

## THE INFLUENCE OF TIKTOK SOCIAL MEDIA CONTENT AND INFLUENCER MARKETING ON GENERATION Z'S PURCHASE DECISIONS IN MANADO

### *PENGARUH KONTEN MEDIA SOSIAL TIKTOK DAN INFLUENCER MARKETING TERHADAP KEPUTUSAN PEMBELIAN GENERASI Z DI MANADO*

By:

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**Abstract:** This research examines the influence of TikTok Social Media Content and influencer marketing on the purchase decisions of Generation Z in Manado. As TikTok continues to dominate digital platforms among young audiences, businesses increasingly rely on influencers and short-form content to drive consumer behavior. TikTok content refers to user-generated videos that promote products in creative, engaging ways, while influencer marketing involves endorsements from trusted digital figures. This study applies a quantitative research method with data collected from Gen Z respondents through a structured questionnaire. The findings highlight how content authenticity, influencer credibility, and emotional engagement significantly shape Gen Z's purchasing intentions. The results aim to provide actionable insights for marketers, content creators, and local businesses in Manado to design more effective digital marketing strategies that resonate with younger consumers.

**Keywords:** TikTok, Social Media Content, Influencer Marketing, Purchase Decision, Generation Z

**Abstrak:** Penelitian ini mengkaji pengaruh konten media sosial TikTok dan pemasaran influencer terhadap keputusan pembelian Generasi Z di Manado. Seiring dengan dominasi TikTok sebagai platform digital di kalangan anak muda, pelaku bisnis semakin mengandalkan influencer dan konten berdurasi pendek untuk mendorong perilaku konsumen. Konten TikTok merujuk pada video yang dibuat oleh pengguna untuk mempromosikan produk secara kreatif dan menarik, sementara pemasaran influencer melibatkan dukungan produk oleh figur digital yang dipercaya. Penelitian ini menggunakan metode kuantitatif dengan data yang dikumpulkan melalui kuesioner terstruktur kepada responden dari kalangan Generasi Z. Temuan menunjukkan bahwa keaslian konten, kredibilitas influencer, dan keterlibatan emosional secara signifikan membentuk niat pembelian Generasi Z. Hasil penelitian ini diharapkan memberikan wawasan strategis bagi pemasar, kreator konten, dan pelaku usaha lokal di Manado dalam merancang strategi pemasaran digital yang lebih efektif dan relevan bagi konsumen muda.

**Kata Kunci:** TikTok, Konten Media Sosial, Pemasaran Influencer, Keputusan Pembelian, Generasi Z

## INTRODUCTION

### Research Background

Social media and influencer marketing trends have shown significant influence on Generation Z (Gen Z) purchasing decisions globally, especially on the TikTok platform. According to Thongyoy et al. (2024), content marketing involving influencers can drive impulse purchase behaviour among TikTok users. Recent statistics show that more than 60% of TikTok users aged between 16 to 24 years old, who make up a large part of Gen Z, admit that they are influenced by content posted by influencers (Hidayah dan Nurrohim, 2023). The economic implications of this phenomenon are huge, as businesses that utilise this digital marketing strategy can increase sales and expand their market reach. On the social side, the use of influencers can shape brand perception and influence social norms among Gen Z, who tend to seek authenticity and emotional connectedness in their interactions with brands (Mahida, 2024).

Influencer marketing is defined as the use of influential individuals to promote products or services to their

audience. Trends and developments in influencer marketing show a significant increase in the use of platforms such as TikTok, where engaging and authentic content is key to attracting users' attention (Hidayah and Nurrohim, 2023). The significance of this variable in the research context lies in its ability to influence purchase decisions, especially among Gen Z who are more likely to engage with content presented by influencers (Thongyoy et al., 2024).

A purchase decision is defined as a consumer's action to purchase a product or service after exposure to marketing content. Current issues and challenges related to purchase decisions include information overload and consumer trust in influencers, which can affect marketing effectiveness (Asadiyah et al., 2023). Factors that influence these purchase decisions include perceived price, content quality, and user engagement with the brand (Yulinda et al., 2024). The relationship between influencer marketing and purchase decisions can be explained through theoretical foundations suggesting that influencer marketing can increase purchase intention which in turn influences purchase decisions (Mahida, 2024). Previous empirical evidence shows that positive interactions with influencer content are associated with increased purchase decisions on digital platforms (Hidayah and Nurrohim, 2023). However, there are gaps in the existing research, especially in a local context such as Manado, where influencers' content is associated with increased purchase decisions (Hidayah and Nurrohim, 2023).

TikTok has become the dominant social media platform among Generation Z (Gen Z), including in Manado. According to a recent report from DataReportal in 2023, more than 60% of TikTok users in Indonesia are between the ages of 16 to 24, which is a large portion of Gen Z. The ideal situation should be for businesses in Manado to optimally utilise TikTok and influencer marketing to increase sales and build brand loyalty. According to the Hootsuite Digital Report (2023), engaging and relevant content can increase purchase intent by 40% among Gen Z. Despite TikTok's widespread use, many businesses do not yet understand how to utilise the platform effectively.

The direct impact of this issue is the low effectiveness of digital marketing on TikTok, potentially reducing the competitiveness of local businesses in Manado. Without a deep understanding of Gen Z behaviour, businesses may struggle to attract the interest and trust of young consumers. According to Nielsen Consumer Report in 2023, 70% of Gen Z are more likely to buy products recommended by influencers they trust. In addition, Gen Z as potential consumers may turn to global brands that better understand their preferences, thus reducing local business opportunities. The affected parties include local businesses that lose market opportunities, Gen Z as consumers who do not get a satisfying shopping experience, and local governments that may struggle to drive digital economic growth. The urgency of resolving this issue is high, given TikTok's rapid user growth and huge economic potential. If not addressed immediately, local businesses in Manado risk being left behind in the digital market competition. The consequence if this problem is left unaddressed is that local businesses in Manado will miss the opportunity to utilise TikTok as an effective marketing tool. In addition, Gen Z as the main consumers may lose trust in local brands, which may negatively impact long-term economic growth.

Several previous studies have examined the influence of TikTok and influencer marketing on purchasing decisions. For example, Thongyoy et al. (2024) examined the impact of TikTok Social Media Content marketing on impulse purchases in Thailand, while Hidayah and Nurrohim (2023) examined the influence of e-marketing techniques on purchasing decisions of TikTok users in Indonesia. The main findings of these studies suggest that engaging content and trust in influencers are key factors in influencing purchase decisions. However, these studies were mostly conducted in global contexts or big cities such as Jakarta, making them less relevant for Manado. This research aims to fill the gap by providing a deeper insight into the dynamics of influencer marketing in Manado and the expected contribution is the development of more effective marketing strategies for local businesses.

## Research Objectives

1. To reveal the influence of TikTok Social Media Content and influencer marketing on TikTok on the purchasing decisions of Generation Z consumers in Manado
2. To reveal the influence of influencer marketing on TikTok on the purchasing decisions of Generation Z consumers in Manado.
3. To reveal the influence of TikTok Social Media Content on the purchasing decisions of Generation Z consumers in Manado

## LITERATURE REVIEW

### Marketing

Marketing involves identifying customer needs and delivering value that creates strong relationships. Kotler (2015) emphasized that marketing is not only about promotion but also about delivering meaningful value to build

trust and long-term engagement. On social media platforms such as TikTok, marketing is executed through personalized content and influencer engagement to attract younger consumers like Generation Z.

### Purchase Decision

Purchase decision refers to a consumer's behavioral process in selecting and buying a product. According to Kotler and Armstrong (2018), this process is influenced by both psychological and social factors, including emotions, trust, and peer influence. In a digital environment, purchase decisions are often shaped by engaging content and the credibility of influencers.

### Influencer Marketing

Influencer marketing is the promotion of products by individuals with strong online presence and credibility. Freberg et al. (2011) explained that influencers are trusted by followers and influence their purchase intentions. Influencer credibility, attractiveness, and alignment with the product (fit) are key factors that enhance trust and marketing effectiveness (Ao et al., 2023).

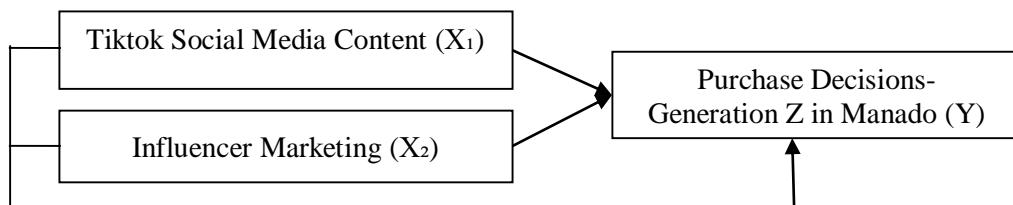
### Empirical Studies

Anand (2024) examined on how Generation Z's shopping behaviours differ when it comes to social media influencers and conventional advertising. Through the survey data conducted on 101 Gen Z customers, the study determines the main differences that exist in purchase intentions and the level of trust. The results demonstrate that Gen Z is greatly influenced by influencer marketing because of its authenticity, personalised content, and peer-like engagement. A t-test shows a difference between the trust and buying intentions of consumers influenced by a social media influencer and those reached by regular advertising. It turns out that video-sharing platforms such as YouTube and Instagram are the best platforms for visual content, and the posts influenced by peers speak more to Gen Z interests.

Trissetianto and Ali (2025) explored the impact of TikTok on Generation Z's brand loyalty and consumer habits. By analyzing the content and engagement levels on TikTok, this research aims to uncover the ways in which the platform shapes Gen Z's purchasing decisions and brand preferences. Through surveys and interviews with Gen Z users, this study will also examine how TikTok influences their perceptions of authenticity and trustworthiness in brands. Overall, TikTok presents a unique opportunity for brands to engage with a younger audience through creative and engaging content. In conclusion, TikTok offers brands a valuable tool for reaching and engaging with a younger, tech-savvy audience, and those who are able to effectively leverage the platform's capabilities stand to benefit greatly in terms of brand awareness and customer loyalty.

Erwin et al. (2023) examined how social media influencers affect Indonesian Generation Z consumer behavior. A heterogeneous group of 450 participants, ranging in age from 16 to 24, was involved, reflecting a range of genders, socioeconomic backgrounds, and geographic locations. The results show that social media influencers have a big influence on people's decisions to buy, as 85% of participants acknowledged. The majority platform, Instagram, accounted for 75% of the total, with individuals using social media for two hours a day on average. The most popular content categories (65%) were product and lifestyle reviews, highlighting the significance of authenticity. Transparency (72.5%) and authenticity (67.5%) were important trust-building qualities; on the other hand, inconsistent brand endorsements (30%) and a lack of financial transparency (22.5%) eroded confidence. Sponsored material worked very well (80%), and 60 percent of users preferred partnerships that were authentic.

### Conceptual Framework



**Figure 1. Conceptual Framework**

Source: Literature Review

### Research Hypothesis

H1: Tiktok Social Media Content and influencer marketing simultaneously have a significant influence on

Generation Z's purchase decisions in Manado

H2: Influencer marketing has a significant influence on Generation Z's purchase decisions in Manado.

H3: Tiktok Social Media Content has a significant influence on Generation Z's purchase decisions in Manado

## RESEARCH METHOD

### Research Approach

This study employs a quantitative approach to analyze the influence of Tiktok Social Media Content and influencer marketing on Generation Z's purchase decisions in Manado. The quantitative approach allows the researcher to measure variables and test hypotheses using statistical techniques. According to Creswell (2018), this method provides objective insights by transforming perceptions into measurable data, making it suitable for explanatory research aimed at determining cause-effect relationships.

### Population, Sample Size, and Sampling Techniques

The population in this study consists of Generation Z consumers in Manado who actively use TikTok. The sample includes 100 respondents selected using purposive sampling, targeting individuals aged between 16 and 26 who have been exposed to TikTok-based marketing content.

### Data Type and Data Sources

The study uses primary data collected through a structured online questionnaire. The questionnaire was designed to measure perceptions related to Tiktok Social Media Content, influencer marketing, and purchase decisions. In addition, secondary data were obtained from supporting sources such as digital reports (DataReportal, Hootsuite) and statistical publications from BPS.

### Method of Collecting Data

Data were collected using a Google Form questionnaire distributed via TikTok, WhatsApp, and Instagram. Respondents rated their agreement with each statement using a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree), which is widely used to measure attitudes and perceptions (Bryman, 2016).

### Operational Definition and Indicators of Research Variable

**Table 1. Operational Definition and Indicators of Research Variable**

Variable	Definition	Indicators
Tiktok Social Media Content (X1)	The strategic use of TikTok content by brands to engage users and influence their perception and behavior (Kietzmann et al., 2011).	<ol style="list-style-type: none"> <li>Content relevance</li> <li>Content interactivity</li> <li>Content consistency</li> <li>Visual and audio appeal</li> <li>Call-to-action clarity</li> </ol>
Influencer Marketing (X2)	The use of social media influencers to promote products or services with persuasive content strategies tailored for their audiences (Ohanian, 1990)	<ol style="list-style-type: none"> <li>Influencer credibility</li> <li>Influencer attractiveness</li> <li>Expertise or product fit (congruence)</li> <li>Content authenticity</li> <li>Frequency of endorsement</li> <li>Interaction with followers</li> <li>Transparency of paid partnerships</li> </ol>
Purchase Decision (Y)	The process and outcome of deciding to buy a product after being exposed to content or influencer endorsement on TikTok (Hidayah and Nurrohim, 2023).	<ol style="list-style-type: none"> <li>Purchase intention</li> <li>Actual purchase</li> <li>Repeat purchase</li> <li>Recommendation to others (word-of-mouth)</li> </ol>

### Research Instrument Testing

#### Validity and Reliability Tests

Validity test ensures that each survey question accurately captures the core construct it is intended to measure. Validity is crucial in ensuring that the data collected truly represents the concepts under study, thereby

enhancing the credibility of the research findings.. An item is considered valid if the r-count value is greater than the r-table value, indicating a significant correlation between the item and its respective variable.

Reliability refers to the consistency and stability of the research instrument in producing similar results under consistent conditions. A reliable instrument is essential for ensuring the accuracy and dependability of the research data. This study uses Cronbach's Alpha as a statistical tool to assess the internal consistency of the instrument. A Cronbach's Alpha value greater than 0.6 is generally considered acceptable, indicating that the items consistently measure the same underlying construct

## Data Analysis Methods

### Classical Assumption Tests

#### Normality Test

The normality test is used to determine whether the data for both independent and dependent variables in the regression model are normally distributed. Ensuring normality is important because significant deviations from normal distribution may affect the accuracy and validity of statistical analysis results. In this study, the normality test is conducted using SPSS software with the Kolmogorov–Smirnov (K–S) test as the primary method.

#### Multicollinearity Test

The multicollinearity test is conducted to assess whether there is a high degree of correlation between independent variables in the regression model. Severe multicollinearity can inflate standard errors and complicate the interpretation of each variable's individual contribution. In this research, multicollinearity is tested using two indicators: the tolerance value and the variance inflation factor (VIF). The tolerance value reflects the proportion of variance in one independent variable that is not explained by other independent variables; a value less than 0.10 may indicate multicollinearity. The VIF measures how much the variance of a regression coefficient is increased due to multicollinearity; a VIF below 10 suggests that multicollinearity is not a concern (Ghozali, 2018).

#### Heteroscedasticity Test

The heteroscedasticity test is used to check whether the variance of residuals in the regression model remains constant across all values of the independent variables. Inconsistent variance, or heteroscedasticity, can bias regression estimates. This study applies the Glejser test using SPSS software to detect such conditions. The Glejser test analyzes the absolute residual values against the independent variables. If the significance value (p-value) is greater than 0.05, it indicates that heteroscedasticity is not present, meaning the residuals have constant variance and the regression model is reliable.

## Multiple Linear Regression Analysis

Multiple linear regression analysis is employed to determine the relationship between a single dependent variable and two or more independent variables. According to Hair et al. (2019), multiple regression is a fundamental tool in social science research for testing theoretical models and analyzing complex relationships. The regression model used in this study is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

$Y$  = Purchase Decision

$\alpha$  = Constant

$X_1$  = TikTok Social Media Content

$X_2$  = Influencer Marketing

$\beta_1$  = Regression Coefficient of Tiktok Social Media Content

$\beta_2$  = Regression Coefficient of Influencer Marketing

$e$  = Error

## Coefficient Correlation Test (R) and Coefficient Determination Test ( $R^2$ )

The correlation coefficient (R) is a statistical measure used to determine the strength and direction of the linear relationship between independent variables and a dependent variable (Field, 2018). It evaluates how changes in the independent variables ( $X_1$  and  $X_2$ ) are associated with variations in the dependent variable (Y). A correlation coefficient value that is closer to 1.0 or 100% signifies a strong positive relationship, whereas a value approaching 0 indicates a weak or no relationship between the variables.

The coefficient of determination ( $R^2$ ) is a statistical metric that explains the proportion of variance in the

dependent variable that can be predicted or explained by the independent variables in the model (Hair et al., 2021). According to Sugiyono (2019),  $R^2$  serves as a tool to evaluate how much contribution the independent variables collectively make in explaining the behavior of the dependent variable. The value of  $R^2$  ranges from 0 to 1, with higher values indicating greater explanatory power of the regression model.

## Hypothesis Testing

### T-Test and F-Test

The T-test is used to assess the partial influence of each independent variable on the dependent variable by testing individual regression coefficients. This test is conducted at a 95% confidence level, using a significance value of 5% ( $\alpha = 0.05$ ). If the significance value is less than 0.05 or the calculated t-value exceeds the critical t-table value, the hypothesis is accepted, indicating a statistically significant effect of the independent variable on the dependent variable.

The F-test is applied to evaluate whether all independent variables, when tested simultaneously, have a significant effect on the dependent variable. Conducted at the 5% significance level ( $\alpha = 0.05$ ), the hypothesis is accepted if the significance value is less than 0.05 or if the F-count is greater than the F-table value, indicating that the independent variables jointly influence the dependent variable significantly.

## RESULTS AND DISCUSSION

### Research Result

#### Validity Test

**Table 2. Validity Result**

Variable	Indicator	Validity			Result
		R-Count	R-Table	Sig	
Tiktok Social Media Content(X1)	X1.1.1	.660**	0,1946	0,000	Valid
	X1.1.2	.636**	0,1946	0,000	Valid
	X1.1.3	.725**	0,1946	0,000	Valid
	X1.2.1	.646**	0,1946	0,000	Valid
	X1.2.2	.669**	0,1946	0,000	Valid
	X1.2.3	.786**	0,1946	0,000	Valid
	X1.3.1	.682**	0,1946	0,000	Valid
	X1.3.2	.750**	0,1946	0,000	Valid
	X1.3.3	.703**	0,1946	0,000	Valid
	X1.4.1	.684**	0,1946	0,000	Valid
	X1.4.2	.640**	0,1946	0,000	Valid
	X1.4.3	.674**	0,1946	0,000	Valid
	X1.5.1	.773**	0,1946	0,000	Valid
	X1.5.2	.772**	0,1946	0,000	Valid
	X1.5.3	.788**	0,1946	0,000	Valid
Influencer Marketing (X2)	X2.1.1	.707**	0,1946	0,000	Valid
	X2.1.2	.789**	0,1946	0,000	Valid
	X2.1.3	.767**	0,1946	0,000	Valid
	X2.2.1	.779**	0,1946	0,000	Valid
	X2.2.2	.695**	0,1946	0,000	Valid
	X2.2.3	.587**	0,1946	0,000	Valid
	X2.3.1	.780**	0,1946	0,000	Valid
	X2.3.2	.751**	0,1946	0,000	Valid
	X2.3.3	.793**	0,1946	0,000	Valid
	X2.4.1	.685**	0,1946	0,000	Valid
	X2.4.2	.721**	0,1946	0,000	Valid
	X2.4.3	.745**	0,1946	0,000	Valid

	X2.6.1	.618**	0,1946	0,000	Valid
	X2.6.2	.699**	0,1946	0,000	Valid
	X2.6.3	.718**	0,1946	0,000	Valid
	X2.7.1	.660**	0,1946	0,000	Valid
	X2.7.2	.643**	0,1946	0,000	Valid
	X2.7.3	.686**	0,1946	0,000	Valid
	Y.1.1	.770**	0,1946	0,000	Valid
	Y.1.2	.708**	0,1946	0,000	Valid
	Y.1.3	.802**	0,1946	0,000	Valid
	Y.2.1	.761**	0,1946	0,000	Valid
	Y.2.2	.744**	0,1946	0,000	Valid
	Y.2.3	.698**	0,1946	0,000	Valid
Purchase Decision (Y)	Y.3.1	.701**	0,1946	0,000	Valid
	Y.3.2	.812**	0,1946	0,000	Valid
	Y.3.3	.740**	0,1946	0,000	Valid
	Y.4.1	.762**	0,1946	0,000	Valid
	Y.4.2	.760**	0,1946	0,000	Valid
	Y.4.3	.788**	0,1946	0,000	Valid

Source: Data Processed

Table 2 indicates that all indicators under the variables TikTok Social Media Content (X1), Influencer Marketing (X2), and Purchase Decision (Y) have Pearson correlation values (r-count) greater than the r-table value of 0.1966. Furthermore, the significance (Sig.) values are all below 0.05. These findings indicate that all the statements used in this study are considered valid.

### Reliability Test

**Table 3. Reliability Result**

Variable	Cronbach's Alpha	Results
TikTok Social Media Content (X1)	0.942	Reliable
Influencer Marketing (X2)	0.958	Reliable
Purchase Decision (Y)	0.952	Reliable

Source: Data Processed

Table 3 demonstrates that all variables have Cronbach's Alpha values greater than 0.6. These results indicate that the independent variables used in this study are considered reliable.

### Classical Assumption Tests

#### Normality Test

**Table 4. Normality Result**

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	6.85204125
	Absolute	.057
Most Extreme Differences	Positive	.031
	Negative	-.057
Asymp. Sig. (2-tailed)		.200

Source: Data Processed

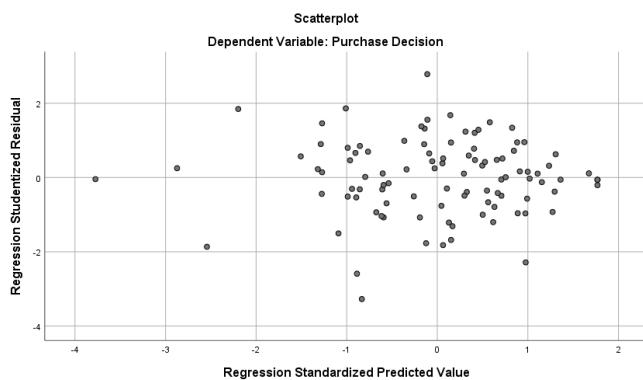
Table 4 shows the SPSS output and the result of Asymp. Sig. (2-tailed) of 0.200, which is greater than the significance level of 0.05 (5%). This result indicates that the data is normally distributed.

**Multicollinearity Test****Table 5. Multicollinearity Result**

Model	Collinearity Statistics		Status
	Tolerance	VIF	
TikTok Social Media Content (X1)	0.280	3.572	No Multicollinearity
Influencer Marketing (X2)	0.280	3.572	No Multicollinearity

*Source: Data Processed*

Based on Table 5, the results show that the tolerance values for all independent variables are greater than 0.10, and the Variance Inflation Factor (VIF) values are less than 10. This indicates that there is no multicollinearity among the independent variables.

**Heteroscedasticity Test****Figure 2. Scatterplot***Source: Data Processed*

The scatterplot graph in Figure 2 shows that the data points are randomly distributed and evenly dispersed above and below the zero line on the Y-axis. This indicates the absence of heteroscedasticity in the regression model, suggesting that the model is appropriate for predicting the dependent variable Y based on the independent X1 and X2.

**Multiple Linear Regression Analysis****Table 6. Multiple Linear Regression Analysis Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.776	3.936		.735	.464
TikTok Social Media Content (X1)	.579	.089	.620	6.632	.000
Influencer Marketing (X2)	.179	.059	.284	3.036	.003

*Source: Data Processed*

Based on the regression analysis result in Table 6, it can be concluded that the multiple linear regression model equation in this study is as follows:

$$Y = -2.776 + 0.579X_1 + 0.179X_2 + e$$

1. The constant value (-2.776) indicates that if both Perceived Training Value (X<sub>1</sub>) and Institutional Reputation (X<sub>2</sub>) are zero meaning respondents perceive no training value and are not influenced by the institution's reputation the predicted Enrollment Decision would be -2.776. Although this condition may not occur in reality, it serves as a mathematical starting point for the regression model.
2. The coefficient of Perceived Training Value (0.579) implies that for every one-unit increase in Perceived Training Value, while keeping Institutional Reputation constant, the Enrollment Decision is expected to increase by 0.579 units. This suggests that the greater the perceived value of the training, the higher the likelihood of individuals deciding to enroll.
3. The coefficient of Institutional Reputation (0.179) shows that for every one-unit increase in Institutional

Reputation, assuming Perceived Training Value remains constant, the Enrollment Decision will increase by 0.179 units. Although this effect is positive, it is comparatively weaker than that of Perceived Training Value, as reflected in the lower unstandardized coefficient and standardized beta.

### Correlation Coefficient (R) and Determination Coefficient (R<sup>2</sup>)

Based on Table 7, the correlation coefficient (R) is 0.873, indicating a strong positive relationship between TikTok Social Media Content (X<sub>1</sub>) and Influencer Marketing (X<sub>2</sub>) with the Purchase Decision (Y). Since the R value is close to +1, it suggests a high level of correlation. Furthermore, the coefficient of determination (R<sup>2</sup>) is 0.763, meaning that 76.3% of the variation in Purchase Decision (Y) can be explained by the two independent variables. The remaining 23.7% is influenced by other factors not included in the model.

**Table 7. Correlation Coefficient (R) and Determination Coefficient (R<sup>2</sup>)**

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 <sup>a</sup>	.763	.758	6.922

a. Predictors: (Constant), TikTok Social Media Content, Influencer Marketing

Source: Data Processed

### Hypothesis Tests

#### T-Test

Based on Table 6, the results obtained are:

1. The table shows that the relationship between Perceived Training Value and Enrollment Decision is significant, with a t-count of 6.632 > t-table 1.984, and a Sig. value of 0.000 < 0.05 ( $\alpha = 5\%$ ). Thus, the hypothesis (H2) in this study is accepted.
2. The table shows a significant relationship between Institutional Reputation and Enrollment Decision, with a t-count of 3.036 > t-table 1.984, and a Sig. value of < 0.003 < 0.05 ( $\alpha = 5\%$ ). Therefore, the second hypothesis (H3) in this study is accepted.

#### F-Test

**Table 8. F-Test Result**

#### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14956.014	2	7478.007	156.057
	Residual	4648.096	97	47.919	
	Total	19604.110	99		

a. Dependent Variable: Enrollment Decision

b. Predictors: (Constant), Institutional Reputation, Perceived Training Value

Source: Data Processed

Based on Table 8, the F-count value is 156.057, which is greater than the F-table value of 3.09. Additionally, the significance value is <0.000, which is below the significance threshold of 0.05 (5%). These results indicate that Perceived Training Value and Institutional Reputation have a significant influence on Enrollment Decision. Therefore, the first hypothesis (H1) of this study is accepted.

### Discussion

#### The Influence of TikTok Social Media Content and Influencer Marketing on Purchase Decision

The results of the multiple linear regression analysis confirm that hypothesis (H1) is accepted; both TikTok Social Media Content and Influencer Marketing, when considered simultaneously, have a significant and positive influence on the purchasing decisions of Generation Z consumers in Manado. This finding aligns with the theory of integrated marketing communications by Kotler and Keller (2016), which highlights that consistent, engaging, and targeted messages across various platforms can effectively shape consumer behavior. In the context of TikTok, the combination of visually appealing content and credible influencers enhances user engagement, which in turn strengthens purchase intent. This is supported by Gong et al. (2022), who found that integrated digital strategies significantly impact Gen Z's buying decisions, especially when emotional and social factors are present. When consumers perceive that the product is well-promoted through engaging content and endorsed by trusted influencers,

their likelihood to make a purchase increases.

### **The Influence of TikTok Social Media Content on Purchase Decision**

The partial T-test results support hypothesis (H2), confirming that TikTok Social Media Content significantly influences the purchasing decisions of Generation Z consumers. This suggests that well-crafted content such as product demonstrations, storytelling videos, and trend-based challenges plays a key role in shaping consumer attitudes and behaviors on TikTok. According to Kietzmann et al. (2011), effective TikTok Social Media Content leverages interactivity, relevance, and emotional resonance to build consumer trust and engagement. The findings of this study are consistent with those of Djafarova and Bowes (2021), who noted that TikTok users often make impulse purchases after encountering compelling and entertaining content. For Generation Z, who value authenticity and immediacy, TikTok Social Media Content serves not just as entertainment but also as a trusted source of product information and inspiration. Therefore, businesses that invest in creative and relatable content are more likely to influence purchasing behavior effectively.

### **The Influence of Influencer Marketing on Purchase Decision**

The analysis also confirms hypothesis H3, indicating that Influencer Marketing has a significant independent effect on Purchase Decision. Influencers, especially those perceived as credible and relatable, play a vital role in shaping consumer preferences and trust especially among Generation Z, who tend to value peer-like endorsements over traditional advertising. This is consistent with the Source Credibility Theory (Ohanian, 1990), which states that the perceived expertise, trustworthiness, and attractiveness of an influencer determine their persuasive power. In this study, influencers on TikTok who align with the values and lifestyle of Gen Z successfully increase brand awareness and influence buying decisions. Supporting this, Hidayah and Nurrohim (2023) found that influencer credibility significantly boosts purchase intention among Indonesian youth on TikTok. The data implies that influencer marketing serves not only as a communication tool but also as a social proof mechanism that reduces uncertainty and enhances consumer confidence.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

1. TikTok Social Media Content (TikTok Social Media Content) and Influencer Marketing both have a positive and significant influence on Purchase Decision among Generation Z in Manado. This indicates that these two variables, when considered simultaneously, play an important role in shaping Gen Z's purchasing behavior, particularly within the TikTok platform ecosystem.
2. TikTok Social Media Content (TikTok Social Media Content) partially has a positive and significant influence on Purchase Decision. This shows that engaging and creative content on TikTok such as product demonstrations, storytelling, and trend-based videos directly influences the likelihood of Generation Z to make a purchase.
3. Influencer marketing also partially has a positive and significant influence on Purchase Decision. This demonstrates that influencers with perceived credibility and relatability have a strong impact on Gen Z's trust, interest, and purchase intention. Personal recommendations from influencers often act as social proof that reduces perceived risk in decision-making.

### **Recommendation**

1. Businesses should prioritize creating engaging and authentic content tailored to the preferences of Gen Z. Content should be visually appealing, concise, and relevant to current trends on TikTok. In addition, collaborating with influencers who align with the brand's image and values is essential. These influencers should be perceived as trustworthy and relatable to effectively influence purchase decisions. Marketing campaigns should combine both strong content strategies and strategic influencer partnerships to maximize reach and persuasion.
2. Moreover, businesses are encouraged to invest in analytics tools to measure engagement, conversion rates, and audience response on TikTok. These insights can help refine marketing efforts and ensure campaigns remain effective and aligned with the evolving interests of Gen Z consumers.
3. Future studies can expand this research by exploring other variables that may influence purchase decisions, such as price sensitivity, peer influence, or user-generated content. Additionally, longitudinal studies could examine how the influence of social media content and influencers changes over time or after repeated exposure.
4. It would also be valuable to conduct comparative research across different cities or cultural groups to determine

whether the influence of TikTok marketing strategies varies by demographic or regional factors. With the rapid evolution of digital marketing, future research may also explore how emerging features on TikTok such as live shopping or AI-generated influencers impact Gen Z's purchasing behavior. Lastly, incorporating qualitative methods such as interviews or focus groups could provide deeper insights into the motivations behind Gen Z's decisions.

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