

# The Influence of Digital Marketing, Influencer Marketing, and Content Marketing on Purchase Decisions: A Study of TikTok Users in Indonesia

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**Abstract:** The rapid proliferation of digital platforms, particularly TikTok, has fundamentally reshaped consumer purchase behavior in emerging markets. This study examines the influence of digital marketing, influencer marketing, and content marketing on the purchase decisions of TikTok users in Indonesia. Employing a quantitative research design, data were collected from 172 respondents via purposive sampling and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) through Smart PLS 3.0. The findings reveal that all three variables exert a significant positive effect on purchase decisions. Content marketing demonstrates the strongest influence ( $\beta = 0.446$ ,  $t = 6.689$ ,  $p < 0.05$ ), followed by digital marketing ( $\beta = 0.351$ ,  $t = 4.962$ ,  $p < 0.05$ ) and influencer marketing ( $\beta = 0.123$ ,  $t = 2.131$ ,  $p < 0.05$ ). The model accounts for 68.8% of the variance in purchase decisions ( $R^2 = 0.688$ ), indicating strong explanatory power. These findings suggest that businesses leveraging TikTok as a marketing channel should prioritize high-quality, creative content as the primary driver of consumer purchasing behavior, while complementing it with targeted digital advertising and strategic influencer collaborations. This study contributes to the growing body of literature on digital consumer behavior in the context of short-form video platforms in developing economies.

**Keywords:** Digital Marketing; Influencer Marketing; Content Marketing; Purchase Decision; TikTok; PLS-SEM; Indonesia.

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## I. INTRODUCTION

The advancement of information and communication technology has brought about significant changes in human behavior, from lifestyle adjustments to shifts in consumption patterns. In the digital era, technology plays a major role in shaping buying and selling activities through the growth of e-commerce and digital payment platforms collectively referred to as digital marketing, enabling consumers to purchase products online without leaving their homes. From a business perspective, digital marketing allows companies to reach consumers more broadly and effectively through digital platforms.

Digital marketing encompasses various strategies, including social media marketing, data-driven advertising, email marketing, and influencer-based communication. As the number of internet users worldwide continues to rise, digital marketing has become increasingly critical for building brand awareness and enhancing consumer purchase

decisions (Chaffey & Ellis-Chadwick, 2022). Internet penetration in Indonesia has shown consistent growth, rising from 73.7% in 2020 to 77.01% in 2022 and 78.19% in 2023, particularly with respect to online shopping activity.

One social media platform that has experienced remarkable growth in recent years is TikTok. The application allows users to create, share, and consume short-form videos with interactive features such as filters, sound effects, and a highly personalized recommendation algorithm. TikTok has expanded from pure entertainment into e-commerce, with the launch of TikTok Shop in 2020 further supporting digital marketing practices. With more than one billion monthly active users globally, TikTok has become a key platform for businesses to connect with consumers and particularly younger generations who are more exposed to digital trends and content-driven marketing.

Within the TikTok marketing ecosystem, three factors play a central role in shaping consumer purchase decisions:

digital marketing, influencer marketing, and content marketing. Digital marketing on TikTok can be implemented through paid advertisements (TikTok Ads), algorithm-driven organic reach, and branded hashtag challenges. Influencer marketing leverages credible individuals who command large follower bases to promote products and services (Khairunnisa et al., 2024). Content marketing focuses on the creation and distribution of relevant content to inform, engage, and persuade target audiences (Christy, 2023).

Despite growing scholarly interest in TikTok as a marketing platform, limited research has simultaneously examined the combined influence of these three variables in the context of Indonesian consumers, particularly in the Solo Raya region. This study therefore aims to analyze the effects of digital marketing, influencer marketing, and content marketing on the purchase decisions of TikTok users in Solo Raya, and to provide evidence-based insights for businesses operating in this digital environment.

Despite the growing body of literature on TikTok as a marketing platform, most previous studies have primarily examined digital marketing, influencer marketing, or content marketing in isolation. While some studies have explored the relationship between these variables and purchase decisions, limited research has simultaneously investigated the combined effects of digital marketing, influencer marketing, and content marketing within a single integrated model. Furthermore, empirical studies focusing on Indonesian consumers, particularly in the Solo Raya region, remain scarce.

Therefore, this study addresses this gap by examining the simultaneous influence of digital marketing, influencer marketing, and content marketing on purchase decisions among TikTok users in Indonesia, providing a more comprehensive understanding of consumer behavior in the context of short-form video platforms.

Based on the background and research gap discussed above, this study seeks to further explore the role of digital marketing strategies in influencing consumer behavior on TikTok. In order to achieve this objective, several research questions are formulated to guide the analysis as follows:

- Does digital marketing significantly affect purchase decisions among TikTok users?
- Does influencer marketing significantly affect purchase decisions among TikTok users?
- Does content marketing significantly affect purchase decisions among TikTok users?
- Do digital marketing, influencer marketing, and content marketing simultaneously affect purchase decisions among TikTok users?

Building upon the issues and research gap identified in the previous discussion, this study aims to provide a more comprehensive understanding of how digital marketing, influencer marketing, and content marketing influence consumer purchase decisions. To address this objective, the following research questions are proposed:

- Analyze the effect of digital marketing on the purchase decisions of TikTok users in Solo Raya.
- Analyze the effect of influencer marketing on the purchase decisions of TikTok users in Solo Raya.
- Analyze the effect of content marketing on the purchase decisions of TikTok users in Solo Raya.
- Analyze the simultaneous effect of digital marketing, influencer marketing, and content marketing on purchase decisions of TikTok users in Solo Raya.

## II. MATERIALS AND METHODS

This study employs a quantitative research approach to analyze the influence of digital marketing, influencer marketing, and content marketing on purchase decisions among TikTok users. The quantitative method is appropriate for this research as it enables the measurement of relationships between variables using statistical analysis.

The research design used in this study is explanatory research, which aims to explain the causal relationships between independent variables, namely Digital Marketing (X1), Influencer Marketing (X2), and Content Marketing (X3), and the dependent variable, Purchase Decision (Y). This design is suitable for testing hypotheses and determining the magnitude of influence among variables.

The population of this study consists of TikTok users in the Solo Raya region. The sampling technique used is purposive sampling, where respondents are selected based on specific criteria (Ferdinand, 2014). The criteria include: (1) individuals who actively use TikTok, (2) reside in Surakarta or surrounding areas, and (3) are at least 17 years old. Based on the requirements of Partial Least Squares Structural Equation Modeling (PLS-SEM), a minimum sample size of 150 respondents is considered adequate. In this study, a total of 172 valid responses were collected and analyzed.

Primary data were collected using a structured questionnaire distributed online through Google Forms. The questionnaire employed a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The instrument was developed based on indicators derived from prior studies to ensure content validity.

This study involves four variables consisting of three independent variables and one dependent variable. Digital Marketing (X1) is defined as a marketing strategy utilizing digital platforms to reach and interact with consumers (Chaffey & Smith, 2017). Influencer Marketing (X2) refers to marketing activities that involve individuals with influence over audiences, characterized by credibility, attractiveness, and trust (Lou & Yuan, 2019). Content Marketing (X3) is defined as the creation and dissemination of valuable and relevant content aimed at attracting and engaging audiences (Ashley & Tuten, 2015). Meanwhile, Purchase Decision (Y) refers to the process by which consumers choose, purchase, and evaluate products based on their needs and preferences.

Table 1 Operational Variables

No.	Variable	Definition	Indicators
1	Digital Marketing (X1)	Marketing strategy using digital technology, especially the internet, to reach and interact with customers (Chaffey & Smith, 2017)	1. Ease of product information access 2. Quality of digital promotions 3. Two-way communication interactivity 4. Effectiveness of digital ads in increasing purchase intent
2	Influencer Marketing (X2)	Individuals with social influence over audiences who can affect purchase decisions based on credibility, attractiveness, and trust (Lou & Yuan, 2019)	1. Influencer credibility and expertise 2. Influencer attractiveness and positive image 3. Congruence between influencer and product 4. Degree of interaction and engagement with followers
3	Content Marketing (X3)	Digital marketing material delivered through digital platforms to attract, educate, and persuade audiences toward products or services (Ashley & Tuten, 2015)	1. Creativity and innovation in content presentation 2. Relevance of content to audience needs and interests 3. Visual quality and information delivery 4. Comprehensibility and shareability of content

Data analysis was conducted using Partial Least Square Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software. PLS-SEM is chosen because it does not require strict normality assumptions and is suitable for analyzing complex models with relatively small sample sizes (Ghozali, 2021).

The analysis consists of two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The outer model evaluation includes tests of convergent validity, discriminant validity, and reliability. Convergent validity is assessed through loading factors greater than 0.50 and Average Variance Extracted (AVE) values greater than 0.50. Reliability is evaluated using Composite Reliability and Cronbach’s Alpha, where values above 0.70 indicate acceptable reliability.

In addition, multicollinearity is assessed using the Variance Inflation Factor (VIF), where values below 5 indicate that there is no multicollinearity issue among variables. The inner model evaluation includes the assessment of the coefficient of determination ( $R^2$ ) to measure the explanatory power of the model. Model fit is evaluated using Standardized Root Mean Square Residual (SRMR), with values below 0.08 indicating a good fit, and Normed Fit Index (NFI), with values approaching 1 indicating better model fit. Hypothesis testing is conducted by analyzing path coefficients, where hypotheses are accepted if the t-statistic is greater than 1.96 and the p-value is less than 0.05.

### III. RESULTS

A total of 172 valid responses were analyzed in this study. Based on gender distribution, 100 respondents (58.1%) were female and 72 (41.9%) were male. The majority of respondents were aged between 17 and 25 years, accounting for 84.9% (146 respondents), indicating that the sample is dominated by young individuals who are highly active on TikTok. In terms of occupation, students constituted the largest group, representing 77.9% (134 respondents), which reflects the dominance of student users in the platform’s ecosystem. Regarding monthly income, 48.3% of respondents reported earnings between IDR 500,000 and IDR 1,500,000. Furthermore, purchase frequency analysis revealed that 42.9% of respondents made between 1 and 3 purchases via TikTok per year, indicating moderate engagement in online shopping behavior.

The evaluation of the measurement model (outer model) was conducted to assess the validity and reliability of the constructs. Convergent validity was examined using outer loading values, and all indicators demonstrated loading values above the acceptable threshold of 0.50, indicating that the indicators are valid measures of their respective constructs. Although one indicator of influencer marketing (IM3) recorded a loading value of 0.478, which is slightly below the threshold, it was retained in the model as the overall construct still met validity requirements and the Average Variance Extracted (AVE) value remained above 0.50. The detailed results of outer loading values are presented in Table 2.

Table 2 Outer Loading Values

Variable	Indicator	Outer Loading	Status
Content Marketing	CM1	0.811	Valid
	CM2	0.801	Valid
	CM3	0.712	Valid
	CM4	0.735	Valid
	CM5	0.862	Valid
Digital Marketing	DM1	0.829	Valid
	DM2	0.769	Valid
	DM3	0.844	Valid
	DM4	0.821	Valid
	DM5	0.794	Valid
Influencer Marketing	IM1	0.672	Valid
	IM2	0.733	Valid

	IM3	0.478	Valid
	IM4	0.749	Valid
	IM5	0.763	Valid
Purchase Decision	KP1	0.737	Valid
	KP2	0.739	Valid
	KP3	0.790	Valid
	KP4	0.646	Valid
	KP5	0.821	Valid

The outer loading results indicate that all indicators are valid in measuring their respective constructs, as most loading values exceed the recommended threshold of 0.50. This suggests that each indicator has a strong correlation with its latent variable. Although one indicator (IM3) shows a slightly lower loading value, it is still considered acceptable within exploratory research contexts. Overall, the results confirm that the measurement model demonstrates adequate convergent validity, meaning that the constructs are well represented by their indicators.

Further validation was conducted using the Average Variance Extracted (AVE), where all constructs exhibited values exceeding 0.50, confirming adequate discriminant validity. In addition, reliability testing showed that all variables achieved Cronbach’s Alpha and Composite Reliability values above 0.70, indicating strong internal consistency. The results of AVE and reliability testing are presented in Table 3 and Table 4, respectively.

Table 3 Average Variance Extracted (AVE) Values

Variable	AVE	Status
Content Marketing	0.618	Valid
Digital Marketing	0.659	Valid
Influencer Marketing	0.538	Valid
Purchase Decision	0.561	Valid

The AVE results confirm that all constructs meet the minimum threshold of 0.50, indicating that each variable explains more than half of the variance of its indicators. This demonstrates that the constructs possess good discriminant

validity and are sufficiently distinct from one another. As a result, the model is considered valid in distinguishing between digital marketing, influencer marketing, content marketing, and purchase decision.

Table 4 Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Status
Content Marketing	0.844	0.889	Reliable
Digital Marketing	0.870	0.906	Reliable
Influencer Marketing	0.786	0.853	Reliable
Purchase Decision	0.803	0.864	Reliable

The reliability test results show that all variables have Cronbach’s Alpha and Composite Reliability values above 0.70, indicating strong internal consistency. This means that the measurement items used in this study are stable and consistent in capturing the intended constructs. Therefore, the instrument used in this research can be considered reliable for further analysis. Multicollinearity was also assessed using the Variance Inflation Factor (VIF), and all indicators recorded values below 5, ranging from 1.281 to 2.354, confirming the absence of multicollinearity issues within the model.

The structural model (inner model) evaluation was conducted to assess the explanatory power and overall model fit. The coefficient of determination (R<sup>2</sup>) for purchase decision was found to be 0.688, indicating that 68.8% of the variance in purchase decisions can be explained by digital marketing, influencer marketing, and content marketing. This result suggests that the model has moderate to strong explanatory power. The R-square results are presented in Table 5.

Table 5 R-Square Results

Variable	R Square	R Square Adjusted	Interpretation
Purchase Decision	0.688	0.682	Moderate–Strong

The R-square value of 0.688 indicates that the model has substantial explanatory power, as digital marketing, influencer marketing, and content marketing collectively explain a significant proportion of the variance in purchase decisions. This suggests that the model is effective in capturing the key factors influencing consumer behavior on

TikTok, although other external variables may also contribute to purchase decisions.

These results indicate that the proposed model is not only capable of explaining a substantial portion of the variance in purchase decisions but also reflects the combined

contribution of multiple marketing dimensions in influencing consumer behavior. The relatively high R-square value suggests that digital marketing, influencer marketing, and content marketing function as complementary factors rather than independent elements. This highlights the importance of integrating various marketing strategies to better capture the complexity of consumer decision-making processes in digital environments such as TikTok.

Model fit was further evaluated using goodness-of-fit indicators. The Standardized Root Mean Square Residual (SRMR) value was 0.072, which is below the threshold of 0.08, indicating a good model fit. Additionally, the Normed Fit Index (NFI) value was 0.778, which approaches 1.0, suggesting an acceptable level of model adequacy. The detailed goodness-of-fit results are presented in Table 6.

Table 6 Goodness of Fit Results

Indicator	Saturated Model	Estimated Model	Threshold	Status
SRMR	0.072	0.072	< 0.08	Fit
d_ULS	1.076	1.076	-	-
d_G	0.450	0.450	-	-
Chi-Square	400.230	400.230	-	-
NFI	0.778	0.778	Approaching 1.0	Acceptable

The goodness-of-fit results indicate that the model fits the data well. The SRMR value below 0.08 confirms that the discrepancy between the observed data and the model is minimal. Additionally, the NFI value approaching 1.0 suggests that the proposed model has a satisfactory level of fit. These findings indicate that the structural model is acceptable and suitable for hypothesis testing.

Finally, hypothesis testing was conducted by examining the path coefficients, t-statistics, and p-values. The results indicate that all proposed hypotheses are supported. Content marketing shows the strongest influence on purchase decisions, followed by digital marketing and influencer marketing. These findings confirm that all independent variables have a significant positive effect on purchase decisions among TikTok users. The detailed results of hypothesis testing are presented in Table 7.

Table 7 Direct Effect Hypothesis Test Result

Path	Orig. Sample (β)	Sample Mean	T-Statistic	P-Value	Result
Content Marketing → Purchase Decision	0.446	0.447	6.689	0.000	Supported
Digital Marketing → Purchase Decision	0.351	0.348	4.962	0.000	Supported
Influencer Marketing → Purchase Decision	0.123	0.127	2.131	0.034	Supported

The hypothesis testing results reveal that all independent variables have a significant positive effect on purchase decisions. Content marketing emerges as the most influential factor, indicating that engaging and relevant content plays a crucial role in shaping consumer behavior on TikTok. Digital marketing also shows a strong effect, reflecting the importance of digital platforms in reaching and influencing consumers. Meanwhile, influencer marketing, although having the smallest coefficient, still significantly contributes to purchase decisions, highlighting the role of credibility and social influence in the decision-making process.

#### IV. DISCUSSION

The results of this study provide strong empirical evidence that digital marketing, influencer marketing, and content marketing significantly influence purchase decisions among TikTok users. The findings indicate that digital marketing has a significant positive effect on purchase decisions. This result is consistent with prior studies which highlight that digital platforms enhance consumer engagement and facilitate more effective communication between businesses and consumers. The interactive features and algorithm-driven content distribution on TikTok enable firms to deliver personalized marketing messages, which significantly influence consumer decision-making. This supports the argument that digital marketing plays a crucial

role in shaping modern consumer behavior, particularly in highly digitalized environments.

The analysis shows that digital marketing has a significant positive effect on purchase decisions. This indicates that the use of digital platforms such as TikTok enables businesses to effectively reach and engage consumers through targeted and interactive content. Features such as short-form videos, algorithm-driven content distribution, and advertising tools allow brands to deliver personalized messages, which ultimately influence consumer decision-making. This finding are consistent with previous studies that emphasize the effectiveness of digital marketing in increasing consumer awareness and purchase intention.

Furthermore, influencer marketing is found to have a significant positive effect on purchase decisions, although its influence is relatively smaller compared to other variables. This finding aligns with Lou and Yuan (2019), who emphasize that influencer credibility and message value significantly affect consumer trust. Similarly, Majid and Faizah (2023) found that influencer marketing contributes to purchase decisions, although its effectiveness depends heavily on the perceived authenticity and relevance of the influencer. The relatively lower coefficient in this study suggests that influencer marketing alone may not be sufficient to strongly drive purchase decisions without being supported by other

marketing strategies.

Content marketing emerges as the most influential factor affecting purchase decisions. This finding is consistent with previous research indicating that high-quality and engaging content significantly enhances consumer interest and purchasing behavior. On TikTok, visually appealing and creative content is more effective in capturing user attention and sustaining engagement. This result also supports the AIDA model, which explains how content attracts attention, generates interest, builds desire, and ultimately drives action. Therefore, content quality becomes a key determinant in influencing consumer decisions in short-form video platforms.

In addition, the combined effect of digital marketing, influencer marketing, and content marketing demonstrates a strong explanatory power, as reflected by the  $R^2$  value of 0.688. This indicates that these three variables collectively provide a comprehensive framework for understanding consumer purchase behavior on TikTok. The integration of multiple marketing strategies allows businesses to maximize their reach, build trust, and deliver compelling content, thereby enhancing overall marketing effectiveness.

Overall, the findings of this study suggest that businesses should not rely on a single marketing approach but instead adopt an integrated digital marketing strategy. Emphasis should be placed on developing high-quality content as the primary driver, supported by effective digital distribution and credible influencer partnerships. This integrated approach is essential for optimizing consumer engagement and increasing purchase decisions in the increasingly competitive digital marketplace.

## V. CONCLUSION

This study examined the influence of digital marketing, influencer marketing, and content marketing on the purchase decisions of TikTok users in Indonesia using a Partial Least Square Structural Equation Modeling (PLS-SEM) approach with 172 respondents. The findings reveal that all three independent variables have a significant positive effect on purchase decisions. Digital marketing is shown to significantly influence purchase decisions, indicating that the use of digital platforms and targeted promotional strategies effectively enhances consumer engagement and drives purchasing behavior.

Influencer marketing also shows a significant positive effect, although with a relatively smaller contribution compared to other variables, suggesting that while influencer credibility and social influence play an important role in shaping consumer perceptions, their effectiveness is often strengthened when combined with other marketing strategies. Meanwhile, content marketing emerges as the most dominant factor influencing purchase decisions, highlighting the critical importance of creating engaging, informative, and visually appealing content in capturing consumer attention and encouraging action, particularly within the dynamic and entertainment-driven environment of TikTok.

Furthermore, the combined effect of digital marketing, influencer marketing, and content marketing explains 68.8% of the variance in purchase decisions, indicating that these variables collectively form a strong and comprehensive model in understanding consumer behavior on TikTok. This demonstrates that an integrated marketing approach is essential in maximizing the effectiveness of digital marketing strategies, as each variable complements one another in influencing different stages of the consumer decision-making process.

From a managerial perspective, these findings suggest that businesses should prioritize the development of high-quality content as the core of their marketing strategy, supported by effective digital distribution and the strategic use of influencers to enhance credibility and reach. Companies should focus on creating content that is not only visually appealing but also relevant and informative to the target audience in order to strengthen engagement and conversion rates.

From a theoretical standpoint, this study contributes to the growing body of literature on digital consumer behavior, particularly in the context of short-form video platforms such as TikTok in emerging markets. The results provide empirical evidence supporting the integration of multiple digital marketing approaches in influencing purchase decisions.

However, this study is not without limitations, as it focuses on a specific geographic area and demographic group. Therefore, future research is recommended to expand the scope of study to different regions and populations, incorporate additional variables such as brand awareness, consumer trust, or customer engagement as mediating factors, and explore longitudinal approaches to better understand the long-term impact of digital marketing strategies on consumer behavior.

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