

# Analysis of the Influence of Influencer Marketing and Content Quality on Purchasing Decisions for Skintific Skincare Products (A Case Study of Gen Z TikTok Shop Users in Pamekasan)

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This study aims to examine and analyze the influence of influencer marketing and content quality on the purchasing decisions of Skintific skincare products among Generation Z TikTok Shop users in Pamekasan. The increasing use of TikTok as a dominant social media platform among Generation Z, along with the widespread promotion of skincare products through TikTok Shop, has created significant opportunities for interactive marketing. The researchers observed that the interactive marketing strategies implemented by Skintific through TikTok Shop features have a substantial impact on brand awareness and consumers' purchasing decisions in Pamekasan. Therefore, this study seeks to determine the effect of Skintific's interactive marketing through TikTok Shop features on brand awareness and its impact on consumers' purchasing decisions. This research employed a quantitative approach, with data collected through questionnaires distributed to Generation Z TikTok Shop users in Pamekasan. The sampling technique used was purposive sampling, involving 100 respondents. Data processing and analysis were conducted using IBM SPSS software. The results indicate that influencer marketing and content quality partially have a positive and significant effect on purchasing decisions. Furthermore, both variables simultaneously exert a significant influence on the purchasing decisions of Skintific skincare products. These findings suggest that the higher the credibility of influencers and the more attractive and informative the content presented, the greater the likelihood that consumers will make a purchase.

**Keywords:** Influencer Marketing, Content Quality, Purchasing Decision, Skintific.

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## 1. Introduction

The rapid development of digital technology in recent years has significantly transformed the way people communicate and how consumers make purchasing decisions. Social media is no longer used solely as a communication tool but has also become an effective marketing channel capable of influencing consumer purchase intentions, particularly among Generation Z (Gen Z), who are known for being active, critical, and highly connected to the digital world. Among various social media platforms, TikTok has emerged as one of the most popular applications among Gen Z due to its creative, engaging, and easily accessible short-video content.

Generation Z, born between 1997 and 2012, represents a generation of digital natives who are highly active on TikTok. This generation tends to place greater trust in recommendations from influencers than in conventional advertising. Therefore, understanding how influencers affect Gen Z consumer behavior, particularly through elements of trust and credibility, has become an important area of research. As the dominant user group on TikTok, Gen Z consumers tend to be more critical in selecting products and often consider brand values such as sustainability, diversity, and inclusivity as key factors in their purchasing decisions.

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TikTok is currently one of the fastest-growing social media platforms. Initially recognized as an entertainment platform featuring short-form video content, TikTok has evolved into an online shopping hub through its TikTok Shop feature. This development enables users to make purchases directly within the application, positioning TikTok as a major player in digital commerce. TikTok also offers promotional features designed to help businesses increase public awareness and attract consumers to purchase the products or services offered (Ardansyah & Shilvia, 2024). In July 2024, Indonesia recorded approximately 157.6 million TikTok users, making it the country with the largest TikTok user base in the world. Given the dominance of Gen Z users, who have grown up alongside technological advancements, TikTok presents substantial opportunities for businesses to utilize the platform as a promising marketplace (Ardansyah & Marlinda, 2025).

Influencers are individuals who possess considerable influence over public opinion and consumer purchasing decisions, particularly through social media. In the context of digital marketing, many brands employ influencers to increase brand awareness, build a positive brand image, and stimulate purchase intentions and purchasing decisions. Influencers act as intermediaries between brands and consumers by delivering marketing messages through engaging content such as product reviews, unboxing videos, and lifestyle-related posts. However, the effectiveness of influencer marketing largely depends on the credibility of the influencer. When influencers are perceived as trustworthy and relevant, their messages can significantly shape consumer perceptions and purchasing behavior.

The Indonesian beauty industry, particularly the skincare sector, has experienced substantial growth in recent years. Skintific is one of the skincare brands that has successfully penetrated the Indonesian market and gained considerable popularity among young consumers. The brand offers a wide range of skincare products designed to address various skin concerns, including dry skin, acne-prone skin, sensitive skin, and aging-related issues. In addition, Skintific has become widely recognized for its innovative products, such as the 5X Ceramide Barrier Repair Moisture Gel, cleansers, sunscreens, and moisturizers. These innovations have contributed to Skintific's position among the top four best-selling facial skincare brands on major Indonesian e-commerce platforms during the second quarter of 2024, including TikTok Shop, Shopee, and Tokopedia.

Many leading companies have increasingly utilized TikTok as a marketing tool. Skintific is one such brand that actively employs TikTok content to promote its skincare products. In 2024, Skintific achieved remarkable sales performance, with its official TikTok Shop generating approximately IDR 64 billion in sales, while another official Skintific store generated around IDR 7 billion, according to sales statistics reported by [Compas.co.id](https://compas.co.id).

In the increasingly competitive business environment, companies have begun to rely on influencer marketing as a strategic approach to expand product information dissemination and attract consumer attention. Influencers are perceived to have emotional connections with their followers, making their recommendations more persuasive than traditional advertising. On TikTok, influencers who communicate in a natural, authentic, and entertaining manner often succeed in shaping consumer perceptions and increasing interest in particular products.

In addition to influencer marketing, content quality is another critical factor influencing consumer purchasing behavior. Relevant, creative, informative, and engaging content can enhance consumer trust and encourage purchasing actions. For Generation Z, who are particularly sensitive to content aesthetics and authenticity, the quality of content presentation plays a crucial role in the decision-making process. Based on the background described above, this study aims to:

1. Analyze the influence of influencer marketing on the purchasing decisions of Skintific skincare products.
2. Analyze the influence of social media content quality on the purchasing decisions of Skintific skincare products.
3. Analyze the simultaneous effect of influencer marketing and content quality on the purchasing decisions of Skintific skincare products.

## 2. Methods

This study employed a quantitative research approach based on the philosophy of positivism. Quantitative research is used to examine specific populations or samples, where sampling techniques are generally conducted randomly, data are collected using research instruments, and data analysis is quantitative in nature with the objective of testing predetermined hypotheses (Sugiyono, 2019).

In this study, the population size was considered unknown or infinite (infinite population). Therefore, the required sample size was determined using the Lemeshow formula. Based on the calculation, the obtained sample size was 98.8 respondents. Since the sample size must be expressed as a whole number, the value was rounded up to 100 respondents. Thus, the minimum sample size required for this study was 100 respondents.

The study involved two types of variables: independent variables (X) and a dependent variable (Y). The dependent variable, also referred to as the outcome or criterion variable, represents the variable that is influenced by or results from the independent variables. In contrast, independent variables, often referred to as stimulus, predictor, or antecedent variables, are variables that influence or cause changes in the dependent variable. Accurate identification of variables is essential for obtaining valid and reliable data, supporting the selection of appropriate data analysis techniques, and ensuring that the research findings can be scientifically justified and lead to objective conclusions.

The data sources used in this study consisted of primary and secondary data. These two types of data complement each other and play important roles in supporting the quantitative research process comprehensively. Primary data were obtained directly from respondents through questionnaires, while secondary data were collected from relevant literature, previous studies, books, journals, and other supporting sources related to the research topic.

Data collection was conducted using a questionnaire survey. A questionnaire is a data collection method in which respondents are asked to respond to a series of written questions or statements. The questionnaire was distributed to 100 respondents both directly and through Google Forms. The online distribution method was chosen to reach Generation Z respondents more effectively and efficiently through digital platforms.

The collected data underwent several stages of processing, including coding, tabulation, and data entry into statistical analysis software. Data analysis was performed using the Statistical Package for the Social Sciences (IBM SPSS), which was utilized to process and analyze the data in accordance with the objectives of the study.

## 3. Results and Discussion

### Overview of the Research Object

This study employed a quantitative research approach, in which the data collected were expressed in numerical form and analyzed using IBM SPSS software. The primary objective of this research was to

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examine the effects of influencer marketing and content quality on purchasing decisions. To achieve this objective, data were collected through questionnaires distributed to 100 respondents.

The respondents were selected based on a sampling technique with the criteria of Generation Z individuals residing in Pamekasan who had previously purchased Skintific skincare products through TikTok Shop. This study involved two independent variables, namely influencer marketing and content quality, and one dependent variable, namely purchasing decisions.

### Respondent Characteristics

Respondent characteristics describe the demographic background of the participants involved in the study. In this research, respondent characteristics were analyzed based on gender and age. The results are presented as follows.

#### Gender Characteristics

**Table 1.** Distribution of Respondents by Gender

Gender	Frequency	Percentage
Male	17	17%
Female	83	83%
Total	100	100%

Based on Table 4.1, the study involved 100 Generation Z respondents from Pamekasan. The results indicate that the majority of respondents were female, accounting for 83% of the total sample, while male respondents represented 17%. These findings suggest that among Generation Z consumers in Pamekasan, online purchasing decisions for Skintific skincare products are predominantly made by female consumers. This trend may reflect the higher level of interest and engagement of women in skincare products compared to men.

#### Age Characteristics

**Table 2.** Distribution of Respondents by Age

Age Group	Frequency	Percentage
17–18 years	21	21%
19–20 years	33	33%
21–22 years	46	46%
Total	100	100%

The results presented in Table 4.2 show that the respondents were categorized into three age groups. The largest proportion of respondents was found in the 21–22 years age group, representing 46% of the sample. This was followed by respondents aged 19–20 years, accounting for 33%, while the 17–18 years age group constituted 21% of the respondents.

These findings indicate that older members of Generation Z, particularly those aged 21–22 years, dominate the sample. This age group is generally characterized by greater purchasing power, higher digital literacy, and more frequent engagement in online shopping activities. Consequently, they are more likely to purchase skincare products through digital platforms such as TikTok Shop compared to younger age groups.

**Description of Respondents' Answers**

**Influencer Marketing Variable (X1)**

**Table 3** Distribution of Influencer Marketing Variable Items

Statement	SD	D	N	A	SA	Total Respondents
I feel that influencers provide honest information about Skintific skincare products.	0	3	23	55	19	100
I am more interested in purchasing Skintific skincare products after seeing influencer reviews.	0	2	19	48	31	100
The way influencers present information makes Skintific skincare products appear convincing.	0	3	24	60	13	100
I feel more confident purchasing Skintific skincare products after seeing influencer recommendations.	0	0	16	57	27	100
Influencers help me understand the functions and benefits of Skintific skincare products.	0	1	14	51	34	100

Source: Respondents' Questionnaire Results

Based on the table above, it can be seen that there are five statement items in the influencer marketing variable. The responses are predominantly dominated by respondents who selected Agree, although there are also responses in the Disagree, Neutral, and Strongly Agree categories. Several statements from each indicator show that most respondents have a positive perception of influencer marketing.

**Content Quality Variable (X2)**

**Table 4.** Distribution of Content Quality Variable Items

Statement	SD	D	N	A	SA	Total Respondents
Promotional content for Skintific skincare products on social media has an attractive visual appearance.	0	2	21	50	27	100
The content clearly explains how to use Skintific skincare products.	0	4	23	47	26	100
The content helps me understand which Skintific skincare products are suitable for my skin type.	0	3	24	59	14	100
The content encourages me to seek further information about Skintific skincare products.	0	2	18	49	31	100
I am satisfied with the quality of Skintific skincare product content on TikTok.	0	3	27	53	17	100

Source: Respondents' Questionnaire Results

Based on the table above, it can be seen that there are five statement items in the content quality variable. The responses are predominantly dominated by respondents who selected Agree, although there are also responses in the Disagree, Neutral, and Strongly Agree categories. Several statements from each indicator indicate that most respondents have a positive perception of the quality of the content.

**Purchase Decision Variable (Y)**

**Table 5** Distribution of Purchase Decision Variable Items

Statement	SD	D	N	A	SA	Total Respondents
I am interested in purchasing Skintific skincare products after viewing content on TikTok.	0	9	37	34	20	100
I have purchased Skintific skincare products because of content I saw on TikTok.	0	3	20	47	30	100
Influencer recommendations influence my purchasing decisions.	0	3	31	44	22	100
I feel that my purchasing decisions are influenced by TikTok content.	0	0	16	57	27	100
I purchase Skintific skincare products because they suit my needs.	1	5	30	43	21	100

Source: Respondents' Questionnaire Results

Based on the table above, it can be seen that there are five statement items in the purchase decision variable. The responses are predominantly dominated by respondents who selected Agree, although there are also responses in the Disagree, Neutral, and Strongly Agree categories. Several statements from each indicator indicate that most respondents have a positive perception regarding their purchase decisions.

**Research Findings Analysis**

**Validity and Reliability Tests**

**Validity Test**

After conducting the validity test on the influencer marketing variable statements using SPSS 2022 software, the following results were obtained. Based on the validity test results for the five statement items of the influencer marketing variable (X1), it is known that all statement instruments have an r-count value greater than the r-table value of 0.195 and a Sig. (2-tailed) value less than 0.05. Therefore, it can be concluded that all statement items in the influencer marketing variable are valid.

**Table 6** Validity Test Results of Purchase Decision Variable Items (Y)

		Y1	Y2	Y3	Y4	Y5	TOT.Y
Y1	Pearson Correlation	1	.501**	.488**	.445**	.530**	.773**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Y2	Pearson Correlation	.501**	1	.604**	.621**	.600**	.839**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Y3	Pearson Correlation	.488**	.604**	1	.540**	.476**	.786**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Y4	Pearson Correlation	.445**	.621**	.540**	1	.436**	.745**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Y5	Pearson Correlation	.530**	.600**	.476**	.436**	1	.788**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100

		Y1	Y2	Y3	Y4	Y5	TOT.Y
TOT.Y	Pearson Correlation	.773**	.839**	.786**	.745**	.788**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

Based on the validity test results for the five statement items of the purchase decision variable (Y), all statement instruments have an r-calculated (r-count) value greater than the r-table value of 0.195 and a Sig. (2-tailed) value less than 0.05. Therefore, it can be concluded that all statement items in the purchase decision variable are valid.

### Reliability Test

**Table 7.** Reliability Test Results of Influencer Marketing Variable (X1)

Cronbach's Alpha	N of Items
.839	5

The table above shows that the questionnaire for the Influencer Marketing variable (X1) has a Cronbach's Alpha value greater than 0.60 ( $0.839 > 0.60$ ) and also greater than the r-table value ( $0.839 > 0.195$ ). Therefore, the questionnaire is considered reliable.

**Table 8** Reliability Test Results of Content Quality Variable (X2)

Cronbach's Alpha	N of Items
.926	5

The table above shows that the questionnaire for the Content Quality variable (X2) has a Cronbach's Alpha value greater than 0.60 ( $0.926 > 0.60$ ) and also greater than the r-table value ( $0.926 > 0.195$ ). Therefore, the questionnaire is considered reliable.

**Table 9** Reliability Test Results of Purchase Decision Variable (Y)

Cronbach's Alpha	N of Items
.842	5

The table above shows that the questionnaire for the Purchase Decision variable (Y) has a Cronbach's Alpha value greater than 0.60 ( $0.842 > 0.60$ ) and also greater than the r-table value ( $0.842 > 0.195$ ). Therefore, the questionnaire is considered reliable.

### Classical Assumption Test

#### Normality Test

**Table 10** Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.84564712
Most Extreme Differences	Absolute	.066
	Positive	.050
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the results of the normality test using the Kolmogorov-Smirnov Test, the Asymp. Sig. (2-tailed) value obtained was 0.200. Since the significance value is greater than 0.05 ( $0.200 > 0.05$ ), the data are normally distributed. Therefore, the normality assumption is satisfied.

### Multicollinearity Test

**Table 11** Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.516	1.410		.366	.715		
TOT.X1	1.065	.164	.929	6.503	.000	.173	5.792
TOT.X2	-.126	.137	-.132	-.921	.359	.173	5.792

a. Dependent Variable: TOT.Y

Based on the output of the multicollinearity test presented in the table above, the tolerance values for all independent variables were 0.173 for Influencer Marketing (X1) and 0.173 for Content Quality (X2). The VIF (Variance Inflation Factor) values were 5.792 for Influencer Marketing (X1) and 5.792 for Content Quality (X2). Since the tolerance values of both independent variables are greater than 0.10 and the VIF values are less than 10.00, it can be concluded that there is no multicollinearity problem in the regression model.

### Heteroscedasticity Test

**Table 12** Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.418	.863		1.644	.103		
TOT.X1	.112	.100	.272	1.123	.264	.173	5.792
TOT.X2	-.113	.084	-.327	-	.180	.173	5.792

a. Dependent Variable: ABS\_RES

Based on the output presented in the table above, the significance (Sig.) value for the Influencer Marketing variable (X1) is 0.264, while the significance value for the Content Quality variable (X2) is 0.180. Since both significance values are greater than 0.05, it can be concluded that there is no indication of heteroscedasticity in the regression model.

### Multiple Linear Regression Analysis

#### Regression Equation

**Table 13** Regression Equation Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.516	1.410		.366	.715
TOT.X1	1.065	.164	.929	6.503	.000
TOT.X2	-.126	.137	-.132	-.921	.359

a. Dependent Variable: TOT.Y

Based on the results of the multiple linear regression analysis, referring to the Unstandardized Coefficients column, the multiple linear regression equation can be written as follows:

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$$\text{Purchase Decision (Y)} = 0.516 + 1.065X_1 - 0.126X_2 + e$$

Where:

Y = Purchase Decision

X<sub>1</sub> = Influencer Marketing

X<sub>2</sub> = Content Quality

e = Error term

Based on the regression model above, each variable can be interpreted as follows:

- a. Constant ( $\alpha$ ) = 0.516

The constant value of 0.516 indicates that if the independent variables, namely Influencer Marketing (X<sub>1</sub>) and Content Quality (X<sub>2</sub>), are assumed to remain constant, the Purchase Decision value will be 0.516.

- b. Regression Coefficient of Influencer Marketing (X<sub>1</sub>) = 1.065

The regression coefficient of Influencer Marketing (X<sub>1</sub>) is 1.065 and has a positive sign. This indicates that for every one-unit increase in the Influencer Marketing variable, the Purchase Decision for Skintific skincare products will increase by 1.065 units, assuming that the other independent variable (Content Quality) remains constant.

- c. Regression Coefficient of Content Quality (X<sub>2</sub>) = -0.126

The regression coefficient of Content Quality (X<sub>2</sub>) is -0.126 and has a negative sign. This indicates that for every one-unit increase in the Content Quality variable, the Purchase Decision will decrease by 0.126 units, assuming that the other independent variable (Influencer Marketing) remains constant. The negative coefficient suggests an inverse relationship between Content Quality and Purchase Decision in this regression model.

### Partial t-Test.

**Table 14** t-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.516	1.410		.366	.715
TOT.X1	1.065	.164	.929	6.503	.000
TOT.X2	-.126	.137	-.132	-.921	.359

a. Dependent Variable: TOT.Y

- a. Effect of Influencer Marketing on Purchase Decisions

The significance test uses the following decision criteria: H<sub>a</sub> is accepted and H<sub>0</sub> is rejected if tcount > ttable and Sig. <  $\alpha$ . Conversely, H<sub>a</sub> is rejected and H<sub>0</sub> is accepted if tcount < ttable and Sig. >  $\alpha$ .

The results indicate that Influencer Marketing (X<sub>1</sub>) has a positive and significant effect on Purchase Decisions (Y). The significance value of the influencer marketing variable is 0.000 < 0.05, indicating statistical significance. Furthermore, the calculated t-value (tcount = 6.503) is greater than the critical t-value (ttable = 1.984), where:

$$t_{table} = t(\alpha/2; n-k-1) = t(0.05/2; 100-2-1) = t(0.025; 97) = 1.984$$

Since tcount > ttable (6.503 > 1.984) and Sig. < 0.05, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Therefore, it can be concluded that influencer marketing has a significant effect on consumers' purchase decisions regarding Skintific skincare products.

- b. Effect of Content Quality on Purchase Decisions

The significance test uses the same decision criteria: H<sub>a</sub> is accepted and H<sub>0</sub> is rejected if tcount > ttable and Sig. <  $\alpha$ . Conversely, H<sub>a</sub> is rejected and H<sub>0</sub> is accepted if tcount < ttable and Sig. >  $\alpha$ .

The results show that Content Quality (X2) does not have a significant effect on Purchase Decisions (Y). The significance value of the content quality variable is  $0.395 > 0.05$ , indicating that the effect is not statistically significant. In addition, the calculated t-value ( $t_{count} = -0.921$ ) is smaller than the critical t-value ( $t_{table} = 1.984$ ), where:

$$t_{table} = t(\alpha/2; n-k-1) = t(0.05/2; 100-2-1) = t(0.025; 97) = 1.984$$

Since  $|t_{count}| < t_{table}$  ( $0.921 < 1.984$ ) and  $Sig. > 0.05$ ,  $H_0$  is accepted and  $H_a$  is rejected. Therefore, it can be concluded that content quality does not have a significant effect on consumers' purchase decisions regarding Skintific skincare products.

### F-Test

**Table 15** F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	649.275	2	324.638	93.377	.000 <sup>b</sup>
Residual	337.235	97	3.477		
Total	986.510	99			

a. Dependent Variable: TOT.Y  
 b. Predictors: (Constant), TOT.X2, TOT.X1

Based on the results of the F-test presented above, the calculated F-value ( $F_{count}$ ) is 93.377, while the critical F-value ( $F_{table}$ ) is 3.09. Since  $F_{count} > F_{table}$  ( $93.377 > 3.09$ ) and the significance value is  $0.000 < 0.05$ ,  $H_0$  is rejected and  $H_a$  is accepted. This indicates that the independent variables collectively have a significant effect on the dependent variable. Therefore, it can be concluded that Influencer Marketing (X1) and Content Quality (X2) simultaneously have a significant effect on consumers' Purchase Decisions (Y) regarding Skintific skincare products.

### R Square

**Table 16** R-Square Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 <sup>a</sup>	.658	.651	1.86458

a. Predictors: (Constant), TOT.X2, TOT.X1  
 b. Dependent Variable: TOT.Y

Based on the test results above, the coefficient of determination and R Square value obtained was 0.811. This indicates a fairly strong relationship between the independent variables, namely influencer marketing and content quality, and the dependent variable, namely purchasing decisions for Skintific skincare products. Furthermore, the determination analysis yielded a coefficient of determination ( $R^2$ ) of 0.658 or 65.8%. This indicates that influencer marketing and content quality explain 65.8% of the variation in purchasing decisions for Skintific skincare products, while the remaining 34.2% is influenced by other variables outside the research model.

### Discussion

In this chapter, the researcher discusses the analysis of the influence of influencer marketing and content quality on purchasing decisions for Skintific skincare products (a case study of Generation Z TikTok Shop users in Pamekasan). The discussion covers the simultaneous and partial effects of influencer marketing and content quality, as well as an examination of the research findings concerning their influence on purchasing decisions and other aspects related to this study. Based on the explanation above, the discussion is systematically presented as follows.

The data for this study were collected through questionnaires distributed to individuals who purchased Skintific skincare products in Pamekasan. The respondents were selected using a simple random sampling technique with the criteria that they belonged to Generation Z in Pamekasan and had made online purchases of Skintific skincare products through TikTok. The questionnaire consisted of 15 items, including 5 items measuring influencer marketing, 5 items measuring content quality, and 5 items measuring purchasing decisions. A total of 100 questionnaires were distributed to Generation Z consumers in Pamekasan who had purchased Skintific skincare products via TikTok. The questionnaires were distributed online through digital platforms to reach respondents more effectively and efficiently. Data collection was conducted over five days, from February 4, 2026, to February 8, 2026. Overall, all 100 questionnaires (100%) were returned and successfully processed and analyzed.

Before conducting the classical assumption tests, the research instruments underwent validity and reliability testing. Validity testing employed the Pearson Product-Moment correlation method for all variables, both independent and dependent. The initial validity test results indicated that several questionnaire items were invalid. Therefore, a second round of instrument testing was conducted, which resulted in all questionnaire items being declared valid for both the independent and dependent variables.

Instrument reliability was assessed using Cronbach's Alpha. This method was selected because it provides evidence of internal consistency when the reliability coefficient meets or exceeds the recommended threshold. The reliability test results indicated that the influencer marketing variable achieved a Cronbach's Alpha value of 0.877, demonstrating high reliability; the content quality variable achieved a value of 0.839, indicating reliability; and the purchasing decision variable achieved a value of 0.773, indicating acceptable reliability. In other words, all three variables exceeded the minimum reliability threshold. Therefore, it can be concluded that the instruments measuring influencer marketing, content quality, and purchasing decisions were reliable. The reduction of several questionnaire items was necessary due to weak homogeneity among certain statements, a process commonly referred to as scale purification, as discussed by Pinto et al. (2025). After confirming the validity and reliability of the instruments, the next step involved conducting classical assumption tests.

The classical assumption tests included normality, multicollinearity, and heteroscedasticity tests. The normality test was conducted using the non-parametric Kolmogorov-Smirnov (K-S) method to determine whether the residuals in the regression model were normally distributed. The results showed an Asymp. Sig. (2-tailed) value of 0.200. Since the significance value was greater than 0.05, the residuals were normally distributed, indicating that the normality assumption was satisfied.

After confirming normality, multicollinearity testing was conducted to determine whether correlations existed among the independent variables. The results showed tolerance values of 0.173 for influencer marketing (X1) and 0.173 for content quality (X2), while the Variance Inflation Factor (VIF) values were 5.792 for both variables. Since the tolerance values exceeded 0.10 and the VIF values were below 10.00, it can be concluded that multicollinearity was not present.

The heteroscedasticity test was then conducted to determine whether the variance of residuals differed across observations. The Glejser test was employed by regressing the absolute residual values from the estimated model. The significance values obtained were 0.264 for influencer marketing (X1) and 0.180 for content quality (X2). Since both values exceeded 0.05, it can be concluded that heteroscedasticity was not present. Therefore, the regression model can be considered homoscedastic and appropriate for further analysis.

Following the classical assumption tests, multiple linear regression analysis was conducted to examine the influence of influencer marketing and content quality on purchasing decisions for Skintific skincare products.

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The regression results indicated that influencer marketing and content quality significantly affected purchasing decisions.

The next analysis involved the F-test, which was conducted to determine the simultaneous effect of the independent variables on the dependent variable. The results showed an F-statistic value of 93.377 and an F-table value of 3.09. Since  $F\text{-count} > F\text{-table}$  ( $93.377 > 3.09$ ) and the significance value was  $0.000 < 0.05$ , the null hypothesis ( $H_0$ ) was rejected and the alternative hypothesis ( $H_a$ ) was accepted. This indicates that the independent variables collectively have a significant effect on the dependent variable. Therefore, it can be concluded that influencer marketing ( $X_1$ ) and content quality ( $X_2$ ) simultaneously have a significant influence on purchasing decisions for Skintific skincare products.

The coefficient of determination test was conducted to measure the extent to which the model explains variations in the dependent variable. The regression results showed a correlation coefficient ( $R$ ) and  $R$  Square value of 0.811, indicating a fairly strong relationship between influencer marketing and content quality and purchasing decisions. Furthermore, the coefficient of determination ( $R^2$ ) was 0.658 or 65.8%, meaning that influencer marketing and content quality explain 65.8% of the variation in purchasing decisions for Skintific skincare products. The remaining 34.2% is explained by other factors not included in the research model.

#### 4. Conclusion

Based on the results of the research analysis regarding the influence of influencer marketing and content quality on purchasing decisions for Skintific skincare products among Generation Z TikTok Shop users in Pamekasan, the following conclusions can be drawn:

1. Influencer marketing has a significant effect on purchasing decisions for Skintific skincare products. This indicates that the credibility, attractiveness, and trustworthiness of influencers are able to increase consumers' interest and confidence in purchasing Skintific skincare products.
2. Content quality has a significant effect on purchasing decisions for Skintific skincare products. Informative, engaging, relevant, and educational content has been proven to create positive consumer perceptions and encourage purchasing decisions.
3. Influencer marketing and content quality simultaneously have a significant effect on purchasing decisions for Skintific skincare products. This finding indicates that the combination of selecting appropriate influencers and delivering high-quality content can enhance the effectiveness of marketing strategies. Furthermore, it helps consumers better understand Skintific skincare products and increases their interest in purchasing them.

The researcher acknowledges that this study is still far from perfect. Therefore, future researchers are encouraged to further improve and refine this research by referring to the findings of the present study, with the expectation that future research will produce more comprehensive and accurate results. Based on the analysis and discussion of the research findings, the following recommendations are proposed:

1. For companies, it is recommended to be more selective in choosing influencers by considering their credibility, compatibility with the target market, and level of engagement, particularly among Generation Z consumers. In addition, companies should improve the quality of their marketing content by emphasizing informative and educational aspects, honesty in product reviews, and attractive visual presentations to increase consumer trust and purchase intention.
2. For digital marketers, it is recommended not to focus solely on influencer popularity but also on the quality of message delivery through content. Authentic, communicative, creative, and audience-oriented content has been shown to be more effective in influencing purchasing decisions.

3. For future researchers, it is recommended to include additional variables such as price, brand image, brand trust, and customer reviews in order to obtain more comprehensive results. Furthermore, expanding the research area is suggested to increase the generalizability of the findings.

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