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## THE INFLUENCE OF BRAND IMAGE, CONTENT MARKETING, AND STORE TRUST ON PURCHASE DECISIONS: CASE STUDY ON TIKTOK APP USER CONSUMERS

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### Abstract

Tiktok is one of the several online shopping applications created as a result of the advent of the internet. This study attempts to identify the impact of shop trust, content marketing, and brand perception on Tiktok purchasing decisions. Purposive sampling is used in this quantitative research method, which collects data from a sample of 100 respondents using a questionnaire. Multiple regression to analyze data. The study's findings show that while content marketing has a favorable and significant impact on buying behavior with sig. value 0.000, brand image has no discernible influence with a sig value of 0.395. With a sig value of 0.000, shop trust has a favorable and significant impact on purchasing decisions. Brand image, content marketing, and shop trust all have an impact on purchasing choices at the same time or simultaneously influence.

**Keywords:** *Brand Image, Content Marketing, Shop Trust, Purchase Decision.*

### A. INTRODUCTION

The existence of the internet makes it simpler for all human requirements in this increasingly sophisticated modern digital era. Many people now spend the majority of their time on internet-connected gadgets due to the rapid development of information technology (particularly the internet). According to the findings of the APJII survey, the number of internet users in Indonesia increased by 8.9% between 2019 and 2020 to reach 196.7 million, and then by 25.5 million users in 2020. The group has transformed the internet into a way of life. Users have unlimited access to information and can use it to fulfill a variety of purposes ([www.kominfo.go.id](http://www.kominfo.go.id))

With the development of the internet, this has become one of the aspects of business and marketing development. Today's business competition is very tight, and the influence of increasingly advanced technology makes business people in selling products or services experience competition. A company's ability to run and promote its goods or services successfully and efficiently depends on marketing, which is why marketing is so crucial in the business world. As the internet grew, a new idea of marketing took shape in the form of a modern marketing concept, often known as the marketing revolution. This refers to online company marketing, one of which is internet media employing smartphones.

According to some people using smartphones is easier to access the internet than using computers and laptops. Smartphone users in Indonesia are around 70%. However, in its McKinsey report, almost 75% of people who buy online use smartphones in Indonesia. Because they may develop a sizable market share and fantastic chances in advertising through digital marketing, one of which includes using the TikTok platform, this is what motivates many business people to use the internet and smartphones as marketing media in online business.

TikTok is a social media platform where users can share knowledge and inspire creativity. Music is used to power the platform. The number of TikTok's monthly active users has quickly climbed since the start of the 2020 epidemic, according to trends. The Business of

Apps research estimates that TikTok will have 1.46 billion monthly active users (MAU) by the second quarter of 2022. Comparing this statistic to the same time last year, there was a 62.52% increase. It was noted that TikTok still had 564 million active monthly users as of the second quarter of 2021. When compared to its position five years ago, the number of monthly active users for this application made in China has even jumped to more than 1,000%. By region, the most users of TikTok are in Asia Pacific (besides China and India), with a total of 313 million users in 2021. Next, there are Latin America and Europe, with 188 million users and 158 million users respectively in 2021. (Databoks, 2022)

The rise of users of the TikTok platform, which used to be prohibited from using it because there was content that was inappropriate to view, is now a platform that is used to spread content filled with information needed by consumers. In 2020 there is a phenomenon that the TikTok platform has become digital marketing, because they don't forget that online businesses don't want to be outdone in marketing their products, many online shops use creative content to market their products through the TikTok platform, because through this platform they can increase their market share. very wide. And don't forget to provide interesting informational content to entice consumers to be interested in buying it.

With the TikTok platform used as a marketing medium, consumers can easily get product information they want to buy. Because it's not uncommon for today's society to be obsessed with being able to look beautiful and attractive, and also the appearance of consumers is seen from their individual needs, such as the skin problems of each consumer. This has resulted in many business development opportunities for care and beauty products growing rapidly. Companies use a variety of strategic techniques to advertise their goods in an effort to increase customer or buyer interest, which then influences purchasing decisions. Brand image, content marketing, and trust are just a few of the elements that affect purchasing decisions. One of these, according to Iswanto (2016), is brand image, while content marketing, according to Yusuf et al. (2020)

In order for what is flawlessly displayed to stick in consumers' thoughts, there must be a brand image in the marketing. A brand is a logo, name, or other marking that distinguishes a product from those offered by a number of other retailers. It also builds trust and credibility in the eyes of customers. Brand image, according to Kotler and Keller (2016), is the consumer's view of a brand as a reflection of the associations that are already present in the consumer's mind. The product must demonstrate brand identity through the social media marketing strategy used if it is to successfully imprint the brand image on the product in the minds of consumers. Brand image is one of the deciding elements in purchase decisions, as demonstrated by the association between brand image and buying interest. If a product has a positive embedded image, consumers will purchase it for consumption; conversely, if the embedded picture is negative, consumers will feel unsatisfied after purchasing the product. The more positive effects a product has, such as frequent purchases, the stronger its brand image. In order to boost the value of consumer purchase decisions on these products, it is good to develop interest in buying from customers by looking at the brand image on the product. This may have an impact on a person's interest in buying a product and influence their decision to buy.

One innovative tactic that helps with the dissemination of promotions and the creation of a brand image for a product is the use of a brief film that includes information in the video, which has an impact and may effectively communicate a product to consumers. Content marketing is a way of publishing content on the internet that amplifies, implies and connects content to an audience. Where content marketing is persuasive to potential customers. According to Lieb (2012), content marketing is a process in marketing strategy by producing content through social media that aims to provide information to consumers so that they can attract and encourage them to buy the products being marketed (Pertiwi and Gusfa, 2018).

Through buying interest, there is a relationship between content marketing and purchasing decisions, and content marketing is one of the deciding elements. By creating a film that is as creative as possible so that people are interested in purchasing the things being marketed, content marketing campaigns are simpler to use and can provide comprehensive information in the content. This may have an impact on a person's interest in buying a product and influence their decision to buy. In order to promote a product to consumers and boost sales, there is also a need for a brand image and content marketing plan. In the corporate sector, trust is something that is quite frequent.

Trust is all knowledge that consumers hold and all inferences that are seen by consumers originating from items, attributes, and benefits for consumers, according to Mowen (2002) (in Rifqi et al., 2020). Before deciding to buy a product, a consumer's decision to do so is influenced by their level of trust in the seller. Since customers now have more confidence in the retailer, they will undoubtedly want to buy and try it right away. Sales of the desired product will undoubtedly increase if buyers have faith in it and the information they have heard about it. This may have an impact on a person's interest in buying a product and influence their decision to buy.

According to research by Rahman (2019), content marketing has a direct impact on consumers' purchasing decisions. This contradicts the findings of a study by Abdjul et al. (2022), which found that content marketing had little to no impact on consumers' purchasing decisions. According to Maharama's (2018) research, trust influences purchasing decisions in a favorable and significant way. According to research by Rorie et al. (2022), trust has a negligible but minor impact on consumers' purchase decisions. Adiwidjaja & Tarigan's (2017) research demonstrates how brand image affects consumer choice. This study contradicts Irwan and Wibowo's findings from 2021, which indicate that brand image has little influence on consumers' purchase decisions.

The following goals for this study are based on the problems that have been identified: "To evaluate the influence of content marketing on purchasing decisions, the influence of shop trust on purchasing decisions, and the impact of brand image on purchasing decisions and to examine the interaction between shop trust, content marketing, and brand image as it relates to purchasing decisions".

## **B. LITERATURE REVIEW**

### **1. Brand Image**

Brand is a symbol, name, or sign on a product that serves as a differentiator from products offered by a group of other sellers and fosters an impression, perception, and credibility in the minds of consumers. Brand (brand) plays a significant part in marketing. Tjiptono (2015) states that a "brand's image is a representation of associations with and beliefs in that brand. In contrast, brand image", as defined by Kotler and Keller (2016), is how a consumer perceives a brand in relation to the associations they have with it. Experts' comprehension leads us to the conclusion that brand image is what people perceive by examining the image of a brand that has earned their confidence.

### **2. Content Marketing**

Content in the field of online marketing can be called content marketing. According to Lieb (2012) content marketing is a process in marketing strategy by producing content through social media that aims to provide information to consumers so that they can attract and encourage them to buy the products being marketed (in Pertiwi and Gusfa, 2018). Rose (2015) argues that content marketing is a corporate strategy and method for producing and disseminating pertinent and value content with the goal of attracting, acquiring, and engaging audiences with concise and understandable material. From this comprehension of content

marketing, it can be inferred that it is a business process and marketing strategy that produces consumer actions to influence purchasing decisions and distributes to social media in order to attract, acquire, and involve audiences who view the content.

### 3. Trust

Explaining that trust is all knowledge that consumers hold and all inferences that are seen by consumers starting from items, qualities, and benefits for consumers is Mowen (2002) (in Rifqi and Zaky, 2020). According to Akbar et al. (2020), trust will develop when one side has faith in a mutually beneficial connection that is dependable and honest. From this comprehension, it can be inferred that customers have a knowledge of trust, which will develop if they have faith in the cooperative relationship between buyers and sellers and decide to purchase a product.

### 4. Buying Decision

Tjiptono (2016) claims that "customers' purchasing decisions are the result of a process in which they identify a problem, look for information on a certain brand or product, then assess how effectively each alternative may address the issue before making a choice". Kotler & Armstrong (2016) characterize purchase decisions as follows: "Consumer behavior is the study of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experience to satisfy their needs and wants". Thus, buying decisions are a component of consumer behavior, which is the study of how people choose, acquire, use, and satisfy their needs and desires through various products, services, ideas, or experiences. From this comprehension of buying decisions, it can be inferred that the idea of buying decisions is one of the concepts of consumer behavior from individuals or groups in evaluating and selecting a good or service that consists of two or more alternative choices and choosing the one that is thought to be the most profitable.

### 5. Marketplaces

Marketplace is an online medium that runs on the internet (web-based) for carrying out business transactions and activities between buyers and sellers. In order to obtain goods at market pricing, buyers might locate as many suppliers as they can who meet their requirements. A marketplace is a program or website that offers online purchasing and selling options from different sources. Owners of websites or applications don't actually produce anything; instead, their company only facilitates customers' access to the products of others (Setiawan, Nirwan, & Amelia, 2018). Suppliers and dealers can search for businesses who require their goods or services in the interim (Opiida, 2014). A marketplace is an electronic business strategy that deals with both vendors and customers. Indonesia's marketplace is one of the mediums bolstering the country's economy as it adapts to the age of globalization. It is vital to create an organized, reasonable, and effective marketplace because of this. In general, an effective marketplace can ease the flow of input and output of goods and enhance the environment for investing in businesses.

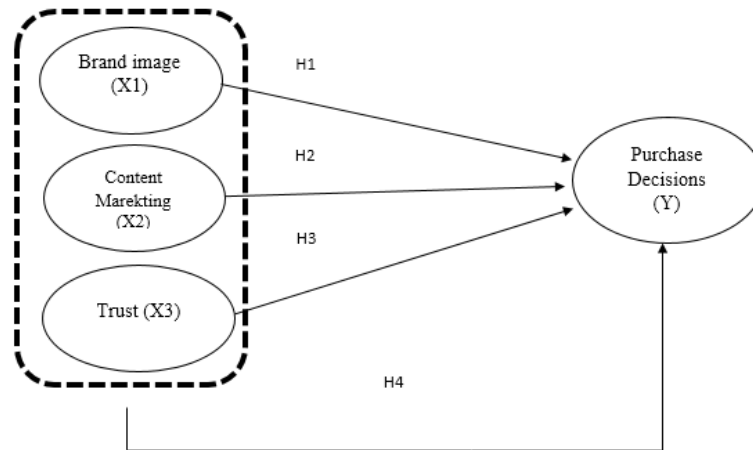


Figure 1. Thinking Framework

6. Hypothesis

H1: Brand image has a positive and significant effect on buying decision

H2: Content marketing has a positive and significant effect on buying decision

H3: Trust store positive and significant effect on buying decision.

H4: Brand image, Content Creator and trust stores simultaneously have a positive and significant effect on buying decision.

C. METHOD

Table 1. Operational Definition

Variable		Indicator	Statement
Brand image (X1) According to Kotler and Keller (2016)	Consumers' view of a brand as a reflection of the associations they have in their thoughts is known as brand image.	1) Strength of brand association	Products sold on Tiktok are easy to remember and trusted in the minds of consumers
		2) Favorability of brand association	The quality of products on tiktok is of good quality
		3) Uniqueness of brand association	Tiktok sells products with unique designs
Content marketing (X2) According to Gunelius (in Taufiqur Rahman 2019)	content marketing is a process in the marketing strategy by producing a content through social media that aims to provide information to consumers in order to attract and encourage them to buy the product being marketed	1) Content creation,	Sellers on Tiktok create interesting and creative content
		2) Content sharing ,	Content messages on Tiktok are able to expand the business network
		3) Connect ,	Marketing content on Tiktok is a means of communication between sellers and buyers
		4) Community building,	Marketing content on Tiktok is able to create interaction among consumers
Trust (X3) According to McKnight, Kacmar & Choudhury (in	Trust is all the knowledge that is owned by consumers and all the conclusions that are perceived by consumers	1) Benevolence (kindness),	I believe the seller is able to provide good quality according to the price
		2) Integrity,	I believe the sellers at Tiktok provide quality products

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Thamrin et.al (2020)	starting from objects, attributes and benefits for consumers .		according to consumer expectations
		3) Competence (ability),	I believe the products that come are true to what is offered at Tikok
Purchase Decision (Y) According to Kotler and Keller (in VaniaSengketang, 2019)	Making decisions about purchases is a behavior. The study of consumers looks at how people choose, utilize, and access products, services, ideas, and experiences to fulfill their needs and desires.	1) Consistency in choosing a product 2) Habits in buying products 3) Provide product recommendations to others 4) Make repeat purchases	I buy products on Tiktok because they fit my needs I can easily get product information on Tiktok before making a purchase I recommend buying products on Tiktok because of the satisfying quality and service I will buy products through Tiktok

Consumers that use the TikTok app for shopping make up the study's demographic. Because the population used in this study could not be determined with confidence, the Rao Purba formula (1996) (Kanisa, 2017) was applied as follows:

$$n = \frac{Z^2}{4(Moe)^2}$$

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = 94,04$$

The number of samples in this study was 94.04, which was rounded up to 100 respondents based on the calculations above.

Purposive sampling is the non-probability sampling strategy utilized in this investigation. The sampling method known as purposeful sampling has some limitations (Sugiyono, 2019). 100 respondents make up the 100 samples that were used. The following are the purposive sampling criteria used in this study:

1. Has a Tiktok platform
2. Never bought a product on Tiktok
3. Often see content marketing on Tiktok
4. Respondents aged 17 years and over

### D. RESULTS AND DISCUSSION

The results of your research are written down which may contain Tables and Figures whose numbering continues from the previous number. In this study, a sample was used with the criteria of people who have a TikTok account, often see content marketing on TikTok and have purchased goods at least once on TikTok. From the distribution of questionnaires conducted by researchers, they were able to collect 100 respondents, there are the following characteristics:

### 1. Description of Gender

The following are the characteristics of the sex description shown in the table:

**Table 2. Description of sex characteristics**

No.	Gender	Amount	Percentage
1.	Man	28	28%
2.	Woman	72	72%
Total		100	100%

The obtained sample of 100 respondents was separated into two gender groups, as shown in table 2. above. Men made up a total of 28 respondents (28%) while female made up a total of 72 respondents (72%).

### 2. Age Description

Following are the characteristic results from the age description shown in the table:

**Table 3 Description of age characteristics**

No.	Age	Amount	Percentage
1.	17-21	11	11%
2.	22-26	83	83%
3.	27-30	4	4%
4.	> 30	2	2%
Total		100	100%

Table 3 above shows how the 100 respondents who participated in the survey were divided into 4 age groups. There were 11 respondents (17%) between the ages of 17 and 21; 83 respondents (83%); 4 respondents (4%) between the ages of 27 and 30; and 2 respondents (2%), who were above 30.

### 3. Job description

Following are the results of the characteristics of the job description shown in the table:

**Table 4. Job Description**

No.	Gender	Amount	Percentage
1.	Freelancing	8	8%
2.	Teacher	12	12%
3.	Housewife	1	1%
4.	Jobsekker	3	3%
5.	Private sector employee	25	25%
6.	Student	40	40%
7.	civil servant	3	3%
8.	Self-employed	8	8%
Total		100	100%

The collected sample of 100 respondents was sorted into 8 occupational groups, as shown in table 4 above. 8 respondents (8%), 12 instructors (12%), 1 housewife (1%), 3 Joobsekker members (3%), 25 private employees (private employees) (private employees) (private employees), 40 students (4%), 3 civil servants (3%), and 8 business owners (8%).

### 4. Product Purchase Description

The following are the characteristics that emerged from the table's product purchase description:

**Table 5. Product Purchase Descriptions**

No.	Gender	Amount	Percentage
1.	1x	8	8%
2.	2x	15	15%
4.	More than 2x	77	77%
Total		100	100%

The collected sample of 100 respondents was separated into three groups based on the kind of products they purchased, as shown in table 5 above. respondents who only made one single buy were 8 people (8%), 2 times they purchased 15 people (10%), and bought more than 2 times, 77 people (77%).

### 5. Income Description

Following are the characteristics of the income description shown in the table:

**Table 6. Description of Income**

No.	Gender	Amount	Percentage
1.	< 1,000,000	34	34%
2.	> 4,000,000	10	10%
3.	1,000,000-2,000,000	31	31%
4.	2,000,000-3,000,000	15	15%
5.	3,000,000-4,000,000	10	10%
Total		100	100%

The collected sample of 100 respondents was separated into five income groups, as shown in table 6 above. respondents who had a job of < 1,000,000 totaled 34 people (34%), > 4,000,000 totaled 10 people (10%), 1,000,000-2,000,000 totaled 31 people (31%), 2,000,000-3,000,000 totaling 15 people (15%), 3,000,000-4,000,000 totaling 10 people (10%).

### 6. Hypothesis Test

A multiple regression model was employed as the data analysis technique in this investigation. To ascertain how two or more independent factors affect the dependent variable, multiple linear regression analysis is performed. The SPSS for Windows Release 25.0 application was used to calculate the multiple linear regression model. Following are the findings of the analysis:

**Tabel 7. Result Hypothesis Test**

Variable	Coefficient	t-count	Sig,	Conclusion
Constant	2,139	1,801	.075	
Brand Image	.089	.854	.395	No effect
Marketing Content	.368	4,003	.000	Significant influence
Store trust	.623	5,291	.000	Significant Influence
F-Count	57,293		.000	
R-Square	.642			

\*Significant at alpha: 5%



a. Multiple Regression Analysis

The regression equation is created using the results of the multiple linear regression test in Table 7. above:

$$KP = 2.139 + 0.089 BI + 0.368 KM + 0.623 KT + \varepsilon$$

The formula above can be explained as follows:

- 1) If the variable brand image, content marketing, and shop trust have constant values of 0 or 2.139, the purchasing decision will execute at level 2.139.
- 2) A positive value of 0.089 is assigned to the BI coefficient ( $\beta_1$ ). This suggests that if the other variables remain constant, the purchase decision will increase by 0.089 for every increase in brand image of one time.
- 3) The KM coefficient ( $\beta_2$ ) has a positive value of 0.368. This suggests that if the other variables remain constant, the purchase decision will increase by 0.368 for every time content marketing spend increases by one.
- 4) The positive value of the KT coefficient ( $\beta_3$ ) is 0.623. This suggests that if the other factors remain constant, the purchase decision will increase by 0.623 for every increase in store trust of 1 time.

b. Determination Coefficient Test ( $R^2$ )

$R^2$  to gauge how well the model can account for variations in the dependent variable, a test is utilized. The coefficient of determination in this study makes use of value of  $R^2$

**Table 8. R Test Results <sup>2</sup>**

Model	R	R square	Adjusted R square
1	.801	.642	.630

The results of the  $R^2$  test yielded an  $R^2$  value of 0.642, or 64.2%. This demonstrates that the independent variables—brand image, marketing content, and shop trust—can account for 64.2% of the purchasing decision. While factors other than the study's independent variables account for 35.8% of the variation in purchase decisions.

c. t Test

In essence, the t statistical test shows how much one independent variable contributes to the 61 variations of the dependent variable. A significant level of 0.05 (or 5%) was applied to capital expenditures, intergovernmental revenue, leverage, size, and local revenue in this analysis. The hypothesis is disproved if the independent variable only partially affects the dependent variable (t-count < t-table). If t-count > t-table (accepted hypothesis), the independent variable has a negligible impact on the dependent variable in the interim. The effects of each independent variable on the dependent variable are shown in the graph below:

- 1) The evidence supports the researcher's first hypothesis, which states that the brand image variable affects consumers' purchase decisions. The brand image variable's significance value of 0.395, which was higher than the significance level of 0.05 (0.395 > 0.05), was likewise explained in the regression analysis's findings. Consequently, it can be said that the hypothesis is unfounded.
- 2) The t-count value for the content marketing variable is 4.003, which is higher than the t-table value of 1.654, and a significance value of 0.000, which is less than the significance level of 0.05 (0.000 < 0.05), is achieved. The hypothesis is accepted since it can be inferred that content marketing has an impact on purchasing choices.
- 3) Shop trust, which has a t-count value of 5,291 more than t-table 1.654 and a significance value of 0.000 achieved, explains the third hypothesis. This value is less than the 0.05 significance limit (0.000 < 0.05). The idea is accepted since it may be inferred that trust in the retailer affects purchase decisions.

d. F Test (Simultaneous)

The F significance test essentially determines if each independent variable mentioned in the model has an impact on the dependent variable as a whole. The F test is used to determine

if all six independent factors have an impact on the dependent variable at the same time. The method employed in this study is a comparison of the F-count and F-table values. The independent variables simultaneously have no impact on the dependent variable (hypothesis is rejected) if  $F\text{-count} < F\text{-table}$ . The independent factors influence the dependent variable simultaneously (accepted hypothesis) if  $F\text{-count} > F\text{-table}$ .

**Table 9. Simultaneous Significant Test Results (Test F)**

F-Count	Sig.	Conclusion
57,293	0.000	Simultaneous Influence

The determined F value, which is equivalent to  $57,293 >$  from the F table, which is 3.94, and the sig value is 0.05, are based on table 9 above. This demonstrates that all of the independent variables have an impact on the dependent simultaneously. Thus, it can be claimed that shop trust, content marketing, and brand image all work together to impact consumer decisions on Tiktok.

### **The Effect of Brand Image on Purchasing Decisions**

Based on the results of the analysis in this study, it proves that brand image has no effect on purchasing decisions. Based on the results obtained, the P-values are  $0.395 > 0.05$ , this proves that brand image has no significant effect on purchasing decisions, so this hypothesis is rejected. According to Kotler and Keller (2016) explained that “brand image is the consumer's perception of a brand as a reflection of the associations that exist in consumers' minds”. A good brand image for an item will also increase a good perception of someone. The relationship to a brand will be stronger if it is based on experience and gets a lot of information. The image formed from this association is the basis for consumer purchasing decisions. However, in this study, TikTok sells products that are of good quality, even though these products do not have uniqueness or something that stands out and are the same as being sold in e-commerce in general and make these products not easy to remember in the minds of consumers.

The results of this study are supported by research conducted by Yunita and Indriyatni (2022) which states that “brand image has a negative and insignificant effect on purchasing decisions”. Furthermore, Nugroho and Sarah's research (2021) states that “brand image partially has no significant effect on purchasing decisions”.

### **The effect of Content Marketing on purchasing decisions**

Based on the results of the analysis in this study, it proves that content marketing has an effect on purchasing decisions. Based on the results obtained P-values  $0.000 < 0.05$ , this proves that content marketing has a positive and significant effect on purchasing decisions, so this hypothesis is accepted.

According to Pulizzi (2014) “content marketing is a marketing and business process for creating and distributing valuable and interesting content to engage, acquire, and engage a clear target audience with the aim of encouraging profitable customer action”. Content marketing is not a content strategy that is marketed that will influence consumers on purchasing decisions, but the use of content marketing strategies has the goal of attracting and retaining customers by consistently creating and curating content that has relevant value.

In this study, content marketing on TikTok has attractiveness and is packaged in an attractive way, besides that, the content is able to become a means of communication between sellers and buyers. With the comment column available, buyers can ask questions about what is in the content so that they are able to create interactions among buyers and with sellers.

The results of this study are supported by research conducted by Mulyani (2019) that “content marketing influences purchasing decisions”. then according to Yusuf, et al. (2020) that “marketing content influences purchasing decisions”.

### **The influence of store trust on purchasing decisions**

Based on the results of the analysis in this study, it proves that store trust influences purchasing decisions. According to the results obtained P-values  $0.005 < 0.05$ , this proves that shop trust has a positive and significant effect on purchasing decisions, so this hypothesis is accepted.

Trust involves a person's willingness to behave in a certain way because of the belief that his partner will provide what consumers expect and an expectation that someone generally has that the words, promises or statements of other people can be trusted (Muninggar, 2017). The more consumers believe in their partners, the higher consumer trust, the higher the level of consumers to decide to buy a product.

In this study, sellers on TikTok are able to provide good quality according to the price offered so that consumers are not disappointed, besides that the product is available on social media when it comes, it is also according to what is offered. So as to make consumers trust sellers on TikTok

The results of this study are supported by research conducted by Ratna (2015) that trust influences purchasing decisions. Furthermore, according to Jefryansyah (2020) that trust influences purchasing decisions.

### **The influence of Brand Image, Content Marketing and Store Trust simultaneously on purchasing decisions on Tiktok**

Based on the analysis's findings, it is clear that Brand Image, Content Marketing, and Store Trust all have an impact on consumers' Tiktok purchase decisions. Since the calculated F value is greater than the F table, or  $57,293 > 3.94$ , and the test's Sig value is  $0.00 < 0.05$ , the results support the hypothesis that Brand Image, Content Marketing, and Store Trust all influence purchasing decisions on Tiktok simultaneously.

According to Yusuf, et al. (2020) that "marketing content influences purchasing decisions", Supriyadi, et al. (2016) that "brand image influences purchasing decisions" and Jefryansyah (2020) that trust influences purchasing decisions.

## **E. CONCLUSION**

This study aims to determine the effect of brand image, marketing content and store trust on purchasing decisions on Tiktok. based on the results of the research that has been done and data analysis as described in the previous chapter, the following are the conclusions from the results of the research as follows

1. Brand image has no significant effect on purchasing decisions in Tikok
2. Marketing content has a positive and significant effect on purchasing decisions on Tiktok
3. Store trust has a positive and significant effect on purchasing decisions in Tikok.
4. Brand Image, Content Marketing, and Store Trust simultaneously influence purchasing decisions on Tiktok

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