



The influence of TikTok content marketing and price promotion on online purchase intention mediated by online customer trust on The Originote Indonesia at TikTok Shop

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ABSTRACT

Social media use penetrated the world of marketing, offering effectiveness and efficiency. TikTok, as one of the social media platforms, had the most users expanding into social commerce as TikTok Shop. The Originote was a well-known newcomer skincare brand in TikTok Shop. The research aimed to test and analyze the impact of TikTok content marketing and price promotion on online purchase intention mediated by online customer trust at The Originote Indonesia. It was a quantitative research in causal associative type. Data was collected using an online questionnaire via Google Forms with a non-probability sampling method, namely the purposive sampling technique. The population was Indonesia TikTok users with the criteria of both females and males over 17 years old, who had watched content on Originote's official account and visited its TikTok Shop. The results showed that content marketing positively and significantly affected online purchase intention and online customer trust. Price promotion positively and significantly affected online purchase intention and online customer trust. Online customer trust as mediation was proven to positively and significantly affect the relationship between content marketing and online purchase intention, as well as the relationship between price promotion and online purchase intention.

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INTRODUCTION

Information and communication technology has a major impact on business, especially digital marketing, promotional activities, and market research conducted online. Modern marketing strategies use many methods, including social media (Watajdid, et al., 2021; Pebrianti et al., 2020). The utility of social media platforms serves to build and deepen relationships between businesses and consumers through content (Ceyhan, 2018). Popular social media includes TikTok. Indonesia had 113 million users, second in the globe, according to We Are Social (Rizaty, 2023). Usually used for creative and funny short films, TikTok now has a lot of marketing content. (Iqbal, 2022) found

that TikTok is better for business product promotion than Instagram and Facebook. To promote or sell products or services, influencers or company owners can use TikTok videos that anybody can view, like, and comment on (Anderson, 2020).

TikTok promotes products using short video viewers' fun and entertainment. Brand videos can travel through the user's screen at any time and get them interested in the goods. Seeing the prospects of E-commerce and online purchase intention, by adding TikTok Shop, TikTok entered social commerce (Andon & Annuar, 2023). Live streaming and product connections in video content make it convenient for customers and sellers (Sa'adah et al., 2022). For companies to build brand awareness and audience engagement, content marketing is crucial. Marketers must create user-friendly content to build brand awareness and benefit consumers (Kotler et al., 2017). According to a 2023 Content Marketing Institute poll, 71% of entrepreneurs rated content marketing higher than the year before. However, harsh times follow. The study found that 61% of respondents said the problem was content's capacity to engage consumers throughout the Customer's Journey. Thus, to engage customers, a content marketing plan must be developed by surveying the public's content preferences.

Marketers must create engaging content to build brand awareness and benefit customers. Content and promotion boost online purchasing intent. Social commerce platform TikTok Shop offers various appealing pricing promotions. Prices are discounted as percentages. This means offering extra incentives to get consumers to notice products (Ramadania et al., 2022). Free delivery, product discounts, monthly promotions, and special promos during live streaming make TikTok Shop appealing to consumers because they don't have to pay exorbitant shipping fees (Fauzi & Sijabat, 2023). Numerous marketing and content about a product or service do not ensure success. Online purchases are more unpredictable than face-to-face, therefore most individuals are still wary. Sellers' activities are beyond consumers' control (Rahayu et al., 2020). Enterprises and customers must build trust in social commerce (Leong et al., 2020; Sekarlingga & Hartono, 2023). Trust is hard to assess, thus businesses will find different strategies to acquire consumer trust online. Social commerce trust will let sellers establish prices and influence buyers (Pratono, 2018). TikTok Shop's social commerce administration continues to improve despite its social media role. To shop here with diverse brands, the company must earn online consumer trust. Yu

Skincare and cosmetics were TikTok Shop's top sellers in 2023, according to Store Sirclo (Zakawali, 2023). Consumers' growing need for body care goods has driven cosmetics industry expansion (Amballia & Saputri, 2021). Tokopedia.com reports The Originote moisturizer were one of the most viral skincare on TikTok in 2023 (Zara & Muhamad, 2023). The Originote, a 2022 indigenous beauty brand, won the 2023 Infobrand Brand Choice Award in conjunction with Tras N Co Indonesia. Their tagline is "Affordable Skincare for All" products with low prices and effective ingredients to treat various skin issues. The Originote has 1.6 million TikTok followers and 16.3 million likes on its videos. They post about items, health, price promotions, and live streaming on their account. Consumers need to access The Originote products more easily due to their TikTok virality. Many want to try it, so they sell out everywhere (Octaviana, 2023). It's viral, yet committed users like the skincare's ingredients and reasonable pricing.

The Originote skincare brand has issues, such as consumer concerns that the result of using skincare is different from what is shown on the account, which is coupled with low prices. This brand also promoted their products' components on TikTok and TikTok Shop. However, a TikTok content creator with 316.6 thousand followers, @dosenskinicare, found that The Originote's 7% Hyaluronic Acid, 2% Ceramide, and 3% Chlorellina concentrations were inappropriate. Thus, brand honesty was questioned in numerous comments. Researchers chose The Originote due to its accomplishments and issues. This study examines how TikTok content marketing and price promotion affect online purchase intention at The Originote Indonesia on the TikTok Shop platform, using online customer trust as a mediator.

This research was inspired by previous research on social commerce purchase intention variables. As has been done by (Sekarlingga & Hartono, 2023), found that product delivery and price competition positively and significantly affect purchase intention with consumer trust as a mediating variable in TikTok Shop with Skintific as the object. Additionally, (Halik & Nugroho, 2022) found that content marketing and price discounts positively and statistically significantly affect online purchase decisions. There is limited research on online purchase intention in TikTok Shop in Indonesia as a hype social commerce, especially for The Originote as a new skincare brand. Content marketing is a good topic to be searched for nowadays but the one focusing on TikTok and mediated by online trust is rarely examined. This prompted the researcher to explore "The influence of TikTok Content Marketing and Price Promotion on Online Purchase Intention Mediated by Online Customer Trust".

RESEARCH METHOD

Content Marketing and Online Purchase Intention

Customers care about content marketing because it boosts business. Even in low demand, potential customers eat more and research products, which increases movement and sales (Halik & Nugroho, 2022). TikTok Shop features like product reviews, unboxing videos, and discount promos can attract customers (Chan & Asni, 2022). The researcher makes the hypothesis of this analysis, which is supported by past research (Yu & Li, 2023) that content marketing positively and significantly affects online purchase intentions.

H1 = Content marketing has a positive and significant influence on online purchase intention.

Content Marketing and Online Customer Trust

When content demonstrates useful acts that improve consumers' daily lives, online consumers are likelier to trust the business (Taiminen & Ranaweera, 2019). When content is explicit, engaging, and focused on the user's value, coupled with viewers who can act out at any time, trust in a brand increases (Hollebeek & Macky, 2019). A study conducted by (Gu, 2023), shows content marketing on TikTok positively impacts consumer trust, from informational content, authentic content, exciting content, and emotional content in content marketing affects trust.

H2 = Content marketing has a positive and significant influence on online customer trust.

Price Promotion and Online Purchase Intention

Pricing strategy is crucial due to limited customer purchasing power. To maintain sales, each product is discounted (Halik & Nugroho, 2022). According to (Mauludiyyah et al., 2023), all processed data price variable indicators that influence purchase intention agree on average. Other research (Azizah & Prasetya, 2023) shows that price has a positive effect on purchase intention in online stores but is not significant, so consumers will be more interested in buying from online stores if they can afford them and feel like the price is fair for the product quality and benefits.

H3 = Price promotion has a positive and significant influence on online purchase intention.

Price Promotion and Online Customer Trust

Price promotion is one of the most influential means of marketing communication to acquire customers and shape purchasing behavior (Hanaysha, 2021). However, if it is not accompanied by online customer trust, the desire to buy will not exist. Trust is a vital aspect of the online business world. Therefore, if these two aspects are combined, they will positively impact online entrepreneurs (Azizah & Prasetya, 2023).

H4 = Price promotion has a positive and significant influence on online customer trust.

Online Customer Trust and Online Purchase Intention

Trust is crucial for internet shopping. This is even more critical on social commerce platforms, as user-generated content and the lack of face-to-face interaction increase uncertainty (Featherman & Hajli, 2016). Trust, credibility, and product benefits are linked to online purchase intention. The more potential customers trust TikTok Shop and its products, the higher their online purchase intention. (J. C. Athapaththu & Kulathunga, 2018) found that trust strongly impacts buying intention.

H5 = Online customer trust has a positive and significant influence on online purchase intention.

Online Customer Trust Mediates the Relationship of TikTok Content Marketing to Online Purchase Intention

TikTok is a fun and economical medium for developing high-quality digital marketing material (Yosep et al., 2021). Better social media marketing builds consumer trust. Social media marketing impacts consumer trust (Ogilvie et al., 2022). Digital marketing positively and dramatically affects purchase intention through brand trust (Meriana & Irmawati, 2023).

H6 = Online customer trust mediates the relationship between content marketing and online purchase intention

Online Customer Trust Mediates the Relationship of Price Promotion to Online Purchase Intention

The consumer trusts the seller's ability, honesty, and friendliness, as well as their behavior (Rahayu et al., 2020). Several research, like (Mahliza, 2020) show that consumer trust affects online purchase decisions. Online shopping decisions are influenced by consumer trust. Other research also suggest that trust mediates price promotion and online purchasing intention (Dyajeng, 2021). To impact purchase intention, prices should be attractive to customers (Büyükdag et al., 2020).

H7 = Online customer trust mediates the relationship between price promotion and online purchase intention.

The conceptual framework of the research below is designed based on the literature review overhead, which illustrates the relationship between the variables to be studied.

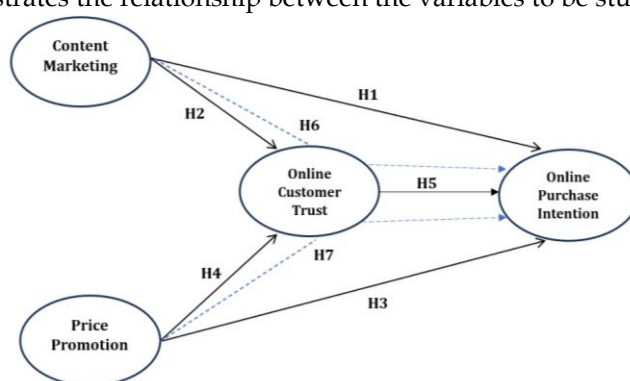


Figure 1. Conceptual Framework

This quantitative causal associative research examines the relationship between variables. Researchers collected primary data by sending questionnaires to respondents. The questionnaire uses a Likert scale to quantify respondents' agreement with the proposition on a metric scale (1 = severely disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree). Indicators for content marketing variables include information, authentic, emotive, and entertainment material (Yu & Li, 2023). Price promotion using journal reference questions (Hanaysha, 2021). Online consumer trust has 6 questions in a journal by (Yu & Li, 2023) and online purchase intention has 4

questions in a journal by (J. C. Athapaththu & Kulathunga, 2018). Researchers distributed a Google Forms questionnaire via social media. The questionnaire collection period is from September 11 to 23, 2023. This study has 247 participants. Data is processed using Smart PLS version 3 and SEM. The research population is TikTok users who acknowledge The Originote. Purposive sampling was adopted since the researchers had various requirements for the respondents to provide the necessary information (Indrawati et al., 2023). The sample criteria include (1) Indonesian women and men over 17. (2) TikTok users. (3) Watched Originote's TikTok content. (4) visited Originote's TikTok Shop.

RESULTS AND DISCUSSIONS

Result

Characteristics of Respondents

The following table contains 247 respondent profiles that met the criteria analyzed in this research. Gender, domicile, age, education, employment, and income are presented as demographic characteristics.

Table 1. Characteristics of respondents

Category	Item	Frequency	%
Gender	Men	54	78.5
	Women	193	21.5
	Total	247	100
Domicile	Bali and Nusa Tenggara	19	7.7
	Java	57	23.2
	Borneo	117	47.2
	Sulawesi	20	8.1
	Sumatra	23	9.3
	Papua	11	4.5
	Total	247	100
Age	18-23 years old	198	80.1
	24-29 years old	23	9.3
	30-36 years old	14	5.7
	37-41 years old	7	2.8
	over 41 years old	5	2.0
	Total	247	100
Education	Elementary School	1	0.4
	Junior High School	2	0.8
	Senior High School	106	42.7
	D1/D2/D3/D4	32	0.1
	Bachelor	104	42.3
	Master Degree	2	0.8
	Total	247	100
Job	University Student	167	67.5
	Private Sector Employee	43	17.5
	Entrepreneur	14	5.7
	Student	6	2.4
	Others	17	6.8
	Total	247	100
Income a month	Less than Rp1.000.000	107	43.1
	Rp1.000.000-Rp1.999.999	51	20.7
	Rp2.000.000-Rp2.999.999	36	14.6
	Rp3.000.000-Rp3.999.999	17	6.9
	Over Rp4.000.0000	36	14.6
	Total	247	100

Measurement Models

The table below illustrates the measurement model of each indicator for the 4 variables. It is obtained from the PLS Algorithm (factor loading) and the Bootstrapping (T-statistic), which will be used for validity and hypothesis testing, respectively.

Table 2. Factor Loading

Construct	Items	Factor Loading	T-statistics
Content Marketing	I can get information about products and brands from the content created by TikTok account The Originote.	0.598	9.757
	I can get useful information from the content created by the TikTok account The Originote.	0.716	17.502
	I can get something I want to learn through the content created by TikTok account The Originote.	0.67	16.887
	The content published by TikTok The Originote account is authentic.	0.609	11.592
	The content published by TikTok The Originote account is trustworthy.	0.634	12.536
	Detailed product display on The Originote's TikTok Shop account.	0.679	16.733
	The content published by the TikTok account The Originote makes me feel less distant.	0.671	16.124
	The content published by TikTok account The Originote made me empathize.	0.64	14.731
	The content published by TikTok account The Originote touched my heart.	0.683	16.448
	The content published by TikTok account The Originote resonated with me emotionally.	0.731	22.279
	The content published by TikTok account The Originote is interesting.	0.723	21.607
	The content published by TikTok account The Originote makes me excited.	0.723	20.78
Price Promotion	The content created by TikTok account The Originote makes me feel captivated.	0.669	16.887
	I consider that the price promotion offered by The Originote is satisfactory.	0.721	17.527
	The Originote offers price promotions quite often.	0.743	18.694
	The price promotion provided by The Originote helps me control my budget.	0.677	12.65
	I feel that The Originote provides price promotions more often compared to other skincare brands.	0.777	25.778
Online Purchase Intention	The Originote provides price promotions for most of its products.	0.788	19.476
	If needed, I will consider purchasing The Originote skincare at TikTok Shop.	0.579	8.355
	I really want to buy The Originote skincare at TikTok Shop.	0.862	51.807
	Among similar products, I tend to want to buy The Originote skincare at TikTok Shop.	0.879	54.597
	I feel that The Originote skincare at TikTok Shop is worth buying.	0.752	25.275
	I will probably make a transaction at TikTok Shop for The Originote product in the near future.	0.785	26.934
Online Customer Trust	If the opportunity arises, I predict that I will use The Originote skincare in the future.	0.846	44.916
	In my opinion, The Originote fulfills its assumed commitment.	0.746	19.354
	I feel that the TikTok account The Originote did not make a false statement.	0.788	30.612
	I think the information provided by the TikTok The Originote account is honest.	0.846	38.242
	The Originote TikTok Shop account wants to be known as a shop thafulfilst keeps its promises.	0.833	35.317

Outer Model Evaluation

Convergent Validity

In the convergent validity test, the variable indicator is invalid if the loading factor is below 0.5. However, others recommend a loading factor exceeding 0.7 (Nasution et al., 2020). In the factor

loading Table 2, researchers deleted CM1, CM3, CM4, CM5, CM6, CM7, CM8, CM9, PP3, CT2, and OPI1 with values below 0.7 to create convergent validity indications (figure 2). Data processing using outer loading, average variance extracted (AVE), and indicator removal results are shown below.

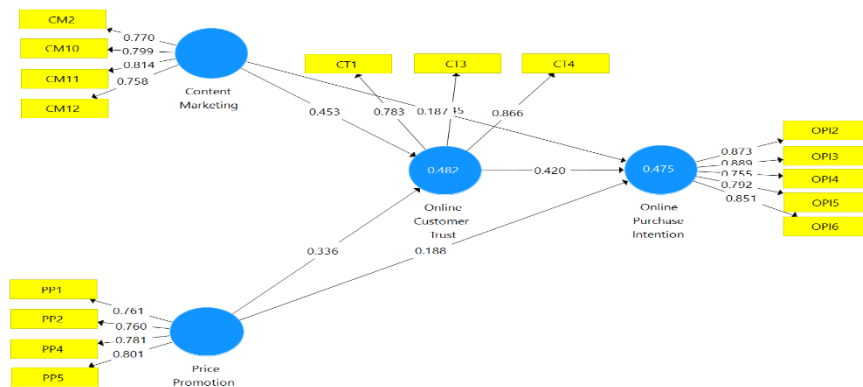


Figure 2. Algorithm Model Result 2

Discriminant Validity

The indicator's correlation value to its construct is larger than its correlation value to other constructs, indicating discriminant validity in SMART PLS (Umar et al., 2018). In Table 3, content marketing has a 0.785 value, online customer trust (0.832), online purchase intention (0.833) and price promotion (0.776). They all have the greatest overall correlation value to other constructs in each column. Average Variance Extracted (AVE) can also be used to see discriminant validity with a value above 0.5. Table 4 shows all AVE values of 0.6, all latent variables and indicators have validity.

Table 3. Discriminant Validity

	Content Marketing	Online Customer Trust	Online Purchase Intention	Price Promotion
Content Marketing	0.785			
Online Customer Trust	0.634	0.832		
Online Purchase Intention	0.554	0.647	0.833	
Price Promotion	0.539	0.58	0.532	0.776

Table 4. Average Variance Extracted (AVE)

Average Variance Extracted (AVE)	
Construct	Value
Content Marketing	0.617
Online Customer Trust	0.693
Online Purchase Intention	0.695
Price Promotion	0.602

Composite Reliability

Composite reliability measures indicator reliability within a variable statistically. A variable has composite reliability if its value exceeds 0.7 (Purba et al., 2020). To be credible, Cronbach's alpha must exceed 0.6 to provide other criteria for determining and reinforcing results (Ayodele et al., 2018). The data processing results show that the composite reliability on each variable is 0.8 and 0.9, which exceeds 0.7. The Cronbach's Alpha results of this data are worth 0.7 and 0.8, so the results are valid.

Tabel 5. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
Content Marketing	0.866	0.793
Online Customer Trust	0.871	0.777
Online Purchase Intention	0.919	0.889
Price Promotion	0.858	0.781

Inner Model Evaluation

R Square

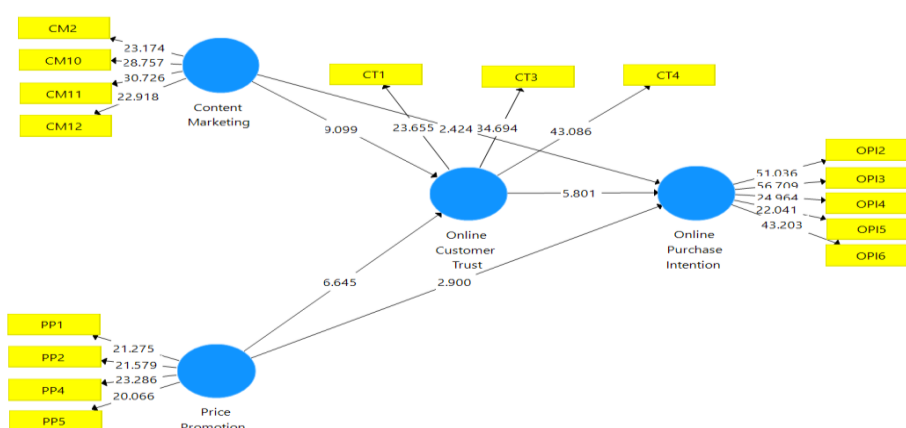
R Square, or the coefficient of determination, measures the validity of a research model by showing how well the independent variable explains dependent variable fluctuations. The coefficient of determination is 0-1. As processed results approach 1, model fit improves and exogenous variables strongly impact endogenous variables. R^2 values of 0.75, 0.50, and 0.25 indicate strong, moderate, and mild influences, respectively (Hair et al., 2011; Purwanto & Sudargini, 2022). Exogenous variables influence online customer trust by 0.482 (48.2%), however, the model's complexity lowers the Adjusted R^2 value to 0.478 (47.8). The number in these results indicates a moderate exogenous-endogenous impact. Online purchase intention has a value of 0.475 (47.5), which describes the amount of explanation of exogenous variable variations, and an adjusted R^2 value of 0.469 (46.9%) after modelling complexity, indicating a moderate influence.

Tabel 6. R Square Value

Endogenous Variable	R Square	R Square Adjusted
Online Customer Trust	0.482	0.478
Online Purchase Intention	0.475	0.469

Hypothesis Testing

Hypothesis testing in SEM-PLS analysis is carried out through bootstrapping, the whole indicator value is drawn in Table 2. A diagram model below illustrates the next result of Algorithm Result 2.

**Figure 3.** Bootstrapping Model Results

Bootstrapping tests whether a hypothesis's variables are significant, positive, or negative. Two-tailed t-value 1.96 (5% significance level). All correlations above 1.96 are shown in the figure. All variables affect each other. (Ayodele et al., 2018) found a p-value < 0.05 ($\alpha 5$) for this test result. Table 7 shows that all hypotheses proposed by researchers are significant with a P value < 0.05 .

Table 7. Hypothesis Test Results

Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value	Description
Content Marketing -> Online Purchase Intention	0.377	0.376	0.066	5.716	0.000	Positive and Significant
Content Marketing -> Online Customer Trust	0.453	0.449	0.05	9.099	0.000	Positive and Significant
Price Promotion -> Online Purchase Intention	0.329	0.332	0.063	5.264	0.000	Positive and Significant
Price Promotion -> Online Customer Trust	0.336	0.34	0.051	6.645	0.000	Positive and Significant
Online Customer Trust -> Online Purchase Intention	0.42	0.417	0.072	5.801	0.000	Positive and Significant
Content Marketing -> Online Customer Trust -> Online Purchase Intention	0.19	0.188	0.041	4.633	0.000	Positive and Significant
Price Promotion -> Online Customer Trust -> Online Purchase Intention	0.141	0.141	0.031	4.584	0.000	Positive and Significant

Table 7 describes all 7 hypotheses' variable relationships. It illustrates all of the hypothesis is accepted because the t-statistic value greater than 1.96 with p-value is $0.000 < 0.05$, and the original sample value is all indicate a positive relationship between the variables.

DISCUSSION

The first hypothesis is accepted: content marketing has a positive and significant effect on online purchase intention. It is supported by the last research, which states that similar result (Purwanto & Sahetapy, 2022; Pratama & Sungkono, 2023; Yu & Li, 2023). According to descriptive data, The Originote's emotional content drives viewers to visit its high-value TikTok Shop. The Originote's entertaining TikTok content can boost online purchase intention. From product information and price discounts to skincare tips in appealing packaging, the content is varied. In the second hypothesis, the tested variable relationship is accepted: content marketing positively and significantly affects online customer trust. Previous studies on content marketing and online customer trust found similar outcomes (Hollebeek & Macky, 2019; Seyyedamiri & Tajrobehkar, 2021; Gu, 2023). In the descriptive analysis, "I can get useful information from the content created by TikTok The Originote account." and "In my opinion, the information provided by TikTok The Originote account is honest." on the online customer trust variable. It shows that TikTok The Originote's product information is accurate and useful. Lately, it is known that skincare products falsify product material information in their content so that it looks convincing. Therefore, honesty in content creation is fundamental.

Then, the results of the third hypothesis show a positive and significant relationship between price promotion and online purchase intention is accepted. Purchase intention will exist when consumers provided by The Originote, which typically offers gratifying price promotions, receive price incentives. Previous research supports this hypothesis (Liew & Falahat, 2019; Pasek & Kasih, 2021; Mauludiyyah et al., 2023) but does not support research by (Azizah & Prasetya, 2023) which declares price has a positive but insignificant impact on online purchase intention. In the fourth hypothesis, the results state that the relationship between price promotion and online customer trust has a significant effect. This result aligns with the results of researchers (Dyajeng, 2021; Regina et al., 2021; Sihite et al., 2014), which means that when a brand offers attractive price promotions and what is received is in accordance with what is offered, online consumer trust will increase.

Then, the fifth hypothesis has proven that online customer trust affects online purchase intention significantly and positively. Strengthening this hypothesis's results is supported by

previous studies, which state the same results (J. C. D. Athapaththu & Kulathunga, 2018; Lăzăroiu et al., 2020). Therefore, consumer trust in online commerce is very important to stimulate the desire to buy. In the sixth hypothesis, online customer trust successfully mediates content marketing variables on online purchase intention positively and significantly. Previous research certainly supports this (Meriana & Irmawati, 2023; Ogilvie et al., 2022). The online purchase intention will grow when online consumer trust is successfully obtained through credible content. The results of the last hypothesis prove that the relationship between price promotion and online purchase intention mediated by online customer trust has a significant and positive effect. Previous research showed that trust mediates price promotion and online purchase intention (Dyajeng, 2021). Originote uses price promotions to attract online purchase intention, such as bundling one set of skincare according to skin problems, which TikTok users will believe will help their skin problems.

CONCLUSION

This study effectively investigated and assessed the influence of TikTok content marketing and price promotion on online purchase intention mediated by online customer trust, accepting all hypotheses. TikTok promotes The Originote well and increases online purchase intention. TikTok Shop supports The Originote's content, making it easy for customers to browse. Researchers suggested practical implications is originality and authenticity should be highlighted more in The Originote content to establish and sustain consumer trust. They could create a content buzz that attracts all TikTok users, especially Gen Z. Better content increases engagement and interaction boosts online purchase intention. Honesty and clarity are essential in loaded content to avoid negative perceptions so the issue of The Originote will not happen twice. Online consumer trust must be built and supported through content showing the original results of using skincare so that even though the price is affordable, the effectiveness of skincare is proven to be good. Research outcome contributes to corroborating previous studies supporting this journal so the knowledge of the 4 important variables strengthens. It can be a reference for future researchers wishing to conduct similar research with different subjects, much better if there be new research with unique variables concerning the current digital marketing conditions, especially for TikTok, which has become a booming tool for social media marketing in Indonesia. This study's limitation is by time, settings, and scenarios, such as collecting respondents. Therefore, one region dominated survey filling. Last but not least, by this study, researchers expect The Originote can grow into a skincare brand that endures and wins more recognition.

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