The Influence Of Mediated Content Marketing and Brand Image *electronic Word Of Mouth* Regardless Of Interest In Buying Products at *Marketplace* Tiktok

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Abstract. *TikTok Shop is a social e-commerce feature that allows users and creators to promote and sell products while shopping. By selling through TikTok Shop, users and creators can earn money from the platform, especially with the growing number of TikTok users. The presence of the shopping feature on this app makes TikTok increasingly popular because, in addition to entertainment, users do not need to switch to other shopping apps to make transactions. This study aims to examine and analyze the influence of content marketing and brand image mediated by electronic word of mouth (eWOM) on product purchase interest in TikTok Shop. This research uses an associative method with a quantitative approach. The population in this study consists of TikTok Shop consumers in the Dumai area, with an unknown number, categorized as an infinite population. The Lemeshow formula was used for sampling, resulting in 97 respondents. Data analysis was performed using WarpPLS version 8.0 software. Based on the test results, it can be concluded that content marketing has a positive and significant effect on product purchase interest, as well as a positive effect on eWOM. Furthermore, eWOM was found to mediate the effect of content marketing on product purchase interest. Brand image also has a positive and significant effect on product purchase interest and eWOM, and eWOM can mediate the effect of brand image on product purchase interest.*

Keywords: Brand Image, Content Marketing, Electronic Word of Mouth, Purchase Interest

1. INTRODUCTION

In the modern era that is very practical with the emergence of Science and Technology (IPTEK) which is increasingly sophisticated every year, automatically presents various variations of innovation and creativity through the *internet network* . With the development of *digital technology* including social media whose growth is very significant every year, especially in the millennial era like this, the traditional marketing system is less effective to be used as a marketing medium compared to marketing through the internet network or social media which is also known as *e-commerce* .

Electronic Commerce or *e-commerce* is any buying and selling activity or transaction carried out using electronic media (*internet*). *E-commerce* now refers more to *digital technology* or *the internet.* The development of *e-commerce* in Indonesia is currently experiencing very rapid growth, this can be seen in the increasing number of *e-commerce service users in Indonesia. Based on the prediction of the number of e-commerce users* in Indonesia in 2024 sourced from Tempo.co, the growth of *the e-commerce sector* in terms of the frequency of service use in Indonesia has been recorded as experiencing positive development from 2017-2024.

According to data from tempo.co (2024), the number of *e-commerce users* in Indonesia in 2017 reached 70.8 million users and the number has increased every year until now, namely 2024, *e-commerce users* in Indonesia have reached 189.6 million users. The growth of *e-commerce* is predicted to continue to increase in the next few years along with the emergence of companies that are switching to the *e-commerce sector* .

According to data from DataBoks (2024), the number of TikTok users in Indonesia in 2024 has reached 73.5 million users. This development will have a good impact on business actors by utilizing the features and functions provided by TikTok.

Purchase interest is a reflection of consumer tendencies to act before making a decision to purchase a product. Purchase interest is a consumer behavior that shows the extent of his commitment to making a purchase. If the individual has a high desire to own the product he buys, then this will strengthen his purchase interest.

Promotion through *content marketing* can influence consumer buying interest in shopping. The marketing system through this model can be accessed all over the world at the same time without having to set up branch stores in various countries and sales can be done *full time* without stopping, business actors can promote all goods or services quickly and easily just by uploading product videos and creating photos they have. If companies or business actors are always active in creating and publishing content continuously/consistently, it can foster consumer buying interest in products .

From the results of the pre-survey, the condition of buying interest in *the TikTok market place* as a whole is not as expected. This can be seen from the large number of consumers who tend to answer "No" in the results of the pre-survey that has been conducted. Which means that consumers in the Dumai area and its surroundings stated that they did not have a high interest in buying products on the TikTok *market place* .

The brand image owned by the TikTok *market place* as a whole is still in good condition However, from the results of the pre-survey conducted by researchers, there has been a phenomenon where a good *brand image has not been able to increase consumer product purchasing interest in the TikTok marketplace* . The thing that makes the interest in purchasing products on the TikTok *marketplace* not increase which is also related to *brand image* is because consumers consider that the TikTok *marketplace* does not have a variety of product choices compared to similar *marketplaces such as Shopee* which also has an impact on decreasing consumer purchasing interest.

Referring to several factors that influence consumer product purchasing interest in the TikTok market place, namely brand image has an inconsistent influence on product purchasing

interest. This is shown through the research gap of previous research, where several researchers found that brand image has a positive effect on purchasing interest. While on the other hand, there are several researchers who obtained results that brand image has no effect on product purchasing interest. This description can be seen in Table 1.3

Electronic word of mouth (*E-WOM*) itself can influence *brand image* in increasing consumer satisfaction and provide a significant positive impact on the Company. In general, to increase interest in buying a product effectively, *a marketing mix is needed* in terms of product promotion, namely **Electronic Word Of Mouth (E-WOM).** On the other hand, TikTok *Shop* also has *a review* /purchase review, *a rating* in the form of stars on its product sales .

Not only that, access to the distribution of *marketing content* in increasing *the brand image* of its products is not only seen by *followers* but can also be seen by anyone. From here, business actors can attract TikTok social media users to be able to buy products on the TikTok *market place* or what is commonly called the TikToK *Shop*

2. LITERATURE REVIEW

Content marketing is a marketing process to create and distribute valuable and interesting content with the aim of inviting, acquiring, and involving clear and understood target audiences in order to drive profitable customer action. Pulizzi in the thesis of Clesson and Jonsson (2017:18). Content marketing indicators, Patricia Raquel in the journal Puspitasari, et al (2017:118): Relevance, Accuracy, Value, Easy to Understand, Easy to Find.

Brand image describes extrinsic properties, meaning things that can be seen or assessed even before consumers or people use a product or service, including how the brand can meet the social and psychological needs of consumers. Kotler & Keller in Handri's journal (20 23 : 1). Brand image indicators According to Kotler in the book by Ade, et al. (2020: 109) : Strength, Pleasure, Likes.

Purchase interest is consumer behavior where consumers have a desire to choose, use, and consume or even want a product that is offered. Kotler and Keller in the journal Ratna, et al (2022:2). Purchasing interest indicators according to Ferdinand in the journal Wahyuni, et al (2020:39) : Transactional Interest , Referential Interest , Preferential Interest , Explorative Interest

E -WOM is an activity of informally spreading information by word of mouth via the internet or online web. When information is exchanged via *electronic word of mouth (e-WOM),* consumers will evaluate the product. Lamba & Aggarwal in the journal Sari, et al (2022:164).

E-WOM indicators according to Setiawan and Mahaputra in the journal Made, et al (2022:75) : *Information , Answer , Reliability , Knowledge*

3. METHODS

Quantitative descriptive data were used in this study. Quantitative descriptive data is a type of data that aims to systematically describe the facts or characteristics of a situation, in this case the data that has been collected is then analyzed, interpreted, and then formulated, so that it can provide a clear picture of the problem being studied. The location of this research was conducted in Dumai and its surroundings, to adults domiciled in Dumai and its surroundings aged 18-35 years. The research period was from July 2024 until December 2024.

Based on the results of the above calculations, the number of samples obtained to facilitate the research was reduced to 97. Model evaluation in PLS-SEM goes through two stages: measurement model evaluation and structural model evaluation. Measurement model evaluation was performed to assess the reliability and validity of the indicators that formed the latent construct. This was similar to the evaluation of the structural model. This structural model evaluation aims to predict the relationship between variables by observing how much variance can be explained, and to determine the significance of the P-value Latan and Gozhali (2017:33). This research will be conducted over a six-month period, from July to December 2024. It will involve sequential phases of planning, systematic data collection, rigorous analysis, and comprehensive evaluation, all designed to provide an in-depth understanding of the relationship between content marketing, brand image, and electronic word-of-mouth (E-WOM) in shaping consumer purchase intentions on the TikTok Shop marketplace.

4. RESULTS

Table 1. Structural Model Evaluation Results

Evaluation Size	Criteria Rules	Model Test Results
Tenenhaus Goodness of Fit (GoF)	Small if $\geq$ 0.1, medium $\geq$ 0.25, large $\geq$ 0.36	0.441
Q2 Predictive Relevance	Q2 > 0 = model has less predictive relevance Q2 < 0 = model has less predictive relevance	Q2 = 0.506
R2(Y,X1,X2,M)	$\leq$ 0.25 weak, 0.26-0.45 moderate, 0.46-0.70 strong, $\geq$ 0.71 very strong	R2 = 0.509

Source: Warpls data processing results, 2024

Based on the results of the structural model evaluation in the table above, it can be seen that **Tenenhaus Goodness of FIT (GoF)** obtained a value of 0.441 and is included in **the strong category** because the value obtained is ≥ 0.36. Thus, this model has great suitability in explaining the influence of the variables Content Marketing , Brand Image and Electronic Word Of Mouth on the Purchase Interest variable.

The table above shows that the results of **Q2** fall into the *predictive relevance category* because the value obtained is 0.506 , which means it meets the criteria > 0. This means that *Content Marketing* , *Brand Image* and *Electronic Word Of Mouth* have relevance in predicting the formation of Purchase Interest .

With an **R2 value** of 0.509 , it means that *Content Marketing* , *Brand Image* and *Electronic Word Of Mouth* have a moderate role in influencing Purchase Interest . This shows that *Content Marketing* , *Brand Image* and *Electronic Word Of Mouth* form Purchase Interest of 50.9 % and the remaining 49.1 % is influenced by other factors not discussed in this study.

Significance Test of Influence between Variables

At this stage, we analyze the significant relationship between variables that will be used to answer the formulation of the problem and test the hypothesis proposed in this study.

Table 2. Significance Test of Influence between Variables

Connection Variables	Path Coefficient	P-Value
Content Marketing ☐ Purchase Interest	0.199	0.021
Brand Image ☐ Purchase Interest	0.411	<0.001
Electronic Word Of Mouth ☐ Purchase Interest	0.338	<0.001
Content Marketing ☐ *Electronic Word Of Mouth*	0.360	<0.001
Brand Image ☐ *Electronic Word Of Mouth*	0.314	<0.001

Source: Data processed by Researchers, 2024
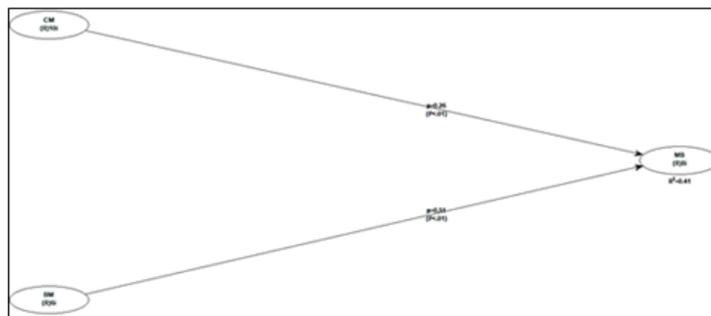
Source: Warpls data processing results, 2024

The results of the structural model test are used to see how the influence of one variable to another variable. Based on the image above . It can be seen that there is an indirect influence with *the Triangle* **Model** from **PLS SEM** between **the Content Marketing (C")** and *Brand*

Image variables on Purchase Interest with ***P-values of* 0.0 21** , **<0.001** , **< 0.001** , **< 0.001** and **0.00 1** respectively **.**

Mediation Testing

Table 3. Direct Influence

Path Description	*Path Coefficient*	*P-Value*
Content Marketing → Purchase Interest	0.260	0.004
Brand Image → Purchase Interest	0.507	<0.001

Source: Data processed by Researchers, 2024

The results of the direct test (***Direct Effect***) are used to see how the influence of one variable on another variable directly **(C)** . Based on the image above It can be seen that there is a direct influence between the variables *Content Marketing* , *Brand Image* on Purchase Interest with *P-values of* **0.0 04, <0.001** respectively and getting positive values on ***the Path Coefficient,*** namely **0.260** and **0.507.**

Table 4. Indirect Influence of *Content Marketing* and *Brand Image* on Purchasing Decisions Through *Electronic Word of Mouth*

Variable Relationship	Coefficient	P- *Value*	Significant / Not Significant
Content Marketing → *Electronic Word Of Mouth* → Purchase Interest	0.698	<0.001	Significant
Brand Image → *Electronic Word Of Mouth* → Purchase Intention	0.652	<0.001	Significant

Source: Data processed by Researchers, 2024

Based on ***Output*** The estimation from the table above shows that ***Content Marketing*** and Brand ***Image have* a significant** influence on Purchase **Interest** through ***Electronic Word Of Mouth*** .

Next, after the two steps above have met the conditions, we can continue to draw conclusions regarding mediation if the path coefficient **C"** decreases (**C"< C**) but remains significant, then the form of *mediation* is Partial **Mediation**

for drawing conclusions about mediation as mentioned above, the results obtained are that ***Electronic Word of Mouth* can Mediate the Influence of Content *Marketing* and *Brand Image* on Purchase Interest** .

Regarding the form of mediation that occurred above: The Influence *of Content Marketing* and *Brand Image* Regarding Purchase Interest mediated by *Electronic Word Of Mouth,* it is classified as ***Partial Mediation .***

CONCLUSION

Based on research conducted on content marketing, brand image, and purchasing interest with electronic word of mouth as a mediating variable in the TikTok Shop Indonesia marketplace, it can be concluded that:

1. Content Marketing and Purchase Intention:

   Content marketing has a positive and significant effect on purchase intention (coefficient = 0.193). This means that the better the content marketing on TikTok Shop, the higher the consumers' purchase intention.

2. Content Marketing and E-WOM:

   Content marketing also positively and significantly influences electronic word-of-mouth (E-WOM) (coefficient = 0.360), indicating that effective content can increase the spread of positive reviews.

3. Mediation of E-WOM on the Relationship Between Content Marketing and Purchase Intention:

   The impact of content marketing on purchase intention is mediated by E-WOM, with significant results ($p < 0.001$ and coefficient = 0.688). This confirms that E-WOM plays an important role in linking content marketing to purchase intention.

4. Brand Image and Purchase Intention:

   A good brand image has a positive and significant effect on purchase intention (coefficient = 0.193). Consumers tend to be more inclined to purchase if they hold a positive image of the marketplace.

5. Brand Image and E-WOM:

   Brand image also exerts a positive and significant influence on E-WOM (coefficient = 0.360), suggesting that a strong brand image can encourage the spread of positive reviews.

6. Reiterated Mediation of E-WOM:

   The mediating effect of E-WOM on the relationship between content marketing and purchase intention is again confirmed as significant ($p < 0.001$, coefficient = 0.688), reinforcing its key role as a mediator.

7. Content Marketing Indicators:

   All content marketing indicators are valid and reliable. The most influential indicator is CM2 (loading = 0.794), which shows that content addressing consumers' daily needs can effectively boost purchase intention.

8. Brand Image Indicators:

   All brand image indicators are valid and reliable. The most influential indicator is BI6 (loading = 0.832), implying that TikTok Shop's uniqueness compared to its competitors can increase purchase intention.

9. Purchase Intention Indicators:

   All purchase intention indicators are valid and reliable, with the most influential being MB4 (loading = 0.771), which reflects the consumers' willingness to share information about TikTok Shop.

10. E-WOM Indicators:

    All E-WOM indicators are valid and reliable. The most influential is EWOM8 (loading = 0.819), showing that positive reviews regarding the benefits of products can significantly increase consumers' purchase intention.

SUGGESTION

1. Based on this study, it can be concluded that TikTok Shop marketplace content marketing has a positive influence on consumers' buying interest.

2. Based on this study, it can be concluded that the brand image of the TikTok Shop marketplace has a positive influence on consumer purchasing interest.

3. Based on this study, it can be concluded that Electronic Word of Mouth (E-WOM) in the TikTok Shop marketplace has a positive influence on consumer purchasing interest.

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