

ABSTRACT

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The Influence of Marketing Content and Influencer Sashfir's Credibility on Consumer Purchasing Decisions on TikTok @lafiyе

*Keywords: Marketing Content, Influencer Credibility, Purchase Decision, TikTok, Digital Marketing
(xvi + 68 + Lampiran)*

This study aims to analyze the influence of marketing content and the credibility of the influencer Sashfir on consumer purchasing decisions on the TikTok platform @lafiyе. Employing a quantitative approach and survey method through questionnaires, data were collected from 400 respondents aged 18–34 who actively use TikTok, have purchased Lafiyе products, and have viewed promotional content featuring Sashfir. Multiple linear regression analysis revealed that both marketing content and influencer credibility have a significant and positive impact on consumer purchasing decisions, both partially and simultaneously. Marketing content that is relevant, accurate, valuable, easy to understand, and consistent has been shown to attract consumer attention and shape a positive perception of the product. Furthermore, influencer credibility—comprising attractiveness, trustworthiness, and expertise—plays a critical role in fostering consumer confidence in the promoted products. The coefficient of determination (R^2) indicates that the two independent variables explain 81% of the variance in purchasing decisions. These findings highlight the importance of content-driven marketing strategies and collaborations with credible influencers to enhance the effectiveness of digital marketing communication, particularly on short-form video-based social media platforms.

Bibliography (1987-2025)