

THE INFLUENCE OF CONTENT MARKETING AND BRAND AUTHENTICITY ON CONTINUOUS PURCHASE INTENTION ON PRODUCTS FACETOLOGY ON THE TIKTOK APPLICATION IN TANGERANG CITY

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ABSTRACT

The objective of this research is to determine the effect of Content Marketing and Brand Authenticity on Continuous Purchase Intention on Facetology Products in the Tiktok Application in Tangerang City. A quantitative method is employed in this research. The research sample consisted of 100 respondents who were determined by purposive sampling, with special criteria for respondents who use Facetology products in the Tangerang city area through the Tiktok application. Data collection was carried out using A 1-5 Likert scale questionnaire was used, followed by validity, reliability, assumption, regression, and R^2 tests test and hypothesis test and data analysis using SPSS version 27. The findings indicated a partially strong and meaningful influence of the Content Marketing variable had a t-score of 9.509, exceeding the critical value of 1.660, with $p = 0.000$, Brand Authenticity has a positive and significant effect on Continuous Purchase Intention with a t-score of 7.891 which exceeds 1.660, with a significance of $p = 0.000$. Findings from simultaneous the analytical results demonstrate that Content Marketing and Brand Authenticity on Continuous Purchase Intention together have a positive and significant with F count $57.067 > F$ table 3.091 with a p-value of 0.000, indicating statistical significance. Based on the determination parameter evaluation, the results were 54.1% while 45.9% were influenced by other variables that were not tested.

Keywords: Content Marketing, Brand Authenticity, Continuous Purchase Intention

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INTRODUCTION

The accelerating growth of social media may be due to the significant impact of technological advances. The proliferation of social media users has given birth to new prospects in several fields, especially in the field of marketing (Nur Hayati, 2024). This development allows business actors to market their products by understanding current developments and implementing the right strategy, business actors can take advantage of existing opportunities and achieve success in their business, one of which is through online marketing or digital marketing. According to the (Varhan, 2023), a digital marketing strategy is an approach that is generally applied by business actors to increase sales by expanding the market and attracting more consumers. In addition to expanding the reach of the business, digital marketing also provides easy access for consumers to find information about a product.

According to Statista (2024), Indonesia ranks first globally in TikTok users, with 157.6 million active users. This dominance underlines TikTok's potential as a powerful digital

marketing platform. One of TikTok's main features, TikTok Shop, allows businesses to showcase and sell products within the app, leveraging an algorithm-driven content discovery system. However, despite TikTok's large user base, its market share for skincare products is still relatively low compared to other e-commerce platforms. Facetology, a skincare brand analyzed in this study, only controls 3.5% of the market share in the online cleanser segment. In addition, early surveys showed mixed consumer perceptions regarding the brand's marketing content and authenticity.

Figure 1 Cleanser Product Sales Data February 2024



Source: MarketHac

According to a report from MarketHac showing the top market share percentage for various facial cleansers based on data from February 2024 across channels such as Shopee, Tokopedia, and TikTok Shop. Facetology, the brand featured in the report, is ranked 8th with a market share of 3.5%. Facetology has a relatively small market share compared to big brands such as Cetaphil, Kahf, and Skintific. This suggests that Facetology may struggle to gain more visibility or loyalty among consumers.

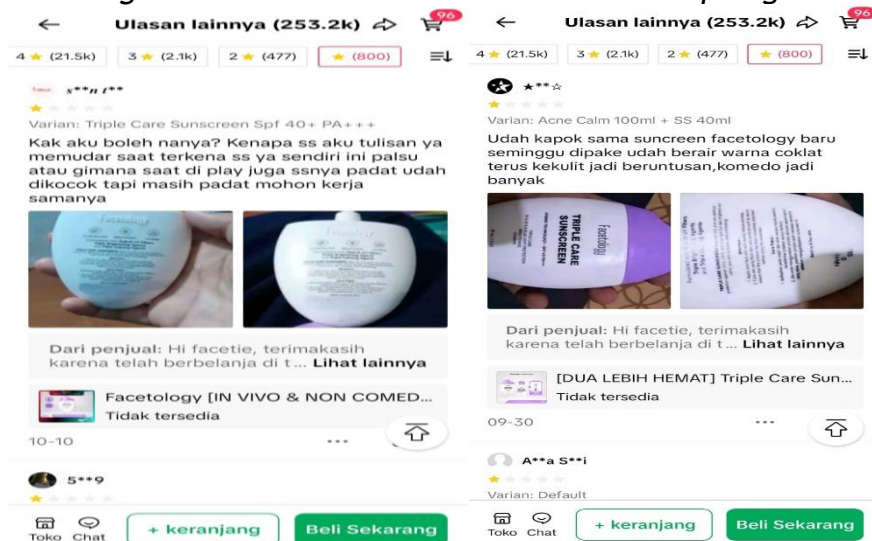
Customers may consider fulfilling their needs with continuous purchases. Continuous purchase intention refers to a consumer's intention to make repeat purchases of a particular product or service. According to (Philip Kotler et al., 2022), several important indicators for measuring continuous purchase intention are the desire to repurchase, consumer loyalty, recommendations to others, perceived value, and trust. Content marketing and brand authenticity can be factors that consumers consider to be able to repurchase a product.

Content marketing is an approach to marketing strategy which emphasizes crafting and sharing useful, targeted, and coherent content aimed at engaging and maintaining specific consumers, ultimately driving positive customer action. Based on the research results of (Yuni Kartika Wulandari, 2023), there is a favorable and statistically meaningful effect on the intention to repurchase. In other words, the more interesting the quality of content rises, so does the consumer's repurchase interest. These findings differ from the conclusions drawn by (Nasta'in et al., 2023) which asserts that content marketing has a negative and meaningful impact on repurchase intention.

Furthermore, the variable concerning brand genuineness or perceived authenticity is increasingly important in the era of digital marketing. Consumers today tend to choose products from brands that are authentic and transparent. Brand authenticity is a concept that is more than just differentiating one brand's products from other brands. This authenticity includes all the values, culture, philosophy, and marketing strategies implemented by a brand, thus creating a unique identity that is felt by consumers. Research has shown that brand authenticity

can increase consumers' perceptions of value and trust in the brand, which ultimately influences long-term purchasing decisions. (Hernandez-Fernandez & Lewis, 2019).

Figure 2 Consumer Reviews On TikTok Shop Page



Source: TikTokShopFacetology Account

Based on the image, there are consumer reviews of Facetology products on TikTok shop which give 1 star for around 800 consumers who gave the review. This shows that quite a few consumers are dissatisfied with this product. The main reason that is often mentioned is the problem of acne and blackheads after using Facetology products. This review is very representative of common complaints conveyed by consumers. Changes in the color and texture of the product after application indicate a problem with the formula or raw materials used.

Therefore, this study aims to investigate the effect of perceived brand authenticity on continuous purchase intention. When consumers believe that a brand provides unique value compared to other brands, they tend to perceive the brand as a high-quality product, which ultimately increases their tendency to continue purchasing products offered by the brand.

Furthermore, based on literature studies, research on the influence of perceived brand genuineness on repurchase behavior is still very limited. Earlier research has concentrated more on the effect on purchase intention (Papadopoulou et al., 2023), without focusing on continuous purchase intention.

Brand authenticity is actually a competitive advantage that can encourage customers to make repeat purchases. Therefore, this study aims to explore brand authenticity on continuous purchase intention, as well as content marketing on continuous purchase intention.

In addition, there is not enough literature on the dimensions of brand authenticity, namely, credibility, integrity, continuity, and originality. (Rodrigues et al., 2024). In light of the background and problems, the research problem formulation is as follows:

1. Is there an influence of content marketing on continuous purchase intention for Facetology users on the tiktok application in Tangerang City?
2. Isnthere an influence of brand authenticity on continuous purchase intention for Facetology users on the tiktok application in Tangerang City?
3. Is there an influence in relation to digital promotion and branding authenticity on continuous purchase intention for Facetology users on the tik tok application in Tangerang City?

Objective

To provide a clearer picture, here a some of the objective of this research as follows:

- a. To determine the effect of content marketing on the continuous purchase intention of Facetology products on the TikTok application for consumers in Tangerang City.

- b. To determine the effect of brand authenticity on the continuous purchase intention of Facetology products on the TikTok application for consumers in Tangerang City.
- c. To determine the simultaneous effect of content marketing and brand authenticity on the continuous purchase intention of Facetology products on the TikTok application for consumers in Tangerang City.

METHODOLOGY

Population, Sample, and Sampling Techniques

A quantitative design was adopted in this research. Based on (Sugiyono, 2020), quantitative research refers to methods rooted in positivism, targeting specific populations using instruments for data collection and statistical techniques for hypothesis testing hypothesis. The population in this study were all Facetology users on the tiktok application in Tangerang City. To determine a sample from the population using the lemeshow formula with a 10% margin of error, the determined sample size was 100 respondents. Data was taken in december 2024, data was distributed using a questionnaire with a likert scale assessment. Then data analysis method is assisted by the use of SPSS V.27 software, especially validity and reliability testing, Classical Assumptions, Multiple Linear Regression, Coefficient of Determination Test, Hypothesis Testing.

Operational Definition of Variable

a. Content Marketing

Content marketing serves as a tactic to engage and retain customers through the development of relevant, meaningful, and consistent content. The goal is to build meaningful engagement, increase trust, and drive profitable actions, such as conversions, rather than just focusing on direct sales. According to (Deziel, 2020) there are 5 indicators of content marketing, namely: (1) Engagement (Audience Engagement) (2) Increased Traffic and Conversion (3) Brand Awareness (4) Content Quality and Relevance (5) Customer Retention

b. Brand Authenticity

Brand authenticity is the ability of a brand to consistently reflect core values that are honest and relevant to consumer expectations and experiences. Authentic brands demonstrate transparency, integrity, and consistency between what they say and do, thereby building trust and emotional connections with customers. According to (Mark Toft, 2020) there are 4 indicators of brand authenticity, namely: (1) consumer trust (2) public recognition (3) use of social media (4) congruence between words and actions.

c. Continuous Purchase Intention

Continuous the intention to buy refers to a consumer's desire to repurchase the same product or service because of previous positive experiences. This intention is driven by satisfaction, product quality, trust, and perceived value, and reflects consumer loyalty to a brand or company. According to: (Philip Kotler, 2022) there are 5 indicators of continuous purchase intention, namely: (1) Desire to repurchase (2) consumer loyalty (Customer Loyalty) (3) recommendations to others (4) perceived value (perceived value) (5) trust (trust)

RESEARCH RESULTS AND DISCUSSION
Validity and Reliability Test*Tabel 1. Validity Test Results*

Variabel	Statement	r statistic	r critical	Valid
Content Marketing	X1.1	0,821	0,361	Ya
	X1.2	0,654	0,361	Ya
	X1.3	0,571	0,361	Ya
	X1.4	0,592	0,361	Ya
	X1.5	0,391	0,361	Ya
	X1.6	0,489	0,361	Ya
	X1.7	0,624	0,361	Ya
	X1.8	0,690	0,361	Ya
	X1.9	0,818	0,361	Ya
	X1.10	0,674	0,361	Ya
Brand Authenticity	X2.1	0,846	0,361	Ya
	X2.2	0,617	0,361	Ya
	X2.3	0,640	0,361	Ya
	X2.4	0,477	0,361	Ya
	X2.5	0,453	0,361	Ya
	X2.6	0,468	0,361	Ya
	X2.7	0,703	0,361	Ya
	X2.8	0,618	0,361	Ya
	X2.9	0,457	0,361	Ya
	X2.10	0,476	0,361	Ya
Continuous Purchase Intention	Y1	0,673	0,361	Ya
	Y2	0,528	0,361	Ya
	Y3	0,681	0,361	Ya
	Y4	0,566	0,361	Ya
	Y5	0,496	0,361	Ya
	Y6	0,518	0,361	Ya
	Y7	0,679	0,361	Ya
	Y8	0,595	0,361	Ya
	Y9	0,487	0,361	Ya
	Y10	0,572	0,361	Ya

Source : primary data processed

According to (Slamet Riyanto, 2020) validity testing serves as an indicator that reflects the validity of a research instrument. The data presented above indicate that each calculated r value is > the r table value of 0.361, so this shows that each item of the statement instrument is declared valid and can function as an instrument for gathering data in research.

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha	Reliabel
Content Marketing	0.839	Ya
Brand Authenticity	0.774	Ya
Continuous Purchase Intention	0.782	Ya

Source : primary data processed

The results of the reliability test show that content marketing has a Cronbach's Alpha value of 0.839, brand authenticity of 0.774, and continuous purchase intention of 0.782. It can be observed that each Cronbach's Alpha variable value has a reliability coefficient of > 0.60 , so it can be concluded that this test is reliable. (Sugiyono, 2020).

Classical Assumption Test

Normal distribution was assessed via the Kolmogorov-Smirnov method (Table 3). The decision-making criteria were based on a comparison of using a 0.05 significance threshold, p-values above this level confirm normal distribution. Table 3 shows an Asymp. Sig. of 0.200, suggesting normality.

To detect multicollinearity, tolerance and VIF values were evaluated. The decision rule states that if the tolerance value > 0.10 and $VIF < 10$, there is no multicollinearity in the statistical data analyzed. In Table 4, the results show that the tolerance values for the content marketing variables (0.614), and brand authenticity (0.614) all exceed 0.10, indicating no multicollinearity. In addition, the VIF values for content marketing and brand authenticity (1.628) are all below 10, which confirms that there are no signs of multicollinearity.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal Parameters ^{a,b}	Mean		0.0000000
	Std. Deviation		3.69386209
Most Extreme Differences	Absolute		0.064
	Positive		0.034
	Negative		-0.064
Test Statistic			0.064
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		0.391
	99% Confidence Interval	Lower Bound	0.379
		Upper Bound	0.404
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000			

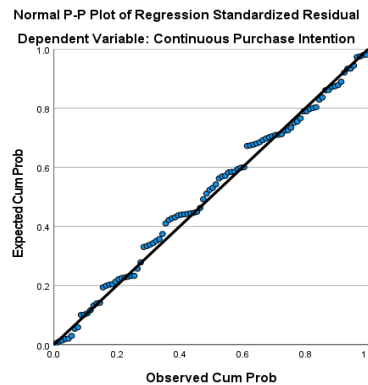
Source : primary data processed

Table 4. Multicollinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Content Marketing	.614	1.628
	Brand Authenticity	.614	1.628
a. Dependent Variable: Continuous Purchase Intention			

Source : primary data processed

Figure 4: Heteroscedasticity Test Results



Heteroscedasticity this test assesses the consistency of residual variance within the regression framework varies significantly between observations, it is called homoscedasticity, while if the variance varies, it is called heteroscedasticity. The absence of heteroscedasticity is a characteristic of a well-built regression model. A scatterplot-based heteroscedasticity test helps identify whether heteroscedasticity in a regression model by looking at the pattern of residual (error) distribution (Ghozali Imam, 2020). Figure 4 shows that there is no heteroscedasticity disturbance that occurs in the parameter estimation technique, the points are spread randomly appearing symmetrically around 0 on the Y-axis indicates homoscedasticity in the model. Thus, this the regression model is appropriate for application for content marketing and brand authenticity on continuous purchase intention Facetology users on the tiktok application in Tangerang City.

Multiple Linear Regression Test

Table 5. Content Marketing Multiple Regression Test Results, Brand authenticity on Continuous Purchase Intention

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	7.915	2.782		.005
	Content Marketing	.482	.085	.498	.000
	Brand Authenticity	.301	.084	.314	.001

a. Dependent Variable: Continuous Purchase Intention

Source : primary data processed

Based on Table 5. The unstandardized coefficient for column B for regular (a) is 7.915, while the content marketing coefficient (b) is 0.482, the brand authenticity coefficient (b) is 0.301 simultaneously. Then the regression equation can be written as follows: $Y = 7.915 + (0.482) X_1 + (0.301) X_2$ From the results of the equation, it can be concluded that the Facetology user variable has a value of 7.915 if the content marketing and brand authenticity variables are constant or zero. Facetology content marketing will increase by 0.482 if the content marketing variable increases by one unit. Facetology brand authenticity will increase by 0.301 if the brand authenticity variable increases by one unit. So, the higher the value of each independent variable, the higher the consumer satisfaction value. Based on the results of the regression coefficient values on the independent variables, it can be seen that the variable that has the largest regression coefficient on continuous purchase intention is the content marketing variable which has a consumer regression value of 0.482.

Hypothesis Testing

The t-test was conducted with a two-tailed test to measure the influence of the content marketing variable (X1), and brand authenticity (X2) on the continuous purchase intention variable (Y). The calculated t and table t values were compared with a significance level of 5% (0.05).

Based on table 5, the results of the regression test show that the content marketing variable has a significant and real effect on continuous purchase intention with a calculated t value of $9.509 > t \text{ table } 1.660$. and a significance value of $0.000 < 0.05$, which means **H1 is accepted**. These results are in line with research conducted by (Yuni Kartika Wulandari, 2023) (Faizah et al., 2023) (Nasta'in et al., 2023)

Content marketing is an activity that utilizes internet media to reach the internet, with internet media making it easier for consumers to find information about the latest products or discount prices from Facetology.

Based on the results of the regression test, it is known that the brand authenticity variable has a positive and significant effect with a calculated t value of $7.891 > t \text{ table } 1.660$ and a significance value of $0.000 < 0.05$, which means **H2 is accepted**. These results are in line with research conducted by (Djaruma & Keni, 2024) (Hernandez-Fernandez & Lewis, 2019) (Papadopoulou et al., 2023). Brand authenticity, which is reflected in the brand's openness, consistency and commitment to its values, plays an important role in building consumer trust and loyalty by not exaggerating or overclaiming Facetology products.

Table 6. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1589.423	2	794.711	57.067	.000 ^b
	Residual	1350.817	97	13.926		
	Total	2940.240	99			
a. Dependent Variable: Continuous Purchase Intention						
b. Predictors: (Constant), Brand Authenticity, Content Marketing						

Source : primary data processed

The hypothesis test f measures the significance of the equation to determine how independent variables affect dependent variables together. In table 7. F count is $57.067 > f \text{ table } 3.091$ with a significance value of $0.000 < 0.05$. Then H3 is accepted which means that simultaneously content marketing (X1) and brand authenticity (X2) affect continuous purchase intention (Y). This means that content marketing and brand authenticity have a partial positive effect on continuous purchase intention for the variable Af.

Coefficient of Determination Test

Table 7. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735 ^a	.541	.531	3.732
a. Predictors: (Constant), Brand Authenticity, Content Marketing				

Source : primary data processed

The determination coefficient test is used to determine how much the contribution of the dependent variable is explained by the variation of the independent variable. In table 6. The adjusted R square value is 0.541, which means that the content marketing and brand authenticity variables have a joint contribution of 54.1% to the continuous purchase intention variable, while the remaining 45.9% is influenced by other variables not examined in this study.

CONCLUSION

Based on the results and previous discussions, it can be concluded that content marketing and brand authenticity have an effect on the continuous purchase intention of Facetology product users on the Tiktok application in Tangerang City, 1) Content marketing has a positive and significant effect on the continuous purchase intention of Facetology product users on the Tiktok application in Tangerang City, 2) brand authenticity has a positive and significant effect on the continuous purchase intention of Facetology product users on the Tiktok application in Tangerang City. 3) Content Marketing and Brand Authenticity on Continuous Purchase Intention have a simultaneous effect on Facetology product users on the Tiktok application in Tangerang City

Based on the research that has been done, it can be concluded that there is a positive effect of content marketing with the aim of promoting products and also aims to build long-term relationships with consumers through useful information. There is a positive effect on brand authenticity, namely not overclaiming Facetology products and also being consistent, honest and committed to the values of the product.

The implications obtained from the results of the study are that relevant and quality marketing content can increase consumer engagement and loyalty to Facetology products. And facetology plays an important role in brand authenticity in building trust and long-term relationships with consumers.

For further research, based on the research, there are still other variables besides content marketing and brand authenticity on continuous purchase intention with a determination coefficient value of 54.1%, therefore it is recommended for further researchers to use other variables, for example price variables as independent variables.

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