

# SYNERGISTIC EFFECTS OF CONTENT MARKETING AND INFLUENCERS MARKETING ON THE FORMATION OF BRAND AWARENESS AND PURCHASE INTEREST OF TIKTOK SHOP USERS (CIREBON CITY CASE STUDY)

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## Keywords

*Content Marketing, Influencer Marketing, Brand Awareness, Purchase Interest*

## ABSTRACT

This research aims to investigate the synergistic influence between Content Marketing and Influencer Marketing on the formation of Brand Awareness and Purchase Interest of TikTok Shop users in Cirebon City. The aim is to analyze the impact of these two marketing strategies on brand awareness and purchase intention and to test their influence significantly. The research method uses a quantitative approach using research instruments and statistical analysis, especially with SPSS version 24. Samples were taken through non-probability sampling with purposive sampling criteria for respondents aged 17-30 years who are users of the TikTok application in the Cirebon area. Research variables include Content Marketing (X1), Influencer Marketing (X2), Brand Awareness (Y1), and Purchase Intention (Y2). The analysis results show that Content Marketing and Influencer Marketing have a significant influence on Brand Awareness and Purchase Interest, with a high R Square value indicating the influence of these variables on the outcome. In conclusion, this research found that Content Marketing and Influencer Marketing play an important role in forming brand awareness and interest in purchasing products on the TikTok Shop. Recommendations include strengthening content-based marketing strategies and collaboration with influencers, as well as paying attention to the relationship between Brand Awareness and Purchase Interest to improve sales performance through the TikTok Shop platform. This research can be the basis for further research regarding the influence of Content Marketing and Influencer Marketing in the context of digital marketing.

## INTRODUCTION

TikTok, a social media platform that was originally considered as a simple entertainment space for short videos has expanded into the realm of e-commerce (Mahardini et al., n.d.), TikTok has evolved from just a show to a platform that allows users to transact directly through TikTokShop (Gong, 2019). TikTok users can now not only entertain themselves by watching short videos, but also have the opportunity to purchase products directly through the platform (Haenlein et al., 2020). TikTok social media has the longest average daily usage globally. According to *TensorTower*, the average TikTok user spends more than 1.5 hours per day, to be precise 95 minutes per day in the second quarter of 2022. TikTok also has the second most active user base among social networking applications. To be precise, 29% of active TikTok users open the application daily every month in the second quarter of 2022 (Meliawati et al., 2023). Business of Apps data states that the most users are aged 18-24 years, which will reach 34.9% of total users in 2022.

TikTok has not only succeeded in attracting the younger generation with its innovative and interactive features. This provides a new and in-depth perspective on digital marketing strategies on TikTok. In line with TikTok's popularity, the use of this platform for brand awareness and purchasing interest is also increasing, where content video and influencer marketing play an important role in the marketing strategy at TikTokShop (Cheng et al., 2022). And interesting creative content created by TikTok influencers can increase brand appeal and influence TikTokShop users' purchasing decisions. Content marketing and influencer marketing These two strategies, in their unique combination on TikTok, offer new potential to expand reach and influence audiences in a more fun and interactive way. (Gong, 2019). Highly personalized content discovery, and a highly engaged user community. This allows brands to create campaigns that not only reach a wide audience but are also highly relevant to user interests and preferences. Viral content that creates videos that spread quickly or are widely shared by other users can be an effective strategy in forming brand awareness on TikTokShop (Iqbal et al., 2023).

### Content Marketing

According to Kotler, Kertajaya, and Setiawan (2019, 119) define Content Marketing as follows: Content Marketing is a marketing approach that involves the creation, process of collecting interesting, relevant, and useful content information for clearly defined audience groups sequentially to create conversations regarding content (Gurjar et al., n.d.-a).

According to Du Plessis (2017) in defining Content Marketing as follows: Content Marketing has become a leading marketing technique in digital marketing communications and uses the consumer's point of view to build relationships by creating and sharing interesting content on social media, so that it can encourage profitable violations

According to Puro (2013) in defining Content Marketing as follows: Content Marketing is a promotional technique for creating and distributing content containing product and brand information to consumers.

### Influencer Marketing

According to Wood (2016), influencer marketing is a technique that involves supporting and selling goods or services through individuals (influencers) who have the ability to significantly change a brand's image. Influencer marketing is a branding and promotional strategy; This strategy works with individual social media users to highlight their opinions and promote their products. Influencers are those whose opinions, experiences, status, or relationships with their audiences successfully influence the purchasing decisions of others (Prajapati Naincy, 2023).

### Brand Awareness

According to Kevin Keller, brand awareness is the level of awareness and knowledge that consumers have about a particular brand in a particular product or service category. Brand awareness also includes the extent to which the brand can be remembered or recognized by consumers in different situations (Lubar Prastowo et al., n.d.).

### Purchase intention

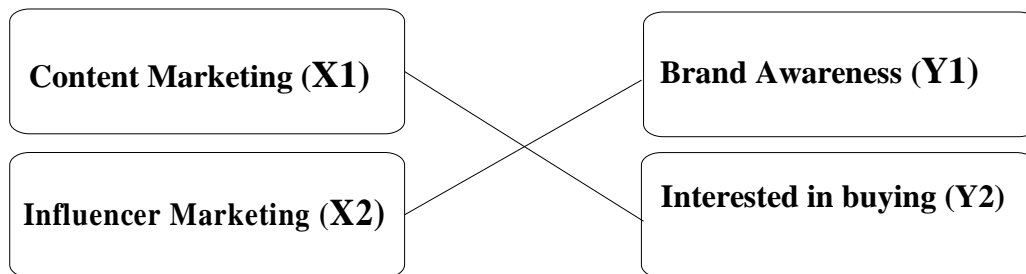
Purchase intent is something that arises when someone notices a product they are interested in and becomes willing to buy it from a website (Hidayat et al., n.d.). Until the desire arises to buy and own it. Purchase intention, according to Thamizhvanan and Xavier (2012), is a component of consumers' desire to make purchases online. In this case, consumers use indicators of their purchasing intentions, such as evaluating the benefits of the product they are going to buy, aggressively searching for information, assessing product quality, and having a strong desire to buy a particular product as soon as possible.

The theoretical framework used in this research is the Theory of Planned Behavior (TPB), which was first put forward by Fishbein and Ajzen in 1988. According to TPB, a person's behavior develops as a result of his intentions, which are influenced by a number of variables, both from within and from outside him. (Ikhwana et al., n.d.). Human rationality and the methodical use of available information are the basis of the idea of planned behavior.

**METHODS**

This research takes a quantitative method approach to examine the effects of content marketing and influencer marketing on brand awareness and purchasing interest. Data collection was carried out using research instruments, and data analysis was carried out quantitatively/statistically (Erfiana & Purnamasari, 2023). The sampling technique used was non-probability sampling with purposive sampling, namely with the criteria of respondents aged over 17-30 years and users of the TikTok application in the Cirebon area. The purpose of this quantitative method is to test the hypothesis that has been proposed (Mahardini et al., n.d.). A research proposal presents a research problem that is supported by data, both data from the research itself and other relevant documentation.

Variables in this research include content marketing programs (X1), influencer marketing (X2), brand awareness (Y1) and purchase interest (Y2). The following is the research framework that will be carried out:



*Figure 1. Research Framework*

Data was collected using questionnaire techniques. The initial research hypothesis was obtained from the results of pre-research using interview techniques. After the instrument is validated, data is collected using a research questionnaire. When collecting data using an alternative questionnaire, answers are based on a 5-answer Likert scale. The following are indicators used to measure Content Marketing variables based on Karr's (2016) views: (1) reader cognition. (2) Sharing motivation. (3) Persuasion. (4) decision making. (5) Factors (Limandono et al., n.d.).

Influencer marketing was also put forward by Karr (2016) as having indicators: (1) Trustworthiness . (2) Expertise. (3) Attractiveness. (4) Respect.(Gurjar et al., n.d.-b) Brand Awareness indicators are as follows: (1) Unware of Brand (not aware of the brand). (2) Brand Recognition (brand recognition). (3) Brand Recall (brand recall). (4) Top of Mind (top of mind) (Wahyuddin MH, 2022). The dimensions of Purchase Interest can be understood in the AIDA method described by Kotler and Keller in Priansa (2021; 164) as follows: (1) Attention . (2) Interest (bound). (3) Desire (desire). (4) Action (action)(Marisa et al., 2022).

**Validity test**

Test the validity of the Content Marketing variable (X1) with the results shown in the table below:

**Table 1. Validity Test Results**

No	Indicator	r count	r table n = 100 a = 0.05	Information
1	X1.1	0.478	0.195	Valid
2	X1.2	0.542	0.195	Valid

3	X1.3	0.746	0.195	Valid
4	X1.4	0.761	0.195	Valid
5	X1.5	0.716	0.195	Valid
6	X1.6	0.768	0.195	Valid
7	X1.7	0.726	0.195	Valid
8	X1.8	0.740	0.195	Valid
9	X1.9	0.523	0.195	Valid
10	X1.10	0.776	0.195	Valid
11	X1.11	0.718	0.195	Valid
12	X1.12	0.594	0.195	Valid
13	X1.13	0.592	0.195	Valid
14	X1.14	0.692	0.195	Valid
15	X1.15	0.750	0.195	Valid
16	X1.16	0.728	0.195	Valid

*Source: SPSS output version 24, 2024*

Based on the table above, N = 100 respondents, it can be seen that all the question items in the test obtained  $r_{\text{count}} > r_{\text{table}}$  or significance level  $< 0.05$  so that all the items mentioned above are valid.

Test the validity of the Content Marketing variable (X2) with the results shown in the table below:

**Table 2. Validity Test Results**

No	Indicator	r count	r table n = 100 a = 0.05	Information
1	X2.1	0.801	0.195	Valid
2	X2.2	0.824	0.195	Valid
3	X2.3	0.777	0.195	Valid
4	X2.4	0.787	0.195	Valid
5	X2.5	0.789	0.195	Valid
6	X2.6	0.868	0.195	Valid
7	X2.7	0.797	0.195	Valid
8	X2.8	0.756	0.195	Valid
9	X2.9	0.561	0.195	Valid

10	X2.10	0.782	0.195	Valid
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*Source: SPSS output version 24, 2024*

Based on the table above, N = 100 respondents, it can be seen that all the question items in the test obtained  $r_{count} > r_{table}$  or significance level  $< 0.05$  so that all the items mentioned above are valid.

Test the validity of the Brand Awareness variable (Y1) with the results shown in the table below:

**Table 3. Validity Test Results**

No	Indicator	r count	r table n = 100 a = 0.05	Information
1	Y1.1	0.689	0.195	Valid
2	Y1.2	0.701	0.195	Valid
3	Y1.3	0.649	0.195	Valid
4	Y1.4	0.805	0.195	Valid
5	Y1.5	0.789	0.195	Valid
6	Y1.6	0.746	0.195	Valid
7	Y1.7	0.743	0.195	Valid
8	Y1.8	0.808	0.195	Valid
9	Y1.9	0.819	0.195	Valid
10	Y1.10	0.863	0.195	Valid

*Source: SPSS output version 24, 2024*

Based on the table above, N = 100 respondents, it can be seen that all question items in the test obtained  $r_{count} > r_{table}$  or significance level  $< 0.05$  so that all the items mentioned above are valid.

Test the validity of the Purchase Interest variable (Y2) with the results shown in the table below:

**Table 4. Validity Test Results**

No	Indicator	r count	r table n = 100 a = 0.05	Information
1	Y2.1	0.622	0.195	Valid
2	Y2.2	0.730	0.195	Valid
3	Y2.3	0.776	0.195	Valid
4	Y2.4	0.673	0.195	Valid
5	Y2.5	0.745	0.195	Valid
6	Y2.6	0.815	0.195	Valid

7	Y2.7	0.846	0.195	Valid
8	Y2.8	0.765	0.195	Valid
9	Y2.9	0.747	0.195	Valid
10	Y2.10	0.830	0.195	Valid
11	Y2.11	0.784	0.195	Valid

Source: SPSS output version 24, 2024

Based on the table above, N = 100 respondents, it can be seen that all the question items in the test obtained  $r_{\text{count}} > r_{\text{table}}$  or significance level  $< 0.05$  so that all the items mentioned above are valid.

### Reliability Test

**Table 5. Reliability Test Results**

No	Variable	Cronbach Alpha	r table n = 100 a = 0.05	Information
1	Content Marketing	0.922	0.6	Reliable
2	Influencer Marketing	0.927	0.6	Reliable
3	Brand Awareness	0.917	0.6	Reliable
4	Purchase Interest	0.925	0.6	Reliable

Source: SPSS output version 24, 2024

Based on the table above, the Cronbach Alpha value with the variable indicators Content Marketing (X1), Brand Awareness (X2), Brand Awareness Variable (Y1) and Buying Interest (Y2) is  $> 0.6$  so that the question items on the variables in this research are reliable. or reliable.

### Classic assumption test

**Table 6. Normality Test Results**

Monte Carlo	Provision	Information
0.37 (Y1)	0.05	Normal Distribution
0.71 (Y2)	0.05	Normal Distribution

Source: data processed by researchers, 2024

Based on the results of the normality test above, it is based on the *Monte Carlo value* significant with both variables shows a value  $> 0.05$ , it can be concluded that the data has a normal distribution, because the value obtained is greater than 0.05.

**Table 7. Multicollinearity Test Results**

Variable	Tolerance Value	VIF	Provision	Information
X1	0.356	2,810	0.10	Multicollinearity
X2	0.356	2,810	0.10	Multicollinearity

Based on the test results above, it shows that the Tolerance value for variable X1 is  $0.356 > 0.10$  and the tolerance value for variable X2 is  $0.356 > 0.10$ , while the VIF value for variable So it can be seen that these two variables do not have multicollinearity so that the data can be used to continue the regression analysis.

**Heteroscedasticity Test Results**

Variable	Sig value.	Provision	Information
X1	0.798	0.05	Heteroscedasticity does not occur
X2	0.826	0.05	Heteroscedasticity does not occur

*Source: data processed by researchers, 2024*

Looking at the test results above, you can see that the significance value for variable X1 is  $0.798 > 0.05$  and variable

**RESULTS**

The results of this research and data processing were obtained from a survey or distribution of questionnaires to TikTok application users in the city of Cirebon using an alternative answer questionnaire based on a 5 answer Likert scale.

**Table 9. Results of the t test on Y1**

Variable	t value	Provision	Information
X1	5,210	1,986	Partial
X2	4,021	1,986	Partial

**Table 10. Results of the t test on Y2**

Variable	t value	Provision	Information
X1	3,883	1,986	Partial
X2	6,372	1,986	Partial

Based on the t test table (partial) above, the following conclusions can be drawn: The Content Marketing variable shows that the calculated t value is greater than the t table value ( $5.210 > 1.986$  &  $3.883 > 1.986$ ), so it can be concluded that the Content Marketing variable has a partial influence on Brand Awareness & Purchase Interest variables. Meanwhile, the Influencer Marketing variable also shows a calculated t value that is greater than the t table value ( $4.021 > 1.986$  &  $6.372 > 1.986$ ), so it can be concluded that the Influencer Marketing variable also has a partial influence on the Brand Awareness & Purchase Interest variable.

**Table 11. F Test Results on Y1**

F value	Provision	Information
108,108	3,087	Simultaneous

**Table 12. F Test Results on Y2**

F value	Provision	Information
134,027	3,087	Simultaneous

Based on the data listed in the table, it can be concluded that the Fcount value of 108.108 (Y1) and 134.027 (Y2) is higher than the Ftable value of 3.087. In addition, the significance level reached 0.000, which is smaller than the significance limit set at 0.005.

**Table 13. R Square Test Results**

Variable	R	R Square	Adj. R Square
Y1	0.828	0.686	0.680
Y2	0.855	0.730	0.725

Based on the coefficient table provided, it can be seen that the R Square Y1 value is 0.686 or the equivalent of 68.6%. This means that the magnitude of the influence of the Content Marketing and Influencer Marketing variables which are the focus of the research has an effect on Brand Awareness of 68.6%. Meanwhile, the remaining 31.4% is explained by other factors not included in this study. And R Square Y2 is 0.730 or the equivalent of 73.0%. This means that the magnitude of the influence of the Content Marketing and Influencer Marketing variables which are the focus of the research has an effect on Purchase Interest of 73.0%. Meanwhile, the remaining 30.0% is explained by other factors not included in this study.

## CONCLUSION

This research aims to investigate the synergistic effect of content marketing and influencer marketing on the formation of brand awareness and purchase interest of TikTok shop users in Cirebon City. The test results show that Content Marketing and Influencer Marketing have a significant influence on Brand Awareness and Interest in Buying Products on Tiktokshop. This finding is consistent with previous research (Argyanto & Kusuma, 2023).which also concluded that Content Marketing and Influencer Marketing have a positive and significant impact on Brand Awareness and Purchase Interest. A survey of respondents showed that the majority of them strongly agreed with several indicators, such as "Easy to Understand," which shows that marketers provide content that is easy for consumers to understand and comprehend.

Brand Awareness is defined as a perception about a brand that reflects consumers' memories and associations with that brand (Tuinesia et al., 2022). The better the product image, the greater consumer interest in the product. Positive brand awareness is a factor that has a big influence on the growth of consumer buying interest (Anas Aulia et al., 2023). This finding is also in line with other research which states that Brand Awareness has a positive and significant impact on purchasing interest. Purchase interest is the stage of consumer interest in a product, which arises after consumer awareness and perception of the product (Katerina et al., 2023). This research also supports the findings of Loisa & Tedy S Mulyana (2021) which states that Brand Awareness and Purchase Interest can emerge from within consumers as a result of the observation or attention process followed by the realization process in purchasing products.

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