further improved. That way consumers will have more confidence that the influencer is telling the truth about how they feel about the product or brand. More convincing to consumers, to the point that consumers consider influencers to be experts.

### The Influence of Brand Image on Purchasing Decisions

The third hypothesis states that brand image has a positive and significant effect on purchasing decisions. This means that brand image has a positive and significant influence on purchasing decisions for Wardah Skincare products on TikTok. Brand

image has an important role related to purchasing decisions. The better the brand image of a product, the easier it will be for consumers to remember the product and this will directly increase consumer purchasing decisions for a product.

This shows that Wardah Skincare users use brand image as a factor determines when you want to shop online on TikTok. Wardah's brand image is already good in the minds of consumers. The company must be able to maintain and improve Wardah's brand image. The results of this research are supported by research conducted by Arjuna & Ilmi, 2019 and Ernawati, Dwi & Argo, 2021 which states that brand image has a positive and significant effect on purchasing decisions [15] [18].

### **The Influence of Price Perception on Purchasing Decisions**

The fourth hypothesis states that price perception has a positive and significant effect on purchasing decisions. This means that price perception has a positive and significant influence on purchasing decisions for Wardah Skincare products on TikTok. This proves that by creating prices that are affordable for consumers, matching prices with product quality, matching prices with benefits, and competitive prices, we can encourage consumers to buy products.

The results of this research are supported by research conducted by Vika Puji Astutik and Bambang Sutedjo, 2022 and research by Sri Handayani, Nungky Viana Feranita and Andrias Dwimahendrawan, 2023 which also states that price perception has a positive and significant effect on purchasing decisions [19] [20].

### **Conclusion**

**Fundamental Finding:** This research finds that while content marketing and influencer marketing do not significantly influence purchasing decisions for Wardah skincare products on TikTok, brand image and price perception have a significant positive impact. **Implication:** The results suggest that Wardah should prioritize enhancing its brand image and optimizing price perceptions to boost consumer purchasing decisions. Additionally, although content and influencer marketing hold potential, their current effectiveness is limited and requires improvement. **Limitation:** The study's limitations include its reliance on a purposive sampling technique, which may not fully represent the broader consumer base, and the use of a single platform (TikTok), which may limit generalizability. **Further Research:** Future research should explore the effectiveness of these marketing strategies across different platforms and demographics, and consider longitudinal studies to assess the long-term impact of brand image and price perception on purchasing behavior.

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