The Influence of Content Marketing and Lifestyle on Purchase Decisions for the Tiktok Application in the Medan Area District

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Abstract

The purpose of this research is to determine the influence of content marketing and lifestyle on purchasing decisions for the Tiktok application in Medan Area District. The type of research used is associative research. Associative research is research that aims to determine some speculation regarding whether or not there is a relevant relationship between two or more research variables. In this research, an associative research strategy is used to identify the extent of influence of variable The data research method was carried out using a questionnaire. The population in this study was Medan Area District with a total of 113,179 people. The sample in this study amounted to 100 people. Data processing uses SPSS version 25 software. The analysis used is, descriptive analysis, validity test, reliability test, classical assumption test, multicollinearity test, heteroscedasticity test, multiple linear regression test, varisial test, simultaneous test, determination test. In Content Marketing (X1), the t-count value is 4,178 > t-table 1.660 and the sig. 0.000 < 0.05, then H0 is rejected and H1 is accepted. This explains that Content Marketing has a positive and significant effect on Consumer Satisfaction (Y). In Lifestyle (X2), the t-count value is 3,490 > t-table 1.660 and the sig value. 0.001 < 0.05, then H0 is rejected and H1 is accepted. This explains that Lifestyle has a positive and significant effect on Consumer Satisfaction.

Keywords: Content Marketing, Lifestyle, Purchasing decisions

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The Influence of Content Marketing

Introduction

In this very rapid development of digital technology, social media has become a part of the lives of its users. Starting from communicating, looking for information, entertainment and online shopping. In the world of marketing, social media has a great influence on purchase decisions. Because social media can make a product or brand widely known by the public and is very profitable for business people or companies. Currently, business people are helped a lot by the presence of social media which is used as a promotion for products or services that they want to sell. One of the most in-demand and widely used social media is TikTok. TikTok is a short video platform that allows its users to create and share videos. TikTok has been around since 2016, released by the Chinese company ByteDance.
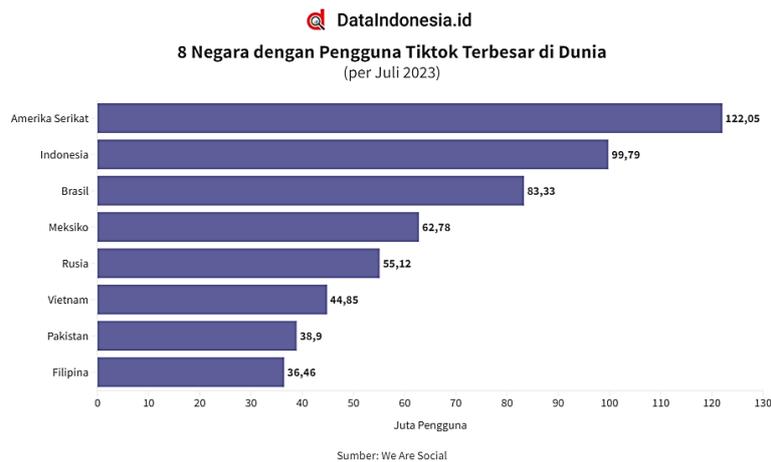
Sumber: WeAreSocial (2023)

Figure 1 The World's Largest TikTok User Data

Based on figure 1, is the largest TikTok user data in the world as of July 2023, there is the United States ranked first with 122.05 million users and Indonesia ranked second with 99.79 million users. With the data above, it can be seen that many TikTok users in Indonesia use this application as entertainment and marketing media. TikTok has become a trending application used for entertainment and marketing media for business actors. The advantage of TikTok is that it can make the content created into FYP (for your page) or more specifically enter the user's homepage so that for business actors it can be profitable and for content connoisseurs can see what content TikTok has become a trendsetter for the people of Indonesia, especially during the Covid-19 Pandemic it turns out to be quite influential. TikTok's popularity increased at the beginning of the pandemic because this application became the main entertainment for people who at that time spent more time at home, then over time TikTok has become a marketing strategy for business people to market their products. And the results are quite satisfactory with the number of TikTok users being able to make their product content widely known by the public, especially in Indonesia, and make a profit. Based on the initial observations that the researcher has made on TikTok Application users in Medan Area District, the following data were obtained:

Table 1 Data on TikTok application users in Medan Area District

No	Gender		Work	Age	Sum
1	Man	Woman			
2			Employee	20 years	30
Sum	6	24			

Source: researcher's processed products (2023)

Based on this phenomenon, the researcher is interested in conducting a study entitled "The Influence of Content Marketing and Lifestyle on Purchase Decisions of the Tiktok Application in Medan Area District. Content marketing is a marketing strategy in creating and disseminating valuable, relevant, and consistent content to attract the attention of the intended audience. Content marketing is not only selling a product, but also contains informational content, tips and many more. Lifestyle is part of the need for human companions that can change depending on the times or a person's desire to change their lifestyle. The lifestyle of each human being is different, because each human has their own character and preferences. According to Kottler and Armstrong (Suharsono & Sari, 2019) a purchase decision is a way for customers to find a problem, then look for information about a related product, finally evaluated from various preferences, with this customer can get a solution to the problem following the purchase action.

Research Methods

The type of research in this study is Associative research. According to Sugiyono (2018: 63), associative research is a research that aims to find out some speculation about whether or not there is a relevant relationship between two or more research variables. In this study, an associative research strategy is used to identify the extent of the influence of variable X (independent variable) consisting of content marketing (X1), lifestyle (X2) and on variable Y, namely purchase decisions (bound variables), both partially and simultaneously.

Results

Validity Test

According to Alfifto (2024), the validity test is to determine the level of validity of the questionnaire instrument used in data collection. This validity test is carried out to find out whether the items presented in the questionnaire are really able to express exactly what will be researched. A measurement of a measurement instrument is said to be valid if the instrument can measure *the construct* in accordance with the researcher's goals and expectations. To get quality research results, it is appropriate that the series of research must be carried out well

Reliability Test

Table 2 Variable Reliability Test Results

Variable	*Cronbach's Alpha*	Alpha Value	Information

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Content Marketing **(X1)**	0,923	0.81 to 1.00	Reliable Salngatl
Lifestyle **(X2)**	0,900	0.61 to 0.80	Reliable
Purchase Decision (Y)	0,941	0,81 s/d 1.00	Highly Reliable

Sumber: Halsil Pengelolalaln SPSS (2023)

In table 3.5, it is known *that Content Marketing* (XI) is called "Sa▯ Relialbel", X2 (*Lifestyle*) is stated as "Very Reliable" and Y (Keputusaln Buyer) isVery Relia▯". Ma▯ dalpalt atthe conclusionn in each statement in the questionnaire is suitable to be used as an instrument in this study.

Classical Assumption Test

1. Normality Test

The normality test is a test conducted with the aim of assessing the distribution of data on a group of data or variables, whether the distribution of the data is normally distributed or not. The normality test was carried out using *the Kolmogrov smirnov* approach. By using a significant level of 5%, the *value of Asymp.Sig* (2-tailed) above the significant value of 5% means that the residual variable is normally distributed.
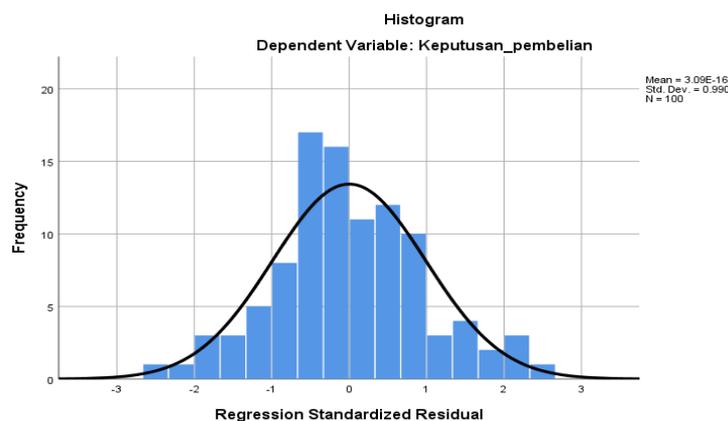

Figure 2 Normality Test with Histogram Chart

Based on the results of the histogram graph test in figure 2, it is known that the data is declared normal, this can be seen from the shape of the histogram which is clearly bell-shaped and there is no awkwardness seen either to the right or to the left.
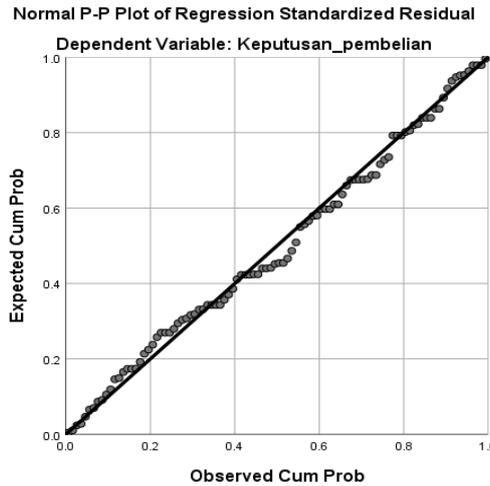

Figure 3 Normality Test with P-Plot Graph

Based on the results of the Probability Pot graph test in figure 3, it is known that the data is declared normal, this can be seen from the Probability Pot curve which has a distribution pattern that spreads around the diagonal line and follows the direction of the diagonal line.

2. Multicollinearity Test

To detect whether there are correlation symptoms in this study, a multicollinearity test is used. It is important to test multicollinearity in a study because it assumes that the independent variable must be limited from the symptoms of multicollinearity. To detect symptoms of multicollinearity can be seen by:

1. If the VIF is > 10 and the tolerance value < 0.1, it can be interpreted that multicoagulation occurs.

2. If the VIF < 10 and the tolerance value > 0.1, it can be interpreted that there is no multicholinearity.

Table 3 Multicollinearity Test Results
Coefficients

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Mr.	Collinearity Statistics Tolerance	Collinearity Statistics BRIGHT
1	(Constant)	2.318	.904		2.563	.012		

|							
Content_Marketing	.397	.095	.466	4.178	.000	.267	3.746
Lifestle	.541	.155	.389	3.490	.001	.267	3.746

a. Dependent Variable: Keputusan_pembelian

Source : Data processed by researchers. (2023)

Heterokedasticity Test

In the heterokedasticity test, the researcher used the Glejser test because it is considered one of the most accurate ways to find out whether or not there is a similarity between variants of residual values in all regression model observations. If the value of Sig. > is 0.05, it can be said that the residual variant is free from the heterokedasticity test.

Table 4 Results of Heteroscedasticity Testing with Glacier Test
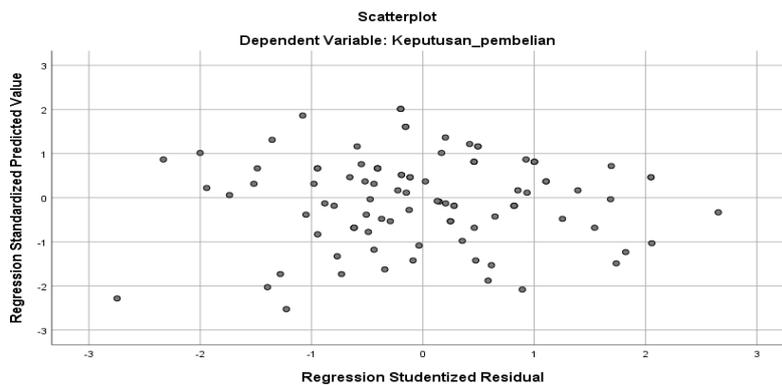
Source: SPSS Management Results (2023)

Multiple Linear Regression Analysis

This model is used to determine whether there is an influence between the independent variables of Content Marketing and Lifestyle on the dependent variable Y (Purchase Decision). The results of data management using SPSS 25.00 are as follows:

Table 5 Multiple Linear Regression Analysis Test Results

Coefficientsa					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Mr.
1 (Constant)	2.318	.904		2.563	.012
Content Marketing	.397	.095	.466	4.178	.000
Lifestyle	.541	.155	.389	3.490	.001
a. Dependent Variable: Keputusan_pembelian					

Source : Data processed by researchers. (2023)

From Table 4.9 above, it can be seen that the multiple linear regression analysis is as follows.

$$Y = \alpha + b1X1 + b2X2 + \varepsilon$$
$$Y = 15{,}636 + 0{,}085\ X1 + 0{,}412X2 + \varepsilon$$

Hypothesis Testing

1. Individual Partial Regression Coefficient Significance Test (t-Test)

The Partial Test (T Test) was conducted to test a partial influence between the independent variables X1 (Content Marketing), X2 (Lifestyle), on the dependent variable Y (Purchase Decision) by assuming that the other variables would be considered constant, with a confidence level of 95% ($\alpha = 0.05$)

Table 6 Test Results t (Partial)

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Mr.
		B	Std. Error	Beta		
1	(Constant)	2.318	.904		2.563	.012
	Content_Marketing	.397	.095	.466	4.178	.000
	Lifestle	.541	.155	.389	3.490	.001
a. Dependent Variable: Keputusan_pembelian						

Source : Data processed by SPSS. (2023)

2. Simultaneous Regression Coefficient Significance Test (Test f)

Testing in Table found that the value of F calculated (9.054) > F table (3.9) and Sig. was 0.000 < 0.05.

Table 7 Test Result f (Simultaneous)
ANOVA

	Model	Sum of Squares	df	Mean Square	F	Mr.
1	Regression	711.517	2	355.758	102.280	.000b
	Residual	337.393	97	3.478		
	Total	1048.910	99			

a. Dependent Variable: Keputusan_pembelian
b. Predictors: (Constant), Lifestle, Content_Marketing
Source : Data processed by researchers. (2023)

3. Determination Coefficient Analysis

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The coefficient of determination aims to see how much the contribution between the two variables is great. The results of the coefficient test can be seen in the following table:

Table 8 Determination Coefficient Test Results R²
Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824a	.678	.672	1.865

a. Predictors: (Constant), Lifestle, Content_Marketing

b. Dependent Variable: Keputusan_pembelian

Source : Data processed by SPSS. (2023)

Based on the calculation of the Determination Coefficient Test (R2) in Table , it can be seen that the Adjusted R Square value obtained is 0.672 (67.2%). This shows that the value of the dependent variable Y (Purchase Decision) which can be explained by the independent variable X1 (*Content Marketing*) and Variable X2 (*lifestye*) is 67.2%. The remaining 32.8% will be affected by other factors that cannot be explained in this study.

Conclusion

After the results of the research that has been carried out with the title The Influence of Content Marketing and Lifestyle on Purchase Decisions on the TikTok Application in Medan Area District, it can be concluded as follows:

1. Partially, Content Marketing and Lifestyle have a positive and significant effect on Purchase Decisions on the TikTok Application in Medan Area District.
2. Simultaneously, Content Marketing and Lifestyle have a positive and significant effect on Purchase Decisions on the Tiktok Application in Medan Area District.
3. Based on the calculation of the determinant coefficient (R2), the Adjusted R Square value obtained is 0.672 (67.2%). This shows that the value of the dependent variable Y (Purchase Decision) which can be explained by the independent variable X1 (Content Marketing) and Variable X2 (lifestye) is 67.2%. The remaining 32.8%' will be affected by other factors that cannot be explained in this study.

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