

**THE INFLUENCE OF CONTENT MARKETING, PRICE, PRODUCT  
QUALITY ON PURCHASE DECISIONS IN THE ONLINE  
MARKETPLACE TIKTOK SHOP****Fadli Adnin Nasution<sup>1\*</sup>, Paham Ginting<sup>2</sup>, Amlys Syahputra Silalahi<sup>3</sup>, Syafrizal Helmi  
Situmorang<sup>4</sup>**<sup>1,2,3,4</sup>Universitas Sumatera Utara

Jalan Dr. T. Mansur No.9, Padang Bulan, Kec. Medan Baru, Kota Medan

\*Email: [fadliadnin@umsu.ac.id](mailto:fadliadnin@umsu.ac.id)**ABSTRACT**

This study aims to determine the effect of content marketing, price, and product quality on purchasing decisions in the TikTok Shop online marketplace among students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra. This study uses quantitative descriptive research, which is a multiple linear regression-based method with SPSS. The study population is students in the 2024/2025 academic year at the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, with a total of 950 students. The sample was obtained from the results of calculations using a random sampling technique of 90 students. The data collection process was obtained by conducting interviews (observations) and questionnaires. Hypothesis testing using t-tests and the coefficient of determination (R<sup>2</sup>). The data analysis technique was carried out using instrument tests, classical assumption tests, statistical tests, and hypothesis tests. Based on the research test conducted, the following results were obtained: (1) Content Marketing does not have a positive and significant effect on Purchasing Decisions for electronic products (2) Price has a positive and significant effect on Purchasing Decisions for electronic products. (3) Product quality has a positive and significant effect on the purchasing decision for electronic products. (4) Simultaneously, it is known that the Fcount value > Ftable (12.522 > 2.72) means that content marketing, price, product quality simultaneously have a positive and significant effect on the purchasing decision for electronic products for students of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra.

**Keywords: Content Marketing, Price, Product Quality, Purchasing Decisions****INTRODUCTION**

The rapid growth in internet usage in Indonesia is a potential for business people in Indonesia, where with the increasingly rapid growth of internet users, this will also encourage the growth of e-commerce in Indonesia. Current digital developments are causing a shift from conventional models to models of activities that can be carried out online. The pandemic in early 2020 led to the widespread use of online marketplaces. As stated by Statista in the Digital Market Outlook report, e-commerce users in Indonesia are predicted to grow 15% from a total of 138 million users in 2020, reaching 159 million users in 2021 (Yunarko, 2021). The Gross Merchandise Value (GMV) in Indonesia was recorded at US\$6.198 billion, making it the largest market in Southeast Asia for TikTok Shop. This success is influenced by the large population, the high number of TikTok users, and the

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growing digital consumption culture. The increase in marketplace users and visitors is the basis for consumer purchasing decisions (Viora & Suyanto, 2020). Purchasing decisions are part of consumer behavior. Consumer purchasing decisions are created by consumer behavior, namely the desire and need to buy certain products or services. In addition to purchasing decisions, content marketing is an important strategy in e-commerce because it is an invitation with the aim of providing information to buyers. Sellers must provide different, interesting, and educational content to consumers in order to generate buying interest and create purchasing decisions (Yusuf & Ahmad, 2020). In e-commerce, there are many problems with product quality, such as low product quality and information that does not match the product description, and this can make consumers feel disadvantaged. The next problem is the price discrepancy in which sellers sell their products at too high a price for the quality of the product. The presence of e-commerce makes it easier for students to get the goods they want. One of the largest marketplaces in Indonesia is Tiktok Shop. Tiktok Shop is familiar to students. With the presence of the marketplace, students no longer need to bother shopping at the market or the mall because they can shop online at the marketplace.

### METHODS

The population of this study were TikTop Shop Marketplace users, specifically students in the 2024/2025 academic year of the Faculty of Economics and Business, Muhammadiyah University of North Sumatra, which totaled 950 students. The determination of the sample size is measured using the Slovin formula with a confidence level of 90% and an e value = 10%, so that the number of samples in this study is 90 student respondents. According to (Sugiyono, 2017), the data source is data that is directly collected by the researcher from his first source. Then the researcher uses a questionnaire method that is distributed or delivered directly to students. Primary data is obtained by asking a number of structured questions. Meanwhile, the data analysis technique uses multiple linear regression analysis, validity test, reliability test, and classical assumption test which includes normality test, multicollinearity test, and heteroscedasticity test.

### RESULTS

#### Normality Test

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		83
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.39089570
Most Extreme Differences	Absolute	.098
	Positive	.098
	Negative	-.083
Test Statistic		.098
Asymp. Sig. (2-tailed)		.067 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

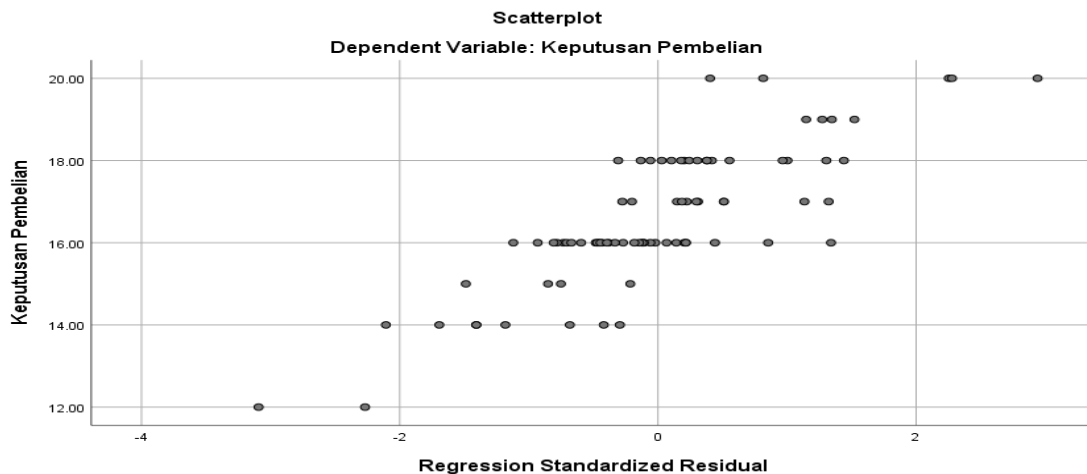
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Based on the table above, a significance value of 0.067 is obtained in table 4.37 (Asymp. Sig. (2-tailed)), which is greater than  $\alpha$  (0.05). The decision is made to accept H<sub>0</sub>, which means that the distribution of the variables Content Marketing (X<sub>1</sub>), Price (X<sub>2</sub>), and Product Quality (X<sub>3</sub>) with the variable Purchase Decision (Y) is normally distributed.

### Multicollinearity Test



Based on the graph above, it is known that the points have been evenly distributed at point 0. So it can be concluded that the data is free of heteroscedasticity and is as expected in this study, which is free of heteroscedasticity.

### Multiple Regression Analysis

Model	Coefficients <sup>a</sup>					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
1	(Constant)	6.031	1.858		3.246	.002		
	Content Marketing	.106	.081	.144	1.313	.193	.715	1.399
	Harga	.248	.108	.266	2.295	.024	.640	1.562
	Kualitas Produk	.159	.075	.280	2.130	.036	.497	2.012

a. Dependent Variable: Keputusan Pembelian

Based on the table above, it is known that the Tolerance value for *Content Marketing* is 0.715, Price is 0.640, and Product Quality is 0.497, these values are greater than 0.1. Furthermore, the VIF values for *Content Marketing* are 1.399, Price 1.562, and Product Quality 2.012, which are less than 10. So it can be concluded that the data is free from multicollinearity, which is what is expected in this study.

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### Partial Test (t)

**Coefficients<sup>a1</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
				Beta		
1	(Constant)	6.031	1.858		3.246	.002
	Content Marketing	.106	.081	.144	1.313	.193
	Harga	.248	.108	.266	2.295	.024
	Kualitas Produk	.159	.075	.280	2.130	.036

a. Dependent Variable: Keputusan Pembelian

Based on the table above, the results of the hypothesis testing are as follows:

1. Free Variable X1 (content marketing). The t-value of the content marketing variable is 1.313 and the t-table is 1.663 so that the t-value is  $<$  t-table ( $1.313 < 1.663$ ) and the significance value is greater than 0.05 ( $0.193 > 0.05$ ) so it can be concluded that the content marketing variable does not have a positive and significant effect on purchasing decisions (H1 = rejected).
2. Independent Variable X2 (Price) The t-value of the price variable is 2.295 and the t-table is 1.663 so that t-value  $>$  t-table ( $2.295 > 1.663$ ) and the significance value is less than 0.05 ( $0.024 < 0.05$ ) so it can be concluded that the price variable has a positive and significant effect on purchasing decisions (H2 = accepted)
3. Independent Variable X3 (product quality) The t-value of the product quality variable is 2,130 and the t-table is 1. 663 so that t-count  $>$  t-table ( $2,130 > 1,663$ ) and the significance value is less than 0.05 ( $0.036 > 0.05$ ) so it can be concluded that the product quality variable has a positive and significant effect on purchasing decisions (H3 = accepted).

### Determination Coefficient (R<sup>2</sup>)

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.568 <sup>a</sup>	.322	.297	1.41706

a. Predictors: (Constant), Kualitas Produk , Content Marketing, Harga

b. Dependent Variable: Keputusan Pembelian

Based on the calculation of the coefficient of determination, the Adjusted R Square value obtained is 0.297. This figure indicates that 29.7% of purchasing decisions (the dependent variable) can be explained by the variables of *Content Marketing*, Price, and Product Quality. The remaining 69.3% is influenced by other factors.

**DISCUSSION****The Effect of Content Marketing on Purchasing Decisions**

Based on the test results, content marketing has no effect on purchasing decisions. This is because: First, the content presented is irrelevant or does not match the needs of the audience so it will not attract their attention. Second, uninformative or low-quality content can reduce audience confidence in decision making. Third, the amount of content from competitors can confuse the audience and make it difficult to choose. The results of this study are also in line with research conducted by Huda et al., (2024), which says that content marketing does not have a positive and significant effect on Purchase Decisions.

**The Effect of Price on Purchasing Decisions**

Based on the test results, price has an effect on purchasing decisions for electronic products. This is because: First, consumers often compare the price of a product with the benefits it offers. Second, price determines who the product can reach. Third, price can influence the way consumers feel about their relationship with the brand. The results of this study are also in line with research conducted by Setiawan, (2020), who says that price has a positive and significant effect on purchasing decisions.

**The Influence of Product Quality on Purchasing Decisions**

Based on the test results, product quality affects purchasing decisions on electronic products. This is because: First, high-quality products help build trust in the brand. Consumers tend to choose brands that are known to provide quality products. Second, consumers often evaluate whether the product provides value comparable to the price paid. High-quality products are considered to be of greater value. Third, high-quality products tend to be more durable and reliable, so consumers feel more secure in making investments. The results of this study are also in line with research conducted by Dwijantoro et al., (2021), which shows that the product quality variable has an influence and is significant for purchasing decisions.

**CONCLUSION**

Current digital developments have triggered a shift from conventional models to online activities. This transformation has given rise to a new business concept that offers convenience and efficiency, which leads to lower costs and improved service quality, known as a marketplace. Technological advances have enabled the emergence of various online buying and selling marketplaces in the lives of students and the community, which ultimately influences consumer behavior in purchasing decisions. Based on the results of research and analysis that have been carried out, it can be concluded that the content marketing variable does not have a positive and significant effect on purchasing decisions (the first hypothesis is rejected). The price variable has a positive and significant effect on purchasing decisions (the second hypothesis is accepted). The product quality variable has a positive and significant effect on purchasing decisions (the third hypothesis is accepted). Content Marketing, Price and Product Quality simultaneously have a positive and significant effect on Purchasing Decisions for electronic products among students of the Faculty of Economics and Business, Muhammadiyah University of South Sumatra.

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