

The Mediating Role of Online Customer Reviews in the Influence of Content Marketing on Purchase Decisions

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Abstract—This study aims to analyze the mediating role of reviews uploaded by online consumers and their impact on purchase decisions on TikTok, particularly those influenced by content marketing. The research background indicates a rapid increase in TikTok usage for business activities, with Indonesia being the largest TikTok user country in July 2024. Although Content Marketing and Online Customer Review have been acknowledged to influence Purchase Decision, many previous researches has a gap in understanding mediation impact of Online Consumer Review in TikTok App specifically. Some studies also suggest that Content Marketing does not always significantly impact Purchase Decision on this platform. To collect the required primary data, this study uses a questionnaire that was addressed to 400 TikTok users in Indonesia, making this study classified into quantitative approach research-based. In this research, the data analyze technique has been uses the PLS-SEM through Smart PLS software. The review uploaded by online consumer has a strong-positive relationship to affect other consumers' purchasing decision, this statement becomes the preliminary result then. Online Customer Review also has a very strong and positive relationship with the Purchase Decision. However, the direct relationship between Content Marketing and Purchase Decision is relatively weak. Initial findings indicate that Content Marketing has a very strong positive relationship with Online Customer Review (path coefficient of 0.920). Online Customer Review also has a very strong and positive relationship with Purchase Decision (path coefficient of 0.810). However, the direct relationship between Content Marketing and Purchase Decision is relatively weak (path coefficient of 0.146). This suggests that Online Customer Review plays a crucial role in mediating the influence of Content Marketing on Purchase Decision in TikTok. This study is expected to fill the literature gap by developing a mediation model that considers the specific characteristics of TikTok. This research is expected to fill the literature gap by developing a mediation model that considers the specific characteristics of TikTok.

Keywords: Content Marketing; Online Customer Review; Purchase Decision

1. INTRODUCTION

Nowadays, digital technology development is advancing extremely quickly. Currently, technological changes that initially only used print media, radio, newspapers, television have experienced changes that have developed increasingly sophisticated with the internet. The internet that is easily accessible at any time and from any location. With its sophistication that can make it easier for everyone to access various information ranging from basic information to detailed information. Especially information that supports business activities. The internet also has a big impact on society and business people in finding ways to do buying and selling activities.

This growing internet affects business activities that change the habit of making purchases directly into purchases using online media. One of them makes purchases by utilizing e-commerce online media. The online media that is currently being used is TikTok. TikTok is an application that was not created specifically for business activities. Initially TikTok was used to create or share short videos containing interesting things, entertainment, and information such as news. But along with the development of online media, TikTok began to have buying and selling features accompanied by content about the products being sold and promoted. So, business people can take advantage of this online media to develop their business by creating or sharing interesting video content. With its sophistication that can make it easier for everyone to access various information ranging from basic information to detailed information. Especially information that supports business activities that have changed the way consumers interact with brands and make purchasing decisions.

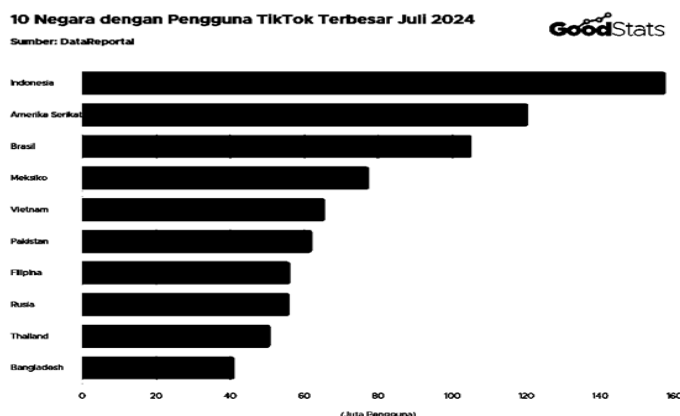


Figure 1. 10 Countries with the Biggest TikTok Users

Source : GoodStats, 2024

In Picture 1, in 2024, Indonesia became the country that used TikTok the most with almost 160 million users. In contrast to the previous year, Indonesia ranked 2nd in TikTok users with 113 million users in 2023. Throughout one year, Indonesia is experiencing a significant increase in TikTok app usage, beating the United States (Meilina, 2024). This rapid increase shows that the TikTok application has been widely accepted and used by various levels of society in Indonesia. This is influenced by the popularity of local content, easy-to-use features, and effective marketing strategies likely contributing to its rapid growth and accelerating over time. This data not only highlights Indonesia's position as a highly active digital market, but also underscores TikTok's huge influence on social media, entertainment, and business activities in the country. With nearly 160 million users by 2024, TikTok has become a fundamental part of the digital lives of millions of Indonesians, opening up new opportunities and challenges for content creators, businesses, and platform developers alike.

According to (Kotler & Armstrong, 2018) Purchasing decisions are an important process in consumer behavior that involves a series of steps taken before purchasing a product or service. This process starts from the introduction of a phenomenon or problem, followed by the process of seeking information, then carrying out the evaluation process and searching for alternatives, and ends with making the final decision in the process of buying something. In this regard, a sales strategy based on content marketing then becomes one of the causes that can influence the decision to buy something. Content Marketing, when understood based on the opinion of (Pulizzi, 2014), can be defined as a marketing process or strategy that has a primary focus on delivering focuses on delivering valuable information to customers, so as to build long-term relationships with them. In other words, Content Marketing can also be defined as a strategy in the marketing sector that targeting the creation and dissemination of content that has certain relevance and value, that is able to attract the attention of the target audience and turn them into consumers of the product being contented (Karr, 2016). Apart from Content Marketing, the factor that influences purchasing decisions is Online Customer Review. Based on the opinion of (Mulyati & Gesitera, 2020), Online Customer Review is defined as a response and/or review given by consumers from various aspects to express the value of a use of goods or services. In the connection with this understanding, Online Customer Reviews then often have a great influence in shaping product perceptions in consumers and also can influence purchasing decisions. Then, an alternative definition of Online Customer Reviews was later revealed by (Zhao et al., 2015), in his research, where he considered that Online Customer Reviews are ratings published by consumers of a product on the internet that highlight positive, negative, or neutral values.

Although there have been many studies that examine the relationship between the use of product marketing strategies through the Content Marketing approach and the final consumer decision to purchase an item, there is a significant gap relevant to understanding process about how's online reviews from the costumer as an intervening variable. Some studies such as (Rohmatulloh & Sari, 2021) and (Gemilang, 2022) have tested the effect and impact of online customer reviews as an intervening variable on purchase intention or consumer trust. Several recent studies have shown that content marketing and online customer reviews significantly influence purchasing decisions at TikTok Shop, where (Komala et al., 2024) found that both variables contributed positively simultaneously to the purchase decision of Jiniso products, with consumers relying heavily on online reviews when making decisions. Research by (Pangestu & Kusyowo, 2025) also shows that content marketing and product reviews have a positive effect on purchasing decisions, while live streaming does not moderate the relationship. However, these studies have not specifically explain the impact of reviews published by online cunsomers in the terms of mediating the relationship between content marketing strategies in digital media and purchasing decisions in the TikTok app. In addition, research by (Puspita & Safrianti, 2024) found that consumer purchasing decisions for an item in the TikTok shop were not significantly influenced by content marketing techniques. This gap opens up opportunities to develop a more comprehensive model by incorporating relevant digital marketing variables and consumer psychological phenomena, so as to provide a more holistic picture of effective marketing strategies on TikTok Shop. The contribution of this research will expand the understanding of digital marketing theory by combining various important elements in one model and provide practical recommendations for businesses to optimize their marketing strategies on the TikTok platform.

2. RESEARCH METHOD

2.1 Basic Research Framework

In this study, This research employs a quantitative approach, utilizing questionnaires distributed via social media to collect primary data from TikTok Shop Consumers in Indonesia. Due to the very large and unknown population size, the Cochran formula was used to determine the sample size, yielding a requirement of 384 respondents, which was rounded up to 400 for the study. The questionnaire, designed with a Likert scale from 1 to 5, will be subjected to various validity and reliability tests to ensure data accuracy and consistency. For data analysis, the study will utilize Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software. The core objective of this research is to investigate the effect of mediating variables, thus providing a framework for understanding indirect relationships within the study's scope. The following is a framework for thinking in this study:

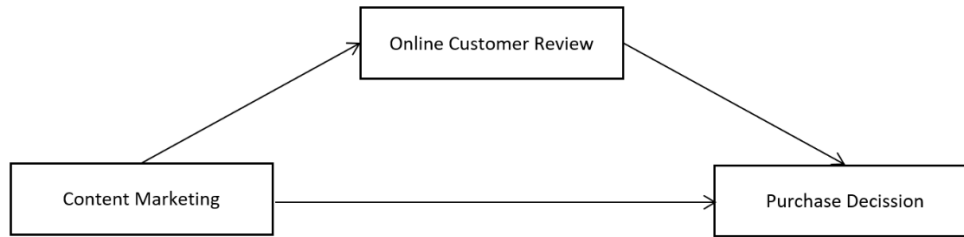


Figure 2. Research Model

2.2 Operational Definition of Variables

2.2.1 Content Marketing

In general, the basic concept and initial definition of Content Marketing can be understood as a digital marketing process/strategy that involves the process of creating and disseminating content that has value and product-relevant topics in order to convert target audiences into consumers of a product as its main focus. Content marketing uses various forms of content, such as text, images, audio, and video, that are disseminated through websites, blogs, and social media. The main objective of this approach was to create meaningful interactions between companies and consumers without having to make direct sales, thus building customer trust and loyalty (Karr, 2016).

Based on the concept of content marketing, (Pulizzi, 2014) thought that this marketing technique can be defined as an one of marketing strategies kind that has a focus and goal to deliver valuable information to customers, so as to making a long-term relationship with them. The effectiveness of marketing and social media marketing in influencing purchasing decisions is strongly influenced by the attractiveness of the content. Content that is able to attract consumer attention has the ability to lead them to purchase the product or service offered (Asi & Hasbi, 2021). (Karr, 2016) suggests that the dimensions of content marketing are divided into 5, including:

- a. Reader Cognition, which relates to the effectiveness of content to be understood and has the ability to generate audience engagement in their interaction, either directly or indirectly.
- b. Sharing motivation is the reason or impetus that causes audiences to want to share content with others after accessing it.
- c. Persuasion is an effort to structure content in order to convince audiences or subtly persuade them to switch from one decision to another, especially in the process of becoming a customer.
- d. Decision making is the process when audiences or consumers make decisions after considering various supporting factors, such as beliefs, facts, feelings, and results displayed in the content.
- e. Factors are aspects that involve the assessment of the content, not only by the audience individually, but also by friends, family, and the surrounding social environment.

2.2.2 Online Customer Review

Based on the opinion of (Mulyati & Gesitera, 2020) Online Customer Review is defined as a response and/or review given by consumers from various aspects to express the value of a use of goods or services. In connection with this understanding, Online Customer Reviews then often have a great influence in shaping product perceptions in consumers and can also influence purchasing decisions. An alternative definition of Online Customer Reviews was later revealed by (Zhao et al., 2015), in his research, where he considered that Online Customer Reviews are ratings published by consumers of a product on the internet that highlight positive, negative, or neutral values. Online customer review is information that arises from consumers after making a purchase that can be trusted by potential consumers before deciding to buy a product online (Ramadhana et al., 2022) the reviews left by these online consumers then become relevant to the topic of the problem in this study because they as buyers of a product/service have the right to leave their value or opinion, both positive reviews and negative reviews (Riyanjaya & Andarini, 2022). Based on (Ramadhana et al., 2022) the review of consumers uploaded on digital platforms online is one part of e-wom because the reviews are given directly from consumers not in the form of advertisements. Online customer review is an honest response from a consumer after making a purchase of a product that is posted on the company's website, so that other potential consumers can see, read, and nd make the maximum purchase decision. (Zhao et al., 2015) suggest that online customer review has dimensions including:

- a. Usefulness is consumers' perceptions of the usefulness and usefulness of information in marketing content, which affects purchasing choices and consumer involvement with a brand.
- b. Reviewer Expertis can be defined as the level of expertise and credibility possessed by the author of the online review, which can affect how consumers assess the quality and trustworthiness of the review.
- c. Timeliness indicates how recently an online review was published, thus making the information conveyed more relevant, credible, and useful to consumers.
- d. Volume (total reviews) is the number of responses or reviews generated by reviewers about a particular product or service.

- e. Valence is the value contained in online reviews, which can be divided into two types, namely reviews that highlight positive aspects (benefits obtained) and reviews that discuss negative aspects (losses or loss of benefits).
- f. Comprehensiveness refers to how complete and detailed the information provided in online reviewserj is, so that it can influence consumers' decision to make a purchase or order.

2.2.3 Purchasing Decision

Purchasing decision is an action process combining knowledge to determine alternative choices between two or more. In decision making, consumers carry out an alternative selection stage based on the brands or things they like (Widodo et al., 2017). According to (Kotler & Armstrong, 2018) Purchasing decisions are an important process in consumer behavior that involves a series of steps taken before purchasing a product or service. This process starts from the introduction of a phenomenon or problem followed by a process of seeking information, then carrying out an evaluation process and searching for alternatives, and ends with making a final decision in the process of buying something. Consumer purchasing actions are also influenced by their perceptions of a product brand. Consumers who have a positive view of a brand tend to make purchasing decisions faster and easier (Tangka & Dotulong, 2022). (Kotler & Armstrong, 2018) suggest that there are 5 dimensions, including:

- a. Product choice is the process consumers go through to determine their favorite choice among the various brands or products on their list of choices.
- b. Brand Choice is the action of consumers in choosing one particular brand from a number of existing alternatives, after passing the evaluation and preference formation stages.
- c. Dealer Choice is a consumer's decision in determining which place or seller to choose to make product purchases.
- d. Purchase Timing (Purchase time) is an element of purchasing decisions, where consumers decide when is the right time to buy a product or service.
- e. Purchase Amount (purchase amount) is one aspect of purchasing decisions that reflect the total products that consumers take in one transaction.

3. RESULTS AND DISCUSSION

3.1 Results

3.1.1 Characteristics of Respondents

This study was conducted by distributing questionnaires to 400 consumers who have made purchases on the Tiktok marketplace. A description of the respondent's identity for the sample that has been determined is described using these respondent characteristics. One of the purposes of respondent characteristics is to provide an overview of the research sample subjects. The characteristics of the respondents are obtained from the respondent's personal data, which includes gender, age, and domicile. The characteristics of the respondents can be seen in the following data table:

- a. Characteristics of respondents based on gender

The following is a table of respondent characteristics based on gender:

Table 1. Characteristics of Respondents Based on Gender

Gender	Total	Presentase (%)
Male	91	22,8%
Female	309	77,3%
Total	400	100%

Table 1 presents data on the characteristics of respondents based on gender, where out of a total of 400 respondents, the majority are dominated by women. A total of 309 respondents or 77.3% are women, indicating that their participation is much higher than that of men, who only number 91 people or 22.8%.

- b. Characteristics of respondents based on age

The following is a table of respondent characteristics based on age:

Table 2. Characteristics of respondents by age

Age	Total	Presentase (%)
17 – 28 years	360	90% ⁰
29 – 44 years	39	9,8% ⁰
> 45 years	1	2%
Total	400	100%

Based on Table 2. the age distribution of respondents shows the dominance of the 17-28 years age group. Of the 400 respondents, 360 people or 90% were in this age category, indicating that this study mostly involved individuals in the young age range. Meanwhile, the productive age group (17-28 years) only accounts for 39 people (9.0%) and the age group above 45 years is very minimal, only 1 person (2%).

- c. Respondent Characteristics based on domicile

The following is a table of respondent characteristics based on domicile:

Table 3. Characteristics of Respondents Based on Domicile

Domisile	Total	Presentase (%)
Garut	136	34%
Bandung	109	26,8%
Cimahi	35	8,8%
Solo	35	8,8%
Subang	25	6,3%
Bali	25	6%
Malang	24	6%
Tasikmalaya	12	3%
Total	400	100%

Table 3 presents the distribution of respondents based on domicile. Of the total 400 respondents, the most common domicile is Garut with 136 respondents (34%), followed by Bandung with 109 respondents (26.8%). Cimahi and Solo have the same number of respondents, 35 people each (8.8%). Furthermore, Subang and Bali also had the same number of respondents at 25 people (6.3% and 6% respectively, there is a slight percentage difference but the numbers are the same). Malang contributed 24 respondents (6%), and the least was Tasikmalaya with 12 respondents (3%). This data shows that the respondents in this study are spread across several cities/regions, but there is a clear concentration in Garut and Bandung. These two cities together accounted for more than half of the total respondents (34% + 26.8% = 60.8%). The presence of respondents from various domiciles indicates a fairly wide geographical coverage for this study, albeit with different densities in each region.

3.1.2 Outer Model

The main component of partial least squares structural equation analysis (PLS-SEM) is the outer model, which describes the relationship between latent constructs (variables that cannot be measured directly) and their indicators (variables that can be measured directly or questions in the questionnaire). Convergent validity, discriminant validity and construct reliability are the three main components of this outer model test.

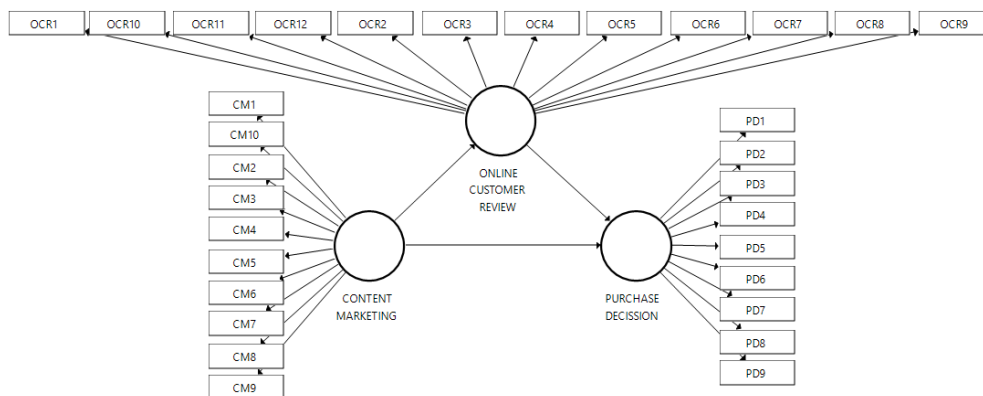


Figure 3. Research Model

Based on Figure 1. in the context of the outer model, it shows the relationship between the latent constructs of Online Customer Review, Content Marketing, and Purchase Decision and their indicators. All factor loading values shown in this model, such as 0.756 to 0.799 for Online Customer Review, 0.722 to 0.773 for Content Marketing, and 0.705 to 0.813 for Purchase Decision, are above the commonly accepted threshold of having values > 0.7 or 0.6, indicating good convergent validity. The path coefficient values between the latent constructs are also shown, which are 0.846 from Online Customer Review to Online Customer Review, 0.920 from Online Customer Review to Content Marketing, and 0.810 from Online Customer Review to Purchase Decision, and 0.146 from Content Marketing to Purchase Decision. This indicates the strength and direction of the relationship between latent constructs, which is part of the outer model evaluation, along with discriminant validity and construct reliability.

a. Composite Reliability

Tabel 4. Composite Reliability Value

	Cronbach's Alpha	rho A	Composite Reliability
Content Marketing	0,903	0,905	0,920
Online Customer Review	0,930	0,931	0,940
Purchase Decision	0,903	0,904	0,921

A construct can be accepted in the research model if it has a high reliability value. Based on Table 4. it can be concluded that all tested constructs (Content Marketing, Online Customer Review, and Purchase Decision) have very good and consistent reliability. This is said to be reliable because the Cronbach's Alpha, rho_A, and Composite Reliability values for the three constructs are consistently well above the generally accepted threshold of > 0.70.

b. R Square (R²)

Table 5. R Square (R²) Value

	R Square	R Square Adjusted
Online Customer Review	0,846	0,845
Purchase Decision	0,895	0,895

Table 5 shows that Content Marketing contributes 84.6% to Online Customer Review, while the remaining 15.4% is influenced by other factors. In addition, the effect of Content Marketing on Purchase Decision contributes 89.5%, with the remaining 11.5% influenced by other factors.

3.1.3 Inner Model

In this study, the structural model or inner model will be evaluated to verify hypotheses about cause-and-effect relationships between latent variables. This analysis will focus on determining whether there is a significant direct effect and in what direction between latent variables, as well as investigating the potential role of mediating variables in the relationship. The data generated from the Partial Least Square (PLS) software will be the basis for interpretation, particularly on the Path Coefficient value also known as Original Sample Value, t-statistic, and p-value. The direction of the relationship will be inferred from the sign of the path coefficient To confirm the statistical significance of each relationship, the t-statistic obtained will be compared with the critical threshold of 1.966. If the t-statistic exceeds 1.966 and the p-value is below 0.050, then the hypothesis of an effect of the exogenous construct on the endogenous construct will be considered proven, confirming that the relationship is not only statistically significant but also has empirical relevance.

a. Path Coefficient

Table 6. Path Coefficient Value

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusion
Content Marketing -> Online Customer Review	0,920	0,922	0,012	77,276	0,000	Accepted
Content Marketing -> Purchase Decision	0,146	0,142	0,061	2,387	0,017	Accepted
Online Customer Review -> Purchase Decision	0,810	0,817	0,056	14,336	0,000	Accepted
Content Marketing -> Online Customer Review -> Purchase Decision	0,745	0,754	0,054	13,696	0,000	Accepted

The results of the path coefficient analysis result of 0.920 shows a very strong positive relationship between Content Marketing and Online Customer Review. This indicates that as content marketing efforts increase, there is a good increase in online customer reviews. The T statistic of 78.477 is very high, providing very strong evidence against the null hypothesis. The P < 0,001 implies that P value of 0.000 well enough to conventional significance threshold 0,05. It means, the P value indicates "very strong evidence" against the null hypothesis. However, the path coefficient on Content Marketing to Purchase Decision has a positive but relatively weak direct relationship as the path coefficient value is 0.146. Although statistically significant with a P-value of 0.016 and a T-statistic of 2.425, its impact on Purchase Decision is practically small. Meanwhile, the relationship between purchasing decisions based on the influence of Online Customer Reviews shows a strong and positive direction, where the path coefficient reaches 0.810, a significant P-value 0.000, and statistically significant T-value 14.426. According to such results, it is known that the reviews left by online shoppers have a strong influence. As well as the coefficient of the relationship between Content Marketing and Purchase Decision mediated by Online Customer Review is very strong and has a positive effect as evidenced by the path coefficient 0.745, as well as a P-Value 0.000 and T-Statistics score of 13.696, can show that reviews left by consumers in online media have an important influence in shaping other consumers' decisions to buy something.

3.2. Discussion

3.2.1 Content Marketing in Affecting Purchase Decision

One of the main functions using content marketing techniques in the promotional process is to shaping positive perceptions and increasing consumers' desire to buy promoted products through the creation or dissemination of a short

video content containing product information that is made to attract the attention of the audience as potential consumers who can influence purchasing decisions. Then, this research approves the previous result served by (Nggabut et al., 2025) which can provide brand awareness of a product more optimally and make it easier to recognize products, thereby attracting the attention of the target market, so that there is interest in making purchases. As in research (Editia et al., 2025) which confirms that products that match expectations in the sales process will make customers feel satisfied. This satisfaction encourages them to provide positive purchase reviews.

The results obtained from this study then show a very strong positive relationship between Online Customer Review and Content Marketing, indicating that the more intensive the Content Marketing efforts, the greater the increase in Online Customer Review. This strong relationship is based on various statement items that reflect how consumers interact and react to the content presented. When information in content marketing is easy to understand and memorable, it inherently encourages deeper engagement from the audience, forming a solid understanding in the minds of consumers which in turn triggers them to process the information further and even express it in the form of a review. Furthermore, consumers feel that content marketing that is educational and provides valuable information will motivate them to share their experiences or views; content that feels empowering or inspiring naturally encourages audiences to voice their opinions (in this context is a review). Additionally, the persuasiveness of the content is important as consumers tend to feel content marketing provides information that is transparent and relevant to their interests and needs. Transparency builds trust, while relevance ensures the message is well received, both of which trigger consumers to respond, including by writing reviews that reflect their experience or perception. The decision-making aspect also contributes to this relationship, as content marketing that helps consumers in the decision-making process or that provides the right information to make the right decision will encourage them to act, not only limited to the purchase, but also including sharing their experience after the decision, which is reflected in the review. Finally, various push variables play a role in triggering reviews; consumers feel compelled to find out what others think after viewing content marketing, suggesting that it stimulates curiosity and the need for social confirmation. In addition, when content marketing is highly relevant to what consumers are looking for, it triggers them to interact more actively, including by providing reviews as a form of validation or feedback on the relevance of the content and the product itself. Thus, the quality and holistic Content Marketing strategy creates an ecosystem that is conducive to the formation and development of positive Online Customer Reviews.

Based on this result which was shown above, Online Consumer Review has a very strong and positive relationship with Purchase Decision. This is evidenced because when consumers see reviews that are useful, easy to understand, written by experienced users, are up-to-date, numerous, varied, show clear sentiments, and are comprehensive collectively guide consumers in recognizing needs and looking for suitable products, choosing trusted brands and comparing their benefits, considering logistical aspects such as distance and stock availability, adjusting purchases to budgets and urgent needs, thereby ultimately facilitating making the right purchasing decisions.

3.2.2 Relationship and Impacts of Online Customer Review and Purchase Decision

Online Consumer Reviews are important in the context of online purchase decisions, because they provide crucial information that influences consumer choices. When more reviews are positive about the product, potential consumers will feel confident in the product being seen so that consumers can make decisions, but when reviews are more likely to be negative, potential consumers will feel hesitant to make a purchase. This relationship is in line with research (Putri et al., 2025) which confirms that customer reviews are very important in decision making because they provide in-depth information and build consumer confidence. Large amount of positive online customer reviews increase consumer confidence, make it feels easier to taking a purchase decision. Consumers prefers to comparing some products based on its rating and honest review, because products purchased online cannot be seen or touched directly (Ardianti & Widiartanto, 2019)

The initial effectiveness of content marketing starts with its ability to influence readers' cognition. Consumers tend to find information in content easy to understand and memorable. This ease is the first step to engagement. Furthermore, sharing motivation arises when content marketing is perceived to provide educational information and makes consumers feel motivated. Such content not only educates but also encourages consumers to further seek out the opinions of others and ensure that the content is relevant to what they are looking for. The persuasion aspect is also important, where consumers feel that content marketing provides information that is transparent and relevant to their interests and needs. All these elements contribute to the creation of positive perceptions and initial consumer engagement. However, it is important to highlight that while content marketing is able to build understanding, motivation, and persuasion, its direct relationship with purchase decisions is positive but relatively weak. This means that the internal factors triggered by content marketing are not strong enough to single-handedly and directly drive consumers to make an immediate purchase.

From the analysis above, we know Content Marketing has a positive effect to consumer's purchase decision. But, in the other side, it can be relatively weak to affects purchasing decision. This is because marketing content that is easy to understand, educational, transparent, relevant, and able to motivate directly helps consumers identify product needs, choose trusted brands, consider logistical aspects such as location and stock availability, and influence the time and amount of purchases in accordance with the budget and urgent needs, thereby encouraging and facilitating making the right purchasing decisions.

3.2.3 Effect of Content Marketing and Purchase Decision

Content marketing that is educational and able to evoke motivation or positive emotions will also encourage consumers to share their experiences. This directly contributes to an increase in the number of reviews available on online platforms. Transparent and relevant content also builds consumer trust and satisfaction. This trust not only makes consumers more likely to recommend products, but also increases the credibility of the reviews they provide, as they are perceived as coming from honest and validated experiences (Fadillah & Setyorini, 2021). Reviews arising from positive experiences driven by relevant content will tend to show strong and up-to-date sentiments.

According to this result, content marketing have potentially impact in the context of shaping the quality and quantity of Online Customer Reviews. This is proven when the content presented is easy for consumers to understand and remember, they tend to have a better understanding of the product or service (Pulizzi, 2014). From this understanding, purchase decision making can be affect by strong and/or positive relationship with online customer's review. This relationship is based on various statement items that reflect how consumers process and utilize information from online reviews. Consumers tend to find the information which contains online reviews, so that they feels the information can be very useful and easier to understand when they decide to making a purchase decision. When reviews provide relevant and well-digestible information, consumers' trust in the product or service will increase, encouraging them to continue with the purchase process. In addition, consumers tend to trust reviews provided by users who are considered experienced. They also show caution towards reviews that sound overly complimentary or overly critical without clear details, suggesting that the credibility of the review source greatly influences their decision. This caution ensures that only reviews that are deemed genuine and weighted will be considered. The importance of authenticity of information is also highly regarded, with consumers consistently seeking out and prioritizing the most recent and most relevant reviews before making a purchase decision. This indicates that honest information is perceived to better reflect the current state of the product or service, thus increasing its relevance and reliability to potential buyers. In terms of quantity, the availability of many varied reviews gives consumers a clearer picture. When consumers encounter diverse views from different experiences, it can increase their confidence in their decision, as they feel they have considered multiple perspectives. The role of review sentiment is also very prominent. Positive reviews that provide clear recommendations, as well as reviews that show passion, both positive and negative, can greatly influence consumer perception. Positive reviews can build enthusiasm, while passionate reviews (even if negative) can be perceived as more honest and provide deeper insights, ultimately guiding purchasing decisions. Finally, consumers tend to look for comprehensive information in online reviews and trust reviews that feel reasonable and rational. In-depth, weighted reviews, which provide the necessary details, will strengthen consumer trust and make the decision-making process easier.

3.2.4 Effect of Content Marketing and Purchase Decision mediated by Online Customer Review

Content marketing that provides accurate, interesting, easy-to-understand, and up-to-date information, along with positive online customer reviews can increase trust and influence consumer purchasing decisions. This relationship is in line with research (Artika et al., 2024) which discusses Content marketing and online customer reviews have an important role in driving purchasing decisions, but this study does not directly test online customer reviews as a mediating variable. Online customer reviews often act as an independent variable whose influence on purchasing decisions is mediated by the trust variable (trust or e-trust). This is evidenced by research (Yanasari et al., 2024) which shows that consumer's trust into a product/service can built through the positive and significant online customer review. In this context, the intervening variable is a thrust. Then, thrust has an effect which can mediates online reviews relationship into purchase decision. In other words, online customer reviews can rising other consumer's trust, which in turn affects purchasing decisions to buy the promoted product in that content.

The results show that Content Marketing has a strong positive relationship with online customer reviews, indicating that the more content marketing efforts, the greater the increase in online customer reviews. Although content marketing has a positive but relatively weak direct relationship to purchase decisions, its strong role lies in its ability to pour online customer reviews. Online Customer Review then becomes a very strong and direct driver of Purchase Decision, and significantly mediates relationship among Content Marketing with Purchasing Decision, indicate that marketing strategy based on Content Marketing indirectly influences Purchase Decision through the improvement and quality of Online Customer Review. This influence can be explained through the various stages in the purchasing decision process, which are influenced by information presented through online reviews generated from content marketing. In terms of product choice, consumers actively recognize needs and search for products that match their desires before making a purchase, where effective content marketing can trigger these needs and direct consumers to relevant products, which are then reinforced by online customer reviews that provide validation and product details. With regard to brand choice, consumers tend to choose brands they already trust or compare the benefits of multiple brands before making a decision; here, content marketing helps build brand trust and highlight product benefits, while online customer reviews serve as social proof that validates such brand claims, forming a strong belief in a particular brand. In the context of dealer choice, consumers consider factors such as location distance and stock availability before making a purchase, and relevant information in content marketing about availability and location, which is then confirmed or reinforced by online customer reviews regarding experiences with the dealer, can guide consumers in choosing a place of purchase. The timing of the purchase is also heavily influenced, as consumers often tailor buying decisions to their budget and are interested in buying according to immediate needs; content marketing can create urgency or highlight budget-friendly offers, which are then

supported by reviews that confirm the value or relevance of the product at that particular time. Finally, in determining the purchase amount, consumers estimate the amount needed before purchasing or decide to purchase a product/service when there is an urgent need; content marketing can highlight the benefits of purchasing a certain amount or trigger awareness of an urgent need, and online customer reviews can provide additional perspectives on effectiveness or satisfaction regarding the amount purchased. Thus, Content Marketing and Online Customer Reviews have a pivotal role in driving purchase decisions, where content marketing strategically creates an information foundation that triggers customer discussions and reviews, which in turn directly and powerfully influences every stage of a consumer's purchase decision, from need recognition to purchase amount.

4. CONCLUSION

This research reveals a very strong and positive relationship between Content Marketing and Online Customer Review, indicating that enhanced content marketing efforts significantly boost online customer reviews. Furthermore, Online Customer Review also exhibits a very strong and positive correlation with Purchase Decision, signifying its role as a powerful direct driver in final purchasing decisions. Importantly, online reviews are shown to actively and significantly mediate the relationship between Content Marketing and Purchase Decision, thereby strengthening the impact of content marketing on purchase intent, despite a relatively weak direct link between Content Marketing and Purchase Decision. Therefore, companies are advised to prioritize improving their content marketing strategy by creating content that is easily digestible, memorable, informative, motivating, transparent, and relevant, as this will notably foster positive and credible Online Customer Reviews. This improved quality and quantity of reviews will ultimately greatly influence consumers' Purchase Decisions, guiding them in product recognition, brand selection, logistical considerations, and purchase adjustments to budget and urgent needs. Future research is recommended to expand by including respondents from diverse platforms and incorporating additional variables such as consumer trust and perceived value, aiming for a more comprehensive analysis of consumer behavior dynamics in the digital era. This expanded insight is expected to offer stronger guidance for companies in designing effective digital marketing strategies and to enrich the theoretical understanding of digital marketing, particularly concerning the interplay of content, reviews, and purchase decision-making.

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