

The Influence of Content Marketing, Online Customer Reviews, and Cash on Delivery on Consumer Purchasing Decisions at Tiktok Shop in Batam City

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ABSTRACT

The purpose of this research is to find out how Tiktok Shop in Batam City, Indonesia uses content marketing, online customer review, and cash on delivery to influence customers' choices to buy The Originote items. The data for this research was gathered using a Google Form questionnaire. People that use the TikTok app and buy the original items will fill out the survey, which uses a Likert scale for measuring. 204 people participated in this research. The research used a causality design to examine the relationship between the variables that were chosen for analysis. With SPSS version 25, we were able to determine the coefficient of determination. Content marketing, online customer reviews, and cash on delivery impact purchase choices by 48.5%, according to the study and data analysis that was carried out.

Keywords : *Cash on delivery; Content marketing; Online customer review; Purchase Decision*

INTRODUCTION

In the era of globalization, the rapid development of technology has a significant impact on internet usage in Indonesia. This rapid advancement of technology and the internet is mainly due to the involvement of users from various walks of life. This has led to the emergence of various application platforms used to convey information and facilitate communication. The change in people's mindset can be seen in the way they seek and access information. In the past, people relied more on traditional media such as newspapers, magazines, or television. However, with the advent of the internet, people can now easily access information from various sources online.

In the context of business, information and communication technology has become an essential tool in carrying out business processes. Businesses, individuals, and related parties use information and communication technology to optimize their business activities and achieve profits. TikTok is one of the most widely used media by Indonesians because it presents a variety of entertainment in the form of short videos from its users, by providing unique and interesting special effects that encourage the creativity of its users to become content creators. TikTok's easy-to-learn algorithm makes it one of the reasons why many people choose TikTok to be a place to hone their creativity. Therefore, content creators tend to design content to promote products in an interesting and entertaining way which includes making creative videos.

Unique and innovative product introduction and marketing efforts will certainly build good brand awareness, especially the creation of useful content that has more value to entertain, it will certainly be easy to imprint on the audience's memory so that conversations about the brand arise (Munsarif et al., 2022). Increasing product recognition to consumers, can also be strengthened by integrating online customer reviews to build consumer trust. If the relationship between purchasing decisions and online customer reviews is positive, it will increase purchasing decisions for a good or service. However, the more reviews will not necessarily determine the purchase decision because there are many factors that are the reason for the decision. In addition, more flexible payment services such as Cash on delivery can allow more consumers to buy products without having to pay via e-money or other transfer payments.

Content marketing is a part of digital marketing that aims to attract, engage and convert potential consumers by creating valuable content. This strategy is used to attract customer interest in products, increase profits, minimize costs and expand market reach. According to (Munsarif et al.,

2022) Content marketing is a marketing technique for creating value and distributing relevant, consistent information to attract the target audience with the aim of making a profit. According to Abdjul in (Herman et al., 2023) The presence of content marketing can help customers communicate effectively with other customers so that marketers' goals of communicating to customers are achieved more easily. According to Karr in (Munsarif et al., 2022), the dimensions of Content marketing are as follows: Reader Cognition, Sharing Motivation, Persuasion, Decision Making, and Factors. According to Milhinhos in (Rahmayanti & Dermawan, 2023) there are several indicators of content marketing including the following: relevance, accuracy, value, easy to understand, easy to find and consistent.

In addition to content marketing as an important aspect that can increase product recognition to consumers, it can also be strengthened by integrating online customer reviews to build consumer trust. According to Mirza in (Marlina Tresnasih, 2022) Customers look for information that can influence their purchase selections in online customer reviews. According to Tadelis in (Rahmayanti & Dermawan, 2023) Online customer review is a feature that is usually used as input in building seller reputation so that there is a process of forming consumer trust in merchant accounts in e-commerce. According to Zhao in (Priangga & Munawar, 2021) there are 6 requirements for online customer reviews, namely as follows: Usefulness, Reviewer Expertise, Timeliness, Volume, Valence, Comprehensiveness. According to Lackermair in (Zusmawati & Rani, 2023) there are four indicators of online customer review, namely: Awareness, Frequency, Comparison, and Influence.

However, customers also heavily consider cash on delivery services while making purchases. Another way to look at cash on delivery is as a method of payment where the buyer pays for the items in cash as they are delivered to their hands. According to Halaweh in (Mokodompit et al., 2022), consumers are influenced by the assurance of privacy, security, and confidence that comes with the cash-on-delivery (COD) service, which in turn affects their buying behaviour. As stated by a cash on delivery service allows customers to pay in cash when their items are delivered to their home or another agreed upon location. Cash on delivery (COD) is a service where buyers and sellers agree to pay for items upon arrival at the sender's address. As stated by Febrianto in (Hajati, 2022) The following are some indications of the Cash on delivery payment method that may be used to quantify perceived advantages. According to Halaweh in (Zuhada et al., 2023) Perceived benefits can be measured from several indicators of the Cash on delivery Payment Method as follows: Payment Security, Maintaining Privacy, Increasing Trust.

Consumers have the flexibility to assess the product directly before making a payment, thus helping to reduce their doubts and strengthen confidence in purchasing decisions. According to Kotler in (Rahmayanti & Dermawan, 2023) purchasing decisions are a process of gathering knowledge with the aim of evaluating several alternative choices that are owned, either two or more choices and deciding on one of them. According to Sangadji and Sopiah (Arfah, 2022) purchasing decisions are consumer perceptions of the selection of two or more alternative purchasing decisions, meaning that someone can make a decision, if there are several alternative choices available Indicators used to measure purchasing decisions. Consumers face many alternatives and gather knowledge to evaluate them before making a decision. According to Kotler & Keller in (Zusmawati & Rani, 2023) indicators of purchasing decisions include: Problem Recognition (Recognizing Needs), Information Research (Information Search), Evaluation of Alternatives (Evaluation of Alternatives), Purchase Decision (Making Purchase Decisions), Post Purchase Decision (Post Purchase Behavior).

METHOD

The research used in this study is quantitative research using a causality design to see the cause and effect of the variables that have been selected for study. To conduct quantitative research for this investigation, questionnaires and Likert scales were used as research instruments. The research period is a systematic design which involves the timing of each stage of the research. Starting with the selection of research subjects, determining the research title, and then distributing questionnaires, followed by a reasonably organized research implementation, it will eventually produce reliable and valid research. The population is consumers who purchase The Originote at the TiktokShop marketplace in Batam City. In this study, the sample used was 204 respondents. This study uses a questionnaire data collection method distributed via google form. The distribution of this questionnaire will be applied to respondents of TikTok application users who shop for The originote

through measurement with a Likert scale. This study uses an analysis method that is assisted by a computer program, namely SPSS version 25.

RESULT

Validity Test

Tabel 1. Validity Test Result

Indicator	Statement	Rvalue	R _{tabel}	Descriptions
Content Marketing	X1.P1	0,611	0,1374	Valid
	X1.P2	0,539	0,1374	Valid
	X1.P3	0,487	0,1374	Valid
	X1.P4	0,428	0,1374	Valid
	X1.P5	0,541	0,1374	Valid
	X1.P6	0,560	0,1374	Valid
	X1.P7	0,564	0,1374	Valid
	X1.P8	0,528	0,1374	Valid
	X1.P9	0,520	0,1374	Valid
	X1.P10	0,557	0,1374	Valid
	X1.P11	0,462	0,1374	Valid
	X1.P12	0,596	0,1374	Valid
Online Customer Review	X2.P1	0,585	0,1374	Valid
	X2.P2	0,571	0,1374	Valid
	X2.P3	0,538	0,1374	Valid
	X2.P4	0,612	0,1374	Valid
	X2.P5	0,555	0,1374	Valid
	X2.P6	0,620	0,1374	Valid
	X2.P7	0,538	0,1374	Valid
	X2.P8	0,641	0,1374	Valid
Cash On Delivery	X3.P1	0,725	0,1374	Valid
	X3.P2	0,693	0,1374	Valid
	X3.P3	0,660	0,1374	Valid
	X3.P4	0,663	0,1374	Valid
	X3.P5	0,714	0,1374	Valid
	X3.P6	0,664	0,1374	Valid
Purchase Decision	Y.P1	0,580	0,1374	Valid
	Y.P2	0,632	0,1374	Valid
	Y.P3	0,610	0,1374	Valid
	Y.P4	0,590	0,1374	Valid
	Y.P5	0,579	0,1374	Valid
	Y.P6	0,668	0,1374	Valid
	Y.P7	0,515	0,1374	Valid
	Y.P8	0,582	0,1374	Valid

Based on table 1 above, the value of $r_{count} > r_{tabel}$ is 0.1374. then the conclusion is that all statements related to content marketing, online customer reviews, cash on delivery and purchasing decisions in the table are declared valid.

Reliability Test

Tabel 2. Reliability Test Result

Variable	Cronbach Alpha	Limits	Description
Content marketing	0,770	0,70	Reliabel
Online customer review	0,721	0,70	
Cash on delivery	0,776	0,70	
Purchase Decision	0,779	0,70	

Based on table 2 above, it is known that the Cronbach alpha value of variable X1 is 0.770, variable X2 is 0.721, variable X3 is 0.776, and variable Y is 0.779. From the description above, it can

be concluded that each variable statement item is declared reliable because it is greater than 0.70. So the statement items of this questionnaire are reliable or reliable and trusted.

Normality Test

Tabel 3. Normality Test Result

		Unstandardized Residual
N		204
Normal Parameters*-	Mean	0,0000000
	Std. Deviation	2,94671005
Most Extreme Differences	Absolut	0,058
	Positive	0,058
	Negative	-0,055
Test Statistic		0,058
Asymp. Sig. (2-tailed)		0,088 ^a
Monte Carlo Sig. (2-tailed)	Sig.	0,472 ^a

Based on Table 3, the Sig. value in the Kolmogorov-Smirnov Asymp. Sig. column is 0.088, which is more than 0.05. This shows that the Sig. value has two tails. Therefore, the research data can be said to be normally distributed.

Multicollinearity Test

Tabel 4. Multicolleniarity Test Result

Model	Unstandarized Coefficients		Standarized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std.Error				Tolerance	VIF
1 (Constant)	9,369	2,416		3,877	0,000		
<i>Content marketing</i>	0,381	0,068	0,417	5,610	0,000	0,466	2,147
<i>Online customer review</i>	0,228	0,068	0,186	2,586	0,010	0,495	2,019
<i>Cash on delivery</i>	0,255	0,082	0,196	3,125	0,002	0,653	1,532

a. Dependent Variable : Keputusan pembelian

Based on the results in table 4 shows that the tolerance value of the Content marketing variable is $0.466 > 0.10$, tolerance Online customer review $0.495 > 0.10$, and tolerance Cash on delivery $0.653 > 0.10$. As for the results based on VIF Content marketing $2,147 < 10.00$, VIF Online customer review $2,019 < 10.00$, and VIF Cash on delivery $1,532 < 10.00$. So it can be stated that there is no multicollinearity.

Heterokedasticity Test

Tabel 5. Heterokedasticity Test Result

Model	Unstandarized Coefficients		Standarized Coefficients Beta	T	Sig.
	B	Std.Error			
1 (Constant)	0,966	0,559		1,728	0,087
<i>Content marketing</i>	-0,019	0,017	-0,182	-1,094	0,277
<i>Online customer review</i>	0,004	0,022	0,030	0,187	0,852
<i>Cash on delivery</i>	-0,001	0,018	-0,007	-0,059	0,953

a. Dependent Variable : Keputusan pembelian

Based on table 5, The outcomes of the glejser test are shown in table 5, and they reveal that the following factors are significant: cash on delivery ($0.953 > 0.05$), online customer reviews ($0.852 > 0.05$), and content marketing ($0.277 > 0.05$). Due to the fact that all of the variable results are greater than 0.05, it is possible to draw the conclusion that heteroscedasticity does not exist.

Multiple Linear Regression Test

Tabel 6. Multiple Linear Regression Test Result

Model		Unstandarized Coefficients		Standarized Coefficients	T	Sig.
		B	Std.Error			
1	(Constant)	9,369	2,416		3,877	0,000
	<i>Content marketing</i>	0,381	0,068	0,417	5,610	0,000
	<i>Online customer review</i>	0,228	0,068	0,186	2,586	0,010
	<i>Cash on delivery</i>	0,255	0,082	0,196	3,125	0,002

a. Dependent Variable : Keputusan pembelian

Based on the data in table 6 above, the regression equation can be arranged as follows:

$$Y = 9.369 + 0.381X_1 + 0.228X_2 + 0.255X_3 + e$$

1. The presence of a constant value (a) implies that the value that comes before the purchase choice variable in the equation has an effect on other variables. There is no effect on the value of the purchase choice regardless of whether or not the independent variable is present.
2. A positive correlation exists between the content marketing variable and the beta coefficient value of 0.381 on the correlation scale. Assuming that all other independent variables stay same, this indicates that an increase of one unit in the content marketing variable will result in an increase of 0.381 units in the purchase decision of The Originote in Batam.
3. A statistically significant positive correlation exists between the online customer review variable and the beta coefficient value of 0.228. This indicates that, assuming that all other factors remain same, an increase of one unit in the variable representing online customer reviews would result in an increase of 0.228 units in the purchase decision of The Originote in Batam.
4. The cash on delivery variable has a beta value of 0.255, which indicates that it is a positive variable. Therefore, assuming that all other independent variables remain the same or unaltered, an increase of one unit in the Cash on delivery variable will result in an increase of 0.255 units in the purchase decision made by The Originote in Batam..

Coefficient Of Determination Test

Tabel 7. Coefficient Of Determination Test Result

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0,696	0,485	0,477	2,760

a. Predictors : (Constant). *Content marketing, Online customer review, Cash on delivery*

According to Table 7, the R-squared value is 0.485. This indicates that out of the total variables that were taken into consideration for this study, content marketing, online customer reviews, and cash on delivery account for 48.5% of the total influence on purchase decisions. The remaining 51.5% of the influence is accounted for by other variables.

T Test

Tabel 8. T Test Result

Model		Unstandarized Coefficients		Standarized Coefficients	T	Sig.
		B	Std.Error			
1	(Constant)	9,369	2,416		3,877	0,000
	<i>Content marketing</i>	0,381	0,068	0,417	5,610	0,000
	<i>Online customer review</i>	0,228	0,068	0,186	2,586	0,010
	<i>Cash on delivery</i>	0,255	0,082	0,196	3,125	0,002

a. Dependent Variable : Keputusan pembelian

According to the calculations, we are aware that the value of the t-table for the significance level of 0.05 in column 200 is 1.971. In this way, the t test is defined as follows:

1. With a tcount of $5.610 < 1.971$, the content marketing variable outperforms the ttable. As a result, Ha1 is well-received, and content marketing plays a role in influencing consumers' decisions to buy The Originote from the TikTok store.
2. The tcount for the Online Customer Review variable is 2.586, which is more than the ttable value of 1.971. In other words, Ha2 is legit, and you may use consumer reviews to sway your choice to buy The Originote from the TikTok store.
3. With a tcount of $3.125 > 1.971$, the Cash On Delivery variable outperforms the ttable. Because of this, customers may use Ha3 to buy The Originote from the TikTok store, and the option to pay with cash on delivery is a factor in their selection.

F Test

Tabel 9. F Test Result

		Sum of Square	df	Mean Square	F	Sig.
1	Regression	1433,292	3	477,764	62,738	0,000
	Residual	1523,041	200	7,615		
	Total	2965,333	203			

a. Dependent Variable : Keputusan pembelian

b. Predictors : (Constant). *Content marketing, Online customer review, Cash on delivery*

The calculated F value in table 9 is $62.738 > f$ table, namely 2.65 with a significance level of $0.000 < 0.005$. From this it can be concluded that Content marketing, Online customer reviews and Cash on delivery simultaneously have a significant effect on purchasing decisions.

CONCLUSION

Based on the research and data analysis conducted, it can be concluded that Content marketing, Online customer reviews, and Cash on delivery have a significant effect partially and also simultaneously on purchasing decisions for The originote products at Tiktok Shop in Batam City. And based on the results of processing the coefficient of determination, it is found that Content marketing, Online customer reviews, and Cash on delivery influence purchasing decisions by 48.5%.

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