

The Influence of Content Marketing, Online Customer Reviews, and Empathy on Purchase Decision of Camille Beauty Lip Tint on TikTok

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ABSTRACT

The skincare segment of the Indonesian cosmetics industry is currently experiencing significant growth. As a result, there is intense and increasing competition within this sector. Founded in 2018, Camille Beauty is a well-regarded beauty manufacturing company that encourages consumers to purchase its products through social media marketing, particularly on platforms like TikTok. This study aims to investigate how consumers' decisions to purchase lip tints from Camille Beauty are influenced by empathy, online customer reviews, and content marketing. The sample for this quantitative study consists of 100 current students from the FEBI Management Study Program at North Sumatra State Islamic University. The sampling method employed was purposeful sampling, a non-probability technique. Data analysis was conducted using linear regression techniques, with hypothesis testing performed through t-tests and F-tests. The study's findings indicate that, for Camille Beauty lip tint purchases, empathy, content marketing, and online customer reviews all had a positive and significant impact on consumer decisions. Data were analyzed using SPSS version 25. Overall, the study confirms that empathy, content marketing, and online customer reviews have a strong and significant influence on consumer purchasing decisions for Camille Beauty lip tints.

ABSTRAK

Segmen perawatan kulit dalam industri kosmetik Indonesia saat ini sedang mengalami perkembangan yang pesat. Hal ini menyebabkan terjadinya persaingan yang semakin ketat dalam industri ini. Camille Beauty, yang didirikan pada tahun 2018, merupakan perusahaan manufaktur kecantikan yang sudah cukup dikenal dan mendorong konsumen untuk membeli produk melalui pemasaran media sosial, khususnya di platform TikTok. Penelitian ini bertujuan untuk menyelidiki bagaimana keputusan konsumen dalam membeli lip tint dari Camille Beauty dipengaruhi oleh empati, ulasan pelanggan daring, dan pemasaran konten. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 100 mahasiswa aktif dari Program Studi Manajemen FEBI Universitas Islam Negeri Sumatera Utara. Teknik pengambilan sampel yang digunakan adalah purposeful sampling, yaitu teknik non-probabilitas. Untuk analisis data, digunakan teknik regresi linear dan uji hipotesis menggunakan uji t dan uji F. Hasil penelitian menunjukkan bahwa empati, pemasaran konten, dan ulasan pelanggan daring memiliki pengaruh positif dan signifikan terhadap keputusan konsumen dalam membeli lip tint Camille Beauty. Analisis data dilakukan dengan menggunakan software SPSS versi 25. Secara keseluruhan, penelitian ini mengonfirmasi bahwa empati, pemasaran konten, dan ulasan pelanggan daring memiliki pengaruh yang kuat dan signifikan terhadap keputusan pembelian konsumen untuk produk lip tint Camille Beauty.



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INTRODUCTION

According to the report from We Are Social, the number of Indonesians using the internet has now exceeded 212 million. According to this statistic, 95% of Indonesians use social networking sites to access social media. According to Reuters, 30.3% of social media users are aged 18 to 24, with Generation Z—who are a significant part of today's era—becoming increasingly skilled as students. This generation is known to have embraced technology. They also view the internet and technology as part of their lifestyle, especially on social media. According to Andrianto (2022), TikTok is currently one of the most popular social media platforms, with 99.1 million active users in Indonesia (Rizaty, 2023). TikTok also has numerous applications for creating and saving videos. TikTok is not just an entertainment platform; it is a media platform that allows people to access information and conduct business. This is an excellent opportunity for business owners to leverage this app to grow their business. By using this app to store sensitive content, they can enhance their business. Many TikTok users find beauty content appealing.

Today's women are increasingly aware of the value of their daily routines. Using skincare or makeup products is one simple way to improve their well-being. For both young and adult women, skincare needs are essential. Maintaining healthy skin and achieving aesthetic value through skincare products is important for women. However, skincare products are no longer just for women; men, too, are starting to realize the importance of maintaining their skin. (Ratnaningsih, Habib, and Nisa, 2019)

Camille Beauty is a unique product that uses TikTok as a promotional medium. Nadia Shavira, a woman with business aspirations, acts as the brand ambassador for Camille Beauty. So far, Camille Beauty has 618 followers on Instagram, 151.4k followers on its TikTok account, and 940.8k followers on its official Shopee account. Many Camille Beauty products are available in stores, online, and in beauty salons. Camille Beauty products are known to be used by many Indonesian skincare users due to their extensive social media presence. The Food and Drug Defense Association also sells Camille Beauty products.

Content marketing is a strategy that focuses on creating and distributing relevant and valuable content to attract and engage audiences. A study by the Content Marketing Institute in 2021 found that 72% of respondents said content marketing increased customer satisfaction, and 60% said the strategy boosted sales. According to data from TikTok, videos with interesting and relevant content have a higher rejection threshold. This could mean that these videos are ultimately less likely to be rejected.

Online reviews by customers are reviews made by users about products on online review platforms. According to BrightLocal (2022), 79% of customers trust online recommendations as much as personal recommendations from friends or family. Additionally, research conducted by the Spiegel Research Center in 2017 found that items with positive online reviews are 270% more likely to be purchased compared to items without reviews. Many people on TikTok purchase items after seeking reviews from influencers or others.

Consumers typically seek reviews or recommendations from previous buyers before making a decision to purchase a specific product. This aligns with previous research by

Riska Sari Melati and Renny Dwijayanti, which found that customer reviews provided via the internet can negatively impact buyer decisions. According to Melati and Dwijayanti (2019), when customers see previous buyers' reviews, they tend to trust them more. Through social media or websites, it is easier to get product reviews from previous users. This type of information obtained through such approaches is known as online consumer reviews. Camille Beauty's mask, still relatively new at the time, has received many positive reviews from users. Using the comment sections on Shopee, Instagram, Tokopedia, and TikTok, or websites like femaledaily.com, which focuses on daily and women's topics, allows for online reviews.

The ability of a speaker to understand and respond to the emotions and needs of the listener emotionally is called empathy in conversational contexts. A 2016 study published in the Harvard Business Review stated that businesses that show empathy in their interactions with customers have higher customer retention and loyalty rates. Empathetic interactions, such as offering personal assistance and carefully responding to customer comments, reduce dissatisfaction and increase customer loyalty.

Because applicants need to know product features, identify issues, evaluate, and express outcomes in writing, online forms should be completed quickly and thoroughly. Therefore, the quality of different online tests can affect students' attention or patience when reading tests. (Kuan et al., 2015). According to Wang et al. (2019), empathy that is taught does not just measure the emotional response provided by teachers to students; rather, it also measures the extent to which students understand why teachers have the ability to elicit an emotional response. Empathy has a strong emotional connection to the quality of the goods sold.

According to Morgan and Hunt (1994), trust is a crucial element in the relationship between consumers and companies, shaping purchasing decisions. Online reviews serve as one of the indicators that can increase consumer trust in the products being sold. In this context, customer reviews can be considered more reliable information as they come from consumers who have used the product, thus helping to reduce uncertainty and perceived risk for potential buyers.

This theory focuses on people's tendency to mimic the actions of others, especially when they feel uncertain or lack information. Cialdini (2001) states that people are likely to follow the actions of others in uncertain situations, such as purchasing a product. Online reviews can serve as a form of social proof that increases the likelihood of purchase, as consumers tend to view positive reviews as evidence that the product is of good quality.

This theory highlights the influence of individuals or groups on a person's purchasing decisions, particularly on social media platforms. In this context, influencers or friends on social media play a significant role in shaping consumers' perceptions and decisions, whether through product reviews or recommendations they make. Research by Kim and Ko (2012) shows that recommendations from influencers can significantly impact interest in purchasing a particular product.

This theory associates the quality of service provided by companies with customer loyalty. Research by Zeithaml et al. (1996) indicates that good service quality, including aspects of communication and response to consumer reviews, can enhance customer satisfaction and loyalty. This aligns with findings that empathetic interactions between businesses and customers, such as responding to reviews professionally and carefully, can build mutually beneficial long-term relationships.

Although many previous studies have highlighted the impact of online reviews on purchasing decisions, there is still a gap in research that examines in-depth the relationship between review quality, empathy in response to reviews, and its effect on customer loyalty in the context of beauty products, especially on e-commerce and social media platforms like Shopee, Instagram, Tokopedia, and TikTok. More specific research is also needed to understand how consumers' perceptions of reviews given by influencers compared to reviews from regular buyers can affect their purchasing decisions. Additionally, there is limited research investigating the role of empathy in building stronger emotional connections between brands and consumers in the digital world, indicating a gap that needs to be addressed. This gap is important to consider, given the dynamic nature of e-commerce today, which is heavily influenced by social interactions.

RESEARCH METHOD

This study adopts a quantitative research design. According to Rahmani (2016), quantitative research is a method for testing theories by examining relationships between frequently measured variables. The research data is then transformed into numerical form, which can be analyzed using associative (functional relationship) analysis. In this study, the independent variables are Empathy (X3), Online Customer Reviews (X2), and Content Marketing (X1), while the dependent variable is the Purchase Decision (Y).

The population for this study consists of active students in the FEBI Management Program at the State Islamic University of North Sumatra. The sample is drawn from this population, as described by Tanjungpinang (2006, p. 131). Active students in the FEBI Management Program can be identified through the sipandai.uinsu.ac.id platform during the 2023-2024 semester. The respondents are students of the FEBI Management Program at UINSU, and the sample size was calculated using the Slovin formula as outlined by Siregar (2013), resulting in a sample of approximately 100 participants.

The study uses a purposive sampling technique, which involves selecting specific participants who meet the criteria relevant to the research objectives. According to Sugiyono (2013), the criteria for respondents are: (1) they use the TikTok application, (2) they have read online customer reviews of Camille Beauty Lip Tint, and (3) they have never purchased Camille Beauty Lip Tint. This study uses a Likert scale with five response options: strongly agree, agree, neutral, disagree, and strongly disagree. Responses are scored on a scale from 1 to 5. The collected data are then tested for hypotheses and analyzed using linear regression in SPSS version 25.

RESULTS and DISCUSSION

Instrument Validity and Reliability Test

Researchers verify the reliability and validity of instruments. The validity test is a procedure used to evaluate the validity of questions in a questionnaire. A questionnaire question is considered valid if and only if the calculated r-value bigger than r-table. Based on a response rate of 100 studies, the r-table value is approximately 0.1966. The results of the validity test for this study show that each item of the consumer survey, including content marketing (X1), online customer reviews (X2), empathy (X3), and purchase intention (Y), has a higher hit rate than the r-table. This indicates that the data can be considered valid. The reliability test is used to evaluate the consistency of questions posed by interviewers in cases where the interview is conducted again. Reliability analysis was conducted using the Cronbach's Alpha method. An instrument is considered reliable if its Cronbach's Alpha coefficient is greater than 0.60. The data analysis results show that the content marketing variable (X1), online customer reviews (X2), empathy (X3), and purchase decision (Y) are all close to 0.790. (Y) is equivalent to 0.791. Since the Cronbach's Alpha values of each variable are greater than 0.60, the analysis results indicate that all variables have good reliability.

Normality Test

Table 1 *Normality Test Results*

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,85362244
Most Extreme Differences	Absolute	,083
	Positive	,083
	Negative	-,064
Test Statistic		,083
Asymp. Sig. (2-tailed)		,090 ^c

Source: Data processed by researchers, 2024

According to the analysis results of the table above, the sig (2-tailed) value of 0.090 is greater than 0.05, indicating that the data is normally distributed.

Heteroscedasticity Test

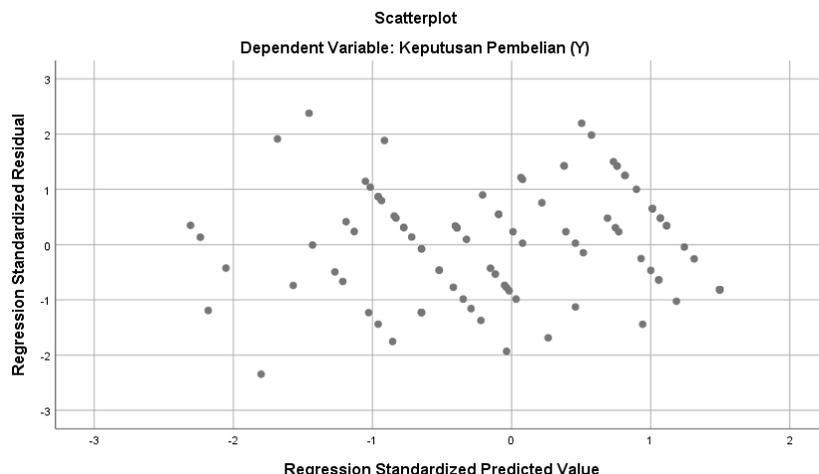


Figure 1 Heteroscedasticity Test Results

No heteroscedasticity issue is detected, as there is no clear pattern (such as points appearing both above and below the zero line on the Y-axis), as evidenced by the graphical analysis above. According to Ghozali (2018), it can be concluded that heteroscedasticity is not present, given the favorable results of the regression. Multiple Linear Regression Analysis is a statistical technique used to examine the relationship between one dependent variable and multiple independent variables. This method helps identify which variables have a significant effect on the dependent variable.

Multicollinearity Test

Table 2 Multicollinearity Test Results

Coefficients a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	-4,172	,930		- 4,487	,000		
Content Marketing (X1)	,484	,053	,605	9,180	,000	,228	4,378
Online Customer Review (X2)	,335	,054	,260	6,201	,000	,562	1,778
Empathy (X3)	,304	,099	,179	3,059	,003	,291	3,439

Source: Data processed by researchers, 2024

The analysis results shown in the table above indicate that there is no sign of multicollinearity. According to our conclusion, there are no symptoms of multicollinearity. The VIF values for X1 (4.378), X2 (1.778), and X3 (3.439) are less than 10.00, while the tolerance values for X1 (0.228), X2 (0.562), and X3 (0.291) are greater than 0.100.

Hypothesis Test

Table 3 Determinant of Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,951a	,905	,902	,867

Source: Data processed by researchers, 2024

Based on the analysis results above, the variables Content Marketing (X1), Online Customer Review (X2), and Empathy (X3) each contribute 90.5% to the diversity percentage of the purchase decision variable (Y). Other variables outside the regression model contribute the remaining 9.5% of the percentage.

Multiple Linear Regression Test

Table 4 Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,172	,930		-4,487	,000
	Content Marketing (X1)	,484	,053	,605	9,180	,000
	Online Customer Review (X2)	,335	,054	,260	6,201	,000
	Empathy (X3)	,304	,099	,179	3,059	,003

Source: Data processed by researchers, 2024

The multiple linear regression equation that is entered is :

$$Y = -4.172 + 0.484.X1 + 0.335.X2 + 0.304.X3$$

Based on Table, the results are as follows:

If **Content Marketing (X1)**, **Online Customer Review (X2)**, and **Empathy (X3)** each have a value of 0, then the value of **Y** will remain at -4.172, as indicated by the constant -4.172. The regression results for **Content Marketing (X1)** show a positive regression coefficient of **b = 0.484**, which means that if the value of **X1** increases by 1 point, the value of **Y** will also increase by 0.484.

The regression results for **Online Customer Review (X2)** show a positive regression coefficient of **b = 0.335**, meaning that if **X2** increases by 1 point, **Y** will increase by 0.335. Similarly, the results for **Empathy (X3)** show a positive regression coefficient of **b = 0.304**, indicating that **X3** also has a positive effect on **Y**, with a regression coefficient of **b = 0.304**. Based on the analysis above, **H1** is accepted and **H0** is rejected. This indicates that **Online Customer Reviews** have a positive and significant effect on customers' purchasing decisions for Camille Beauty's Liptint product on TikTok. The **t-value** (9.180) is greater than the **t-table** value (1.985), and the **sig-value** (0.000) is less than 0.05.

The table above also shows that the calculated **t-value** (6.201) is greater than the **t-table** value (1.985). Therefore, **H2** is accepted and **H0** is rejected. This result suggests that **Empathy** has a positive and significant effect on purchasing decisions for Camille Beauty's Liptint product on TikTok, with a calculated **t-value** of (3.05).

Simultaneous Test (F Test)

Table 5 *F Test Results*

		ANOVAa				
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	685,572	3	228,524	304,114	,000b
	Residual	72,138	96	,751		
	Total	757,710	99			

Source: Data processed by researchers, 2024

The results of the table analysis indicate that the calculated F-value (304.114) is greater than the F-table value (3.091), and the significance (0.000) is less than 0.05. Therefore, variables X1, X2, and X3 together have a positive and significant effect on Y. Consequently, H4 is accepted, and H0 is rejected.

DISCUSSION

The Influence of Content Marketing (X1) on Purchase Decisions (Y)

The results indicate that the content marketing variable has a fairly positive and significant effect on trust significance. According to the statement above, as content marketing becomes more efficient, customer satisfaction levels also increase. Consequently, participants' desire to complete the purchase process increases significantly and becomes more appealing. Therefore, an increase in customer satisfaction can be achieved through using this research to create highly effective content marketing. To engage the audience, Camille Beauty participates in a long series starting with sound trends and TikTok content. Each clip they create has a frame showcasing their products, making it easier for viewers to understand that Camille Beauty is promoting their lip color products. If business owners can stay informed and consistent, there will be plenty of opportunities to appear on TikTok's FYP (For You Page). Camille Beauty can consistently post their marketing content on TikTok, uploading three to five videos daily. From each content segment, they have the potential to reach between thirty thousand and one million viewers. When more people view the content, it can go viral. The results of this study are consistent with research conducted by Dewi et al. (2023) titled "The Influence of Content Marketing and Persuasive Communication on Shopee Purchase Decisions," which shows that content marketing has a positive effect on purchase decisions. Additionally, research conducted by Pujiastuti, Nur Rohma, and Edi Purwo Saputro (2023) shows that content marketing has a positive effect on purchase decisions.

The Influence of Online Customer Reviews (X2) on Purchase Decisions (Y)

The results show that online customer evaluation factors have a positive and significant effect on purchase intention. With more positive reviews about the product appearing, the

level of customer satisfaction will increase. In this way, the research can increase the likelihood of sales by gathering excellent online customer ratings. Customers who buy Camille Beauty Liptint online can find its reviews on the official Instagram account, comments on TikTok accounts, comments on Shopee and Tokopedia, comments on videos posted by customers on TikTok, and other blogs and websites that provide makeup recommendations. Customers can share their experiences after using Camille Beauty lipstick in these places. Before and after images of Camille Beauty Liptint are included in these online customer reviews. The findings of this study are consistent with research conducted by Putri Adriani Faradita and Kesi Widjajanti (2023), titled "The Importance of Online Customer Reviews, Online Customer Ratings, and Price Perception on the Purchase of Makeover Products in Tiktok Store," which found that online reviews help consumers make purchasing decisions.

The Influence of Empathy (X3) on Purchase Decision (Y)

The results indicate that the empathy variable has a positive and significant effect on the decision-making process. Customers are more satisfied with the more incentives provided. Consequently, there is a negative correlation between empathy and purchase intention because consumers are unable to feel the emotions felt by the seller, which negatively impacts consumers' perceptions of the product quality of Camille Beauty. Additionally, consumers who purchase this product also share empathy with a child who is part of the Camille Beauty company and suffers from Down syndrome.

The Influence of Content Marketing, Online Customer Reviews, and Empathy on Purchase Decisions

The results show that when lip color products are purchased on TikTok, the relationship between online customer reviews, empathy, and content marketing has a positive and significant effect. This promotion is carried out by Liptint Camile Beauty, except for the use of TikTok social media, which features strong video content. Kotler and Keller state that information gathering is part of the decision-making process. By looking at online customer reviews, you can analyze this information. Customers are more satisfied now because there are more incentives.

CONCLUSIONS

Based on the research findings and analysis from "Important Information on the Use of TikTok Marketing Content, Online Customer Reviews, and Pricing in Relation to Purchase Intentions for Camille Beauty Mask," it can be concluded that marketing content has a positive and significant impact on purchase intention. This refers to content created by sellers who consistently and enthusiastically participate in training programs to produce content for the "For You Page" (FYP), which tends to go viral. As a result, the population of consumers for the product is expected to grow.

Online customer reviews play a crucial role in the decision-making process for purchasing the product. Consumers are likely to seek out information about the product online before making a purchase, particularly by reading user reviews. When positive user reviews are prominently displayed online, it is likely that product sales will increase.

Empathy also has a positive and significant impact on consumers' decisions to buy the product. Consumers' perceptions of the product's value can be positively influenced by the recommendations they receive, as well as by the empathy shown toward a parent with a child who has Down syndrome. These products are more likely to be purchased by individuals who gradually develop empathy for the child, or even for themselves or their social group. This indicates that empathy not only influences social interactions but also plays a significant role in consumer behavior.

Furthermore, content marketing promoted through word of mouth, positive online customer reviews, and individual empathy all have a positive and significant impact on purchasing decisions. This suggests that when content marketing, especially through word of mouth, goes viral, combined with numerous positive online reviews and empathy from individuals, it significantly enhances the likelihood of a purchase.

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