

Analysis of Content Marketing and Content Review on Purchasing Decisions on TikTok Mediated by E-WOM

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ABSTRACT

Advancements in digital technology have transformed how consumers engage with brands and make purchasing decisions. TikTok, especially popular among Generation Z, has emerged as a leading platform for implementing content marketing and content review strategies. This study investigates the influence of content marketing and content review on purchasing decisions, mediated by Electronic Word of Mouth (E-WOM). Using a quantitative approach, data were collected through surveys involving 100 active TikTok users from Generation Z in Bekasi Regency. The analysis was conducted using Partial Least Squares (PLS) with the SmartPLS software. The findings indicate that both content marketing and content review have a significant impact on E-WOM and purchasing decisions. Furthermore, E-WOM effectively mediates the relationship between these variables and purchasing decisions. These results underscore the strategic importance of creating relevant and engaging content to foster consumer interaction and influence purchasing decisions. The study contributes to the academic literature on digital marketing, particularly in understanding the behavior of Generation Z on social media platforms. Overall, combining content-based strategies with the power of E-WOM can enhance marketing effectiveness and drive consumer purchase decisions more efficiently.

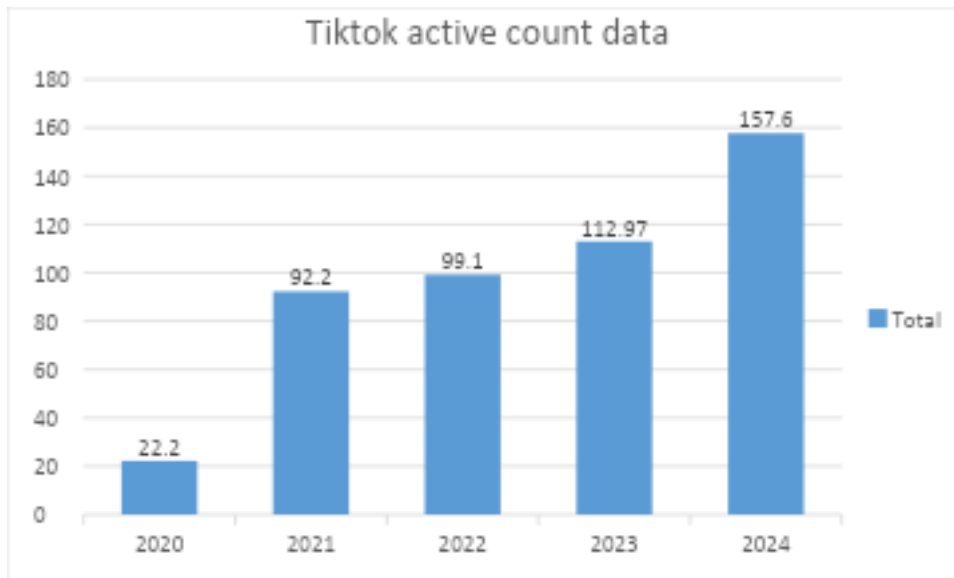
Keywords: Content Marketing, Content Review, Electronic Word of Mouth (E-WOM), Purchase Decision, TikTok

1. INTRODUCTION

In the current digital era, advancements in information technology have brought significant changes to various aspects of life, including consumer behavior in making purchasing decisions. The rapid development of the internet and social media has opened up new opportunities for businesses to market their products and services more broadly, quickly, and efficiently. One of the most widely adopted innovations in marketing today is the content marketing strategy, which relies on engaging, relevant, and informative content to attract consumer attention. Alongside shifts in lifestyle, particularly among Generation Z, social media has become a highly popular and influential platform. One platform experiencing remarkable growth is TikTok, which has gained popularity among Generation Z due to its short-form video content that is engaging, easily accessible, and user-generated. TikTok is no longer merely a medium for entertainment but has evolved into a powerful tool for promotion and marketing (Saputra & Fadhillah, 2021).

The content presented on TikTok has been shown to influence consumer purchasing decisions. Through creative and informative videos, users may be inspired to purchase a product or try a particular service. Additionally, the presence of Electronic Word of Mouth (E-WOM) features such as comments, likes, and shares further amplifies the influence of

content in driving purchasing behavior. Consumers are increasingly inclined to trust reviews and shared experiences from other users, which circulate openly across these platforms.



(Source: <https://tekno.kompas.com>)

Graph 1.1 Active TikTok Users in Indonesia

According to the data presented in Graph 1.1, the number of active TikTok users in Indonesia has increased significantly each year. In 2020, there were approximately 22.2 million active users. This number surged to 92.2 million in 2021 and continued to rise to 99.1 million in 2022. The upward trend persisted in 2023, reaching 112.97 million users, and peaked in 2024 with 157.6 million active users. With this figure, Indonesia became the country with the highest number of TikTok users globally, surpassing the United States, which recorded 120.5 million users during the same period. TikTok enables users to create and share videos accompanied by trending background music. One of the most effective strategies employed on this platform is content marketing, which involves creating engaging content through social media to capture consumer interest and drive product sales (Br Marbun et al., 2022). Content marketing has a significant influence on purchasing decisions, particularly among consumers in Generation Z. These purchasing decisions result from a thorough evaluation and consideration process that consumers undertake to determine whether to buy a product. When using the TikTok application, purchasing decisions are influenced by several interconnected factors that shape the consumer's purchasing decision-making process. Some influencing factors include content marketing, reviews, and E-WOM (Electronic Word Of Mouth). (Saputra & Fadhillah, 2021)

Purchasing decisions occur when a person decides to buy a product that the seller offers or wants to sell. According to Febriana, M., & Yulianto, E. (2018), consumers' purchasing decisions are strongly influenced by cultural, social, personal, and

psychological factors. In this case, the purchase decision is the outcome of the consumer's consideration process of various alternative product options available. This process involves thoroughly evaluating product benefits, price, quality, and information received from personal experience and external sources such as recommendations from others or reviews on social media. With the development of technology, it has changed the way consumers make purchasing decisions. In the TikTok application, content marketing plays a crucial role in capturing consumers' attention by presenting creative, relevant, and entertaining content. Content marketing is a promotional strategy that aims to introduce products to a broad audience, attract public interest, and encourage increased sales. Then, content marketing is supported by content reviews and e-WOM, which play a crucial role in strengthening consumer confidence in purchasing a product. Additionally, content reviews or reviews from other users, in the form of videos or posts, also play a significant role in influencing purchasing decisions. These reviews offer a more tangible and credible perspective on product quality, which can either strengthen or undermine consumers' desire to make a purchase.

According to research from C. A. Rusli (2019), online communication through E-WOM is vital because consumer reviews can influence purchasing decisions. Before deciding to buy, customers tend to search for and read reviews first, which makes them more likely to trust them than corporate communications, such as advertisements. E-WOM significantly impacts purchasing decisions, which can increase sales volume and, ultimately, lead to increased company profits and a positive impact on company sustainability. Electronic Word of Mouth (E-WOM) plays a significant role in this ecosystem. E-WOM enables users to share their experiences and opinions online, potentially influencing the purchasing decisions of other consumers. On TikTok, user reviews and comments frequently influence consumers' perceptions of specific products or brands. Engaging and informative content on TikTok has been shown to influence consumers' purchasing decisions, leading to a shift in their shopping habits from physical stores to online store platforms.

2. LITERATURE REVIEW

Purchasing Decisions

Purchasing decisions refer to the process by which consumers evaluate and select from a set of alternatives to fulfill their needs and desires. This process typically involves several stages: need recognition, information search, evaluation of alternatives, decision-making, and post-purchase evaluation. Each stage represents a cognitive and behavioral response to marketing stimuli and personal preferences. (*PERILAKU KONSUMEN*, n.d.) According to Sumarwan, purchasing decisions reflect consumers' direct involvement in obtaining and utilizing goods or services offered in the market (Sumarwan, 2003). These decisions are rarely made spontaneously. Instead, individuals tend to consider multiple internal and external factors, such as product features, price, brand reputation, and peer opinions.

Kotler and Armstrong explain that purchasing decisions are part of a broader problem-solving

process, where individuals identify their needs and evaluate available alternatives to choose the most appropriate product or service (Kotler & Armstrong, 2012). The process is also influenced by psychological elements such as motivation, perception, learning, personality, and attitude. In the current digital environment, this decision-making journey is becoming increasingly influenced by online content, product reviews, and digital word-of-mouth, which provide consumers with more diverse and comprehensive information sources than ever before. (Br Marbun et al., 2022)

Previous studies have supported the importance of these stages. Sri et al. found that the decision to purchase is significantly influenced by personal and psychological factors such as perception, motivation, and learning (Sri et al., 2014). Br Marbun et al. further emphasize the role of product information clarity and digital content in helping consumers evaluate options before making a purchase (Br Marbun et al., 2022). This suggests that purchasing decisions today are increasingly influenced by online media and social interaction.

Electronic Word Of Mouth

Electronic Word of Mouth (e-WOM) refers to the process by which consumers share information, opinions, and personal experiences regarding products or services through digital channels such as social media, online reviews, blogs, and discussion forums. Unlike traditional word of mouth, e-WOM has the potential to reach a much larger audience in a shorter period. According to Litvin, Goldsmith, and Pan, e-WOM is any informal communication directed at consumers through internet-based technology regarding the use or characteristics of particular goods and services (Litvin et al., 2008). This form of communication has gained popularity due to its perceived credibility and the increasing trust consumers place in peer recommendations over brand advertisements.

Erkan and Evans emphasize that e-WOM plays a key role in shaping consumer behavior, particularly in the stages of information evaluation and purchase intention (Erkan & Evans, 2016). Consumers tend to perceive online reviews, user comments, and influencer testimonials as more authentic and credible than paid promotional content. As a result, e-WOM influences consumer awareness, attitudes, preferences, and even loyalty, making it a powerful component in digital marketing strategies, especially for platforms like TikTok, where user-generated content can quickly go viral and influence trends.

Supporting this, Wardhana et al. (2019) revealed that e-WOM significantly influences consumer awareness, perceived trust, and purchase intention, especially on social media platforms such as TikTok and Instagram. Wijaya et al. showed that digital reviews and informal consumer conversations can shape brand image and purchasing confidence (Wijaya et al., 2022). These findings suggest that companies must actively manage online word of mouth, as it can significantly impact a product's market success.

Content Marketing

Content marketing is a strategic approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, with

the ultimate goal of driving profitable customer action. According to Nosrati and colleagues, content marketing involves offering free information to the public to support the promotion of products, services, or organizations (Nosrati et al., 2013). This method goes beyond traditional advertising by providing content that educates, entertains, or informs, rather than merely persuading.

Karr highlights that successful content marketing should be designed to be easily understood and delivered through multiple sensory channels, such as visual (images and videos), auditory (podcasts or voiceovers), and kinesthetic (interactive tools) formats (Karr, 2016). Moreover, each piece of content must serve a clear purpose, whether it is to raise brand awareness, drive web traffic, or generate sales leads. The Content Marketing Institute further explains that well-executed content marketing fosters trust and long-term engagement, positioning the brand as a thought leader within its industry (Content Marketing Institute, 2020). Over time, this trust translates into stronger customer relationships and improved purchasing decisions.

Robert notes that content marketing is one of the most effective methods for generating leads and building meaningful relationships with consumers in the digital space (Robert, 2020). Rafi and Hermina found that informative content on platforms like TikTok significantly improves brand trust and drives consumer decisions by offering value beyond just product features (Rafi & Hermina, 2023). These studies confirm that when content is tailored to consumer interests and shared through the appropriate channels, it can play a significant role in the purchasing process.

Content Review

Content Review is a product review that presents information about the product from a consumer perspective and can serve as a recommendation from previous consumers (L. et al., 2020). According to Marbun (2020), product reviews serve as a medium for consumers to select and search for information that supports their purchasing decisions. (Sugiharto et al., 2022) Content Review strongly refers to reviews or product evaluations made by users or consumers who often share their experiences about a product or service. This content is important because it influences consumer purchasing decisions. Authentic and honest reviews on TikTok can provide social proof that strengthens a product's image in the eyes of potential buyers.

L. et al. emphasize that content reviews function as a recommendation system from past users and can directly affect product popularity and sales (L. et al., 2020). Sugiharto et al. support this by demonstrating that product evaluations on TikTok have a significant influence on consumer attitudes, as users often rely on visual demonstrations and real-life experiences before making purchases (Sugiharto et al., 2022). These findings suggest that user reviews not only validate product quality but also create a sense of community, enhancing the emotional connection between consumers and brands.

3. METHODS

This study employed a descriptive quantitative approach to examine the causal relationships among the variables of content marketing, content review, Electronic Word of Mouth (E-WOM), and purchase decisions. A survey method was used for data collection, utilizing a structured questionnaire as the primary research instrument. Data analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS) with the assistance of SmartPLS software version 3.2.9.

The population of this study consisted of active TikTok users who belong to Generation Z (individuals born between 1997 and 2012) and reside in Bekasi Regency. The sample comprised 100 respondents, selected using purposive sampling with specific inclusion criteria: aged between 18 and 26 years, actively using the TikTok application for at least one hour per day over the past three months, having purchased a product promoted through TikTok, and residing in Bekasi Regency.

The data collection technique involved distributing an online questionnaire via Google Forms to respondents who met the inclusion criteria. The questionnaire consisted of two sections: demographic information and statements related to the research variables, measured using a 4-point Likert scale (1 = strongly disagree to 4 = strongly agree). To ensure the quality of the instrument, validity and reliability tests were performed. Validity was assessed using Average Variance Extracted (AVE), where an AVE value above 0.5 indicates good convergent validity. Reliability was measured using Cronbach's Alpha and Composite Reliability (CR), with a threshold value above 0.7 indicating that the constructs are reliable.

The data analysis was conducted in two stages: outer model testing and inner model testing. The outer model assessed how well the indicators reflected their corresponding latent constructs. In contrast, the inner model evaluated the relationships between latent constructs by analyzing R-squared values and path coefficients. Hypothesis testing was performed using the bootstrapping method to obtain t-statistics and p-values. The criteria for significance were a t-statistic > 1.96 and a p-value < 0.05 , indicating that the hypothesis has a statistically significant effect.

4. RESULT AND DISCUSSION

Outer Model Results

Validity Test Results

Table 1. Average Variance Extracted (AVE) Test Results

	Average Variance Extracted (AVE)
Content Review	0.717
Content Marketing	0.698

	Average Variance Extracted (AVE)
E-Wom	0.612
Keputusan Pembelian	0.532

Source: SmartPLS (2025)

In Table 1, it is the result of statistical tests that the Average Variance Extracted (AVE) value for each Content Marketing variable (X1) is 0.698, Purchase Decision (Y) is 0.532, Content Review variable (X2) is 0.717, and E-Wom variable (Z) is 0.612, it can be concluded that all variables in this study have an AVE value > 0.50 and are declared valid.

Reliability Test Results

Table 2. Cronbach's Alpha Test Results

	Cronbach's Alpha
Content Review	0.921
Content Marketing	0.913
E-Wom	0.872
Keputusan Pembelian	0.824

Source: SmartPLS (2025)

In Table 2, it is the result of statistical tests that the Cronbach alpha value for each Content Marketing variable (X1) is 0.913, Purchase Decision (Y) is 0.824, Content Review variable (X2) is 0.921, and E-Wom variable (Z) is 0.872, so it can be concluded that all variables in this study have a Cronbach alpha value > 0.70 and are declared reliable.

Inner Model Results

R Square Test Results

The R-squared (R^2) value for the purchase decision variable is 0.652, indicating that 65.2% of the variance in purchase decisions can be explained by the variables of content marketing, content review, and Electronic Word of Mouth (E-WOM). This means that these three factors play a significant and influential role in shaping consumer purchasing behavior among Generation Z TikTok users. Practically, this finding implies that businesses aiming to optimize their marketing efforts on TikTok should focus on producing engaging and relevant content, encouraging authentic product reviews, and promoting positive E-WOM interactions such as comments, shares, and user-generated testimonials. These strategies are proven to directly influence consumer decision-making and enhance purchasing outcomes. The remaining 34.8% of the variance may be influenced by other factors not examined in this study, such as pricing, brand reputation, product availability, or personal preferences.

Therefore, while content-driven strategies are effective, a comprehensive marketing approach should also consider these external factors to maximize effectiveness.

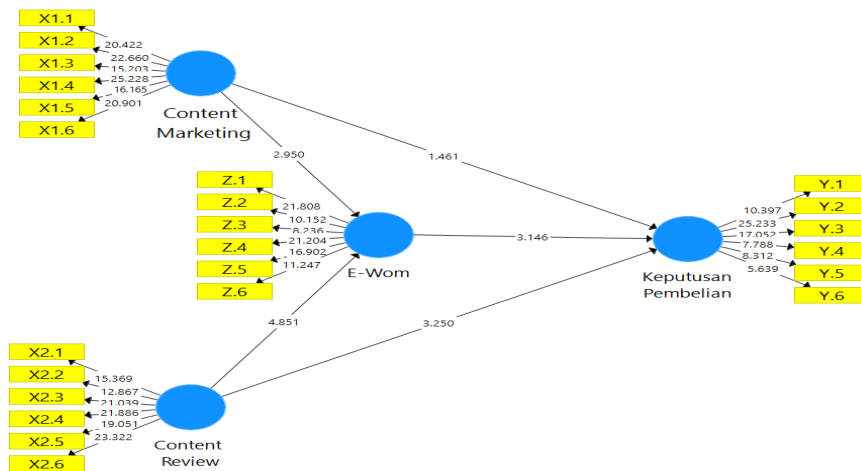
Table 3. R Square Test Results

	R Square	Adjusted R Square
E-Wom	0.687	0.681
Keputusan Pembelian	0.733	0.725

Source: SmartPLS (2025)

In Table 3, it can be concluded that the R-squared value on the E-Wom variable is 0.687. The Purchasing Decision is 0.733, indicating a significant relationship, where Content Marketing and Content Review collectively influence 73.3% of the Purchasing Decision variable. The remaining 26.7% is influenced by other variables not examined in this study.

Bootstrapping Test Results



Source: SmartPLS (2024)

Figure 1. Bootstrapping Test Results

Figure 1 above illustrates the structure of the construct about other constructs, including independent variables, dependent variables, inner model, outer model, R-squared, and research hypotheses.

Path Coefficient Test Results

Table 4. Path Coefficient Test Results

	Sample	Average	STDEV	(O/STDEV)	P Values
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	Original (O)	Sample (M)			
CR → E-Wom	0.542	0.543	0.112	4.830	0.000
CR → KP	0.407	0.391	0.130	3.128	0.002
CM → E-Wom	0.324	0.322	0.109	2.986	0.003
CM → KP	0.153	0.159	0.109	1.400	0.162
E-Wom → KP	0.355	0.366	0.118	3.002	0.003
CR → E-Wom → KP	0.192	0.202	0.087	2.223	0.027
CM → E-Wom → KP	0.115	0.116	0.051	2.265	0.024

Source: SmartPLS (2025)

From Table 4 above, it can be concluded that:

Content Review on E-Wom. It is known that the P value of 0.000 is smaller than 0.05; therefore, there is a significant influence on E-Wom. Content Review on Purchasing Decisions: It is known that the P-value of 0.002 is smaller than 0.05. Therefore, it has a significant influence on purchasing decisions. In content marketing on E-Commerce Websites, it is known that the P-value of the variable is 0.003, which is smaller than 0.05. Therefore, it has a significant influence on e-wom. Content Marketing and Purchasing Decisions: The P-value for the variable is 0.162, which is greater than 0.05. Therefore, it does not affect Purchasing Decisions. E-Wom and Purchasing Decisions. It is known that the P-value for the variable is 0.003, which is smaller than 0.05; therefore, there is a significant influence on purchasing decisions. Content Review mediated by E-Wom on Purchasing Decisions reveals that the P-value for the variable is 0.027, which is smaller than 0.05. Therefore, it has a significant influence on purchasing decisions. Content Marketing mediated by E-Wom on Purchasing Decisions is known to have a p-value of 0.024 on the variable, which is smaller than 0.05. Therefore, it has a significant influence on purchasing decisions.

DISCUSSION

The relationship between Content Review and E-Wom in the TikTok application

The results of the statistical research found that content reviews have a significant effect on E-Wom. Content Review positively impacts Electronic Word of Mouth (E-WOM). Conveying information through a detailed and educational review can increase the audience's trust and encourage them to share their experiences or provide recommendations to other users. (Aprilia et al., 2023) In addition, objective reviews based on direct user experience tend to be more trusted, thus reinforcing a positive image of a product or service. The more

consumers feel helped by the information presented in reviews, the more likely they are to contribute to E-WOM through comments, sharing experiences, or recommending products to others. A high level of interaction between users can also expand information dissemination, increase brand awareness, and strengthen product credibility in the eyes of potential consumers. A high level of interaction between users can also expand the dissemination of information, increase brand awareness, and strengthen product credibility in the eyes of potential consumers. Similar research by Widyastuti and Putra (2022) also supports these findings, which suggest that informative and relevant reviews encourage E-WOM participation because they are considered more credible than direct promotions. (Lestari & Maharani, 2023)

Relationship between Content Review and Purchasing Decision on the TikTok Application

The results of the statistical research found that content reviews have a significant effect on purchasing decisions. This study demonstrates that the more engaging and credible a product review is, the greater its influence on purchasing decisions. Potential consumers of the TikTok application tend to look for product reviews before making purchasing decisions to ensure the quality and suitability of the product for their needs. Reviews submitted honestly and based on real experiences are more trusted by consumers, which can increase their confidence in purchasing a product. (Oktaviani & Haliza, 2023) With the ease of viewing reviews on TikTok, consumers are becoming more discerning in their product choices. The comment feature enables them to gather more information before making a purchase decision. Reviews presented attractively and in detail, especially those that show how to use the product, can increase trust and encourage purchases. Yusuf and Maulida (2021) reinforce this by stating that personalized consumer reviews have a real influence on shaping purchase intentions. (Purnama et al., 2023)

Relationship between Content Marketing and E-Wom on the TikTok application

The statistical study results found that content marketing has a significant impact on e-Wom. Engaging and relevant content marketing on TikTok can increase user engagement, strengthening E-WOM on the platform. The more often a product appears in creative and informative content, the more likely users are to share their experiences through comments, video sharing, or recommendations to others. The right content marketing strategy can attract users' attention and encourage strong E-WOM, significantly influencing purchasing decisions. (Saputra & Fadhilah, 2021) Users' confidence in a product increases when they find many positive reviews and recommendations from other users. Conversations on TikTok, such as discussions in the comments section or reaction videos to a product, also help accelerate the spread of E-WOM. This finding aligns with the research of Handayani et al. (2020), which suggests that emotional and relevant marketing content significantly drives engagement and the spread of E-WOM. (Lestari & Maharani, 2023)

Relationship between Content Marketing and Purchasing Decisions on the TikTok Application

The results of statistical research found that Content Marketing does not affect Purchasing Decisions. Content marketing does not directly influence consumer decisions when buying products on the TikTok application. Regression analysis reveals that although Content Marketing can increase the visibility of a product, other factors, such as Influencer Marketing, have a more dominant role in influencing purchasing decisions. This shows that consumers are more likely to trust recommendations from influencers than content marketing created directly by the brand itself. (Shukmalla et al., 2023) Then, before buying a product, consumers usually prefer to seek first-hand experience from other users. Honest and transparent reviews from influencers or TikTok users have a greater impact than marketing strategies directly carried out by brands. This suggests that consumer trust is more readily established through recommendations from others than through company promotions. Therefore, brands should collaborate with influencers or encourage genuine user reviews to enhance consumer trust and increase purchasing interest. Sari and Nugroho (2021) also note that the effectiveness of content marketing in influencing purchasing decisions is highly dependent on audience trust in the content source. (Purnama et al., 2023)

The relationship between *E-Wom* and Purchasing Decisions on the TikTok application

Results from statistical research found that *E-WOM* has a significant effect on purchasing decisions. Generation Z's purchasing decisions on TikTok are influenced by how often a product is discussed in E-WOM. The more positive reviews and recommendations spread, the greater the chance the product will attract attention and increase consumer interest in buying. This research also reveals that Generation Z places more trust in reviews from fellow users than in advertisements or direct promotions from brands. Before buying a product, they seek additional information through comments, video reviews, or other user experiences. Therefore, brands that want to increase sales on TikTok need to implement effective E-WOM strategies, such as encouraging users to leave reviews organically and ensuring customers have a positive experience, so that they are encouraged to share good reviews. (Saputra & Fadhillah, 2021) User activities that interact with each other, such as discussing in the comments column or sharing experiences through videos, further strengthen the impact of E-WOM on purchasing decisions. With genuine reviews and recommendations that continue to spread, a product has the potential to go viral more quickly and attract a larger consumer base. This is also supported by Fitriani and Ramadhani (2022), who found that reviews from fellow users are more trusted and more effective in driving purchasing decisions than ordinary advertisements. (Ariyani Dewi Safitri & Ugy Soebiantoro, 2024)

***E-Wom* relationship mediates content review in purchasing decisions on the TikTok application.**

The results of the statistical research found that *content reviews* mediated by *E-Wom* have a significant effect on purchasing decisions. The existence of *E-Wom* as a mediator further strengthens the impact of Content Review on purchasing decisions by creating an effect among TikTok users. The more users who share positive reviews and experiences about a product, the greater the chance that the product will attract more people's attention and increase the trust of potential buyers. (Saputra & Fadhillah, 2021). This indicates that reviews reinforced by *E-Wom* not only play a role in disseminating information about a product but

also build a positive image in the eyes of potential buyers. When many users frequently discuss and recommend a product, potential consumers will be more confident to buy it. In addition, user engagement through comments, likes, and shares further expands the reach of *E-Wom*, increasing the potential for products to go viral and driving increased sales. Kartika and Darmawan (2020) noted that the mediating role of E-WOM is crucial because it amplifies the impact of consumer reviews on perceptions and purchasing decisions.(Paridy et al., 2023)

The *E-Wom* relationship mediates the impact of content marketing on Purchasing Decisions on the TikTok application.

The results of statistical research found that *Content Marketing* mediated by *E-Wom* has a significant effect on Purchasing Decisions. The more interactions in *E-Wom*, such as comments, experience videos, or endorsements from influencers, the stronger the influence of Content Marketing on purchasing decisions. In addition, engaging content that matches users' interests can make them more engaged and encourage them to share positive experiences about a product. When *E-Wom* develops naturally, consumers find it easier to find the information they need before buying products on TikTok. Therefore, brands that want to increase their marketing presence on TikTok must create a *content marketing* strategy that encourages positive interactions and discussions, thereby strengthening the influence of *E-WOM* in consumer purchasing decisions. (Saputra & Fadhilah, 2021) This demonstrates that *E-Wom* plays a significant role in enhancing consumer confidence and influencing purchasing decisions. Brands that optimize *content marketing* will find it easier to create active interactions and expand their product exposure on TikTok. This finding aligns with the results of research by Ningsih and Hasanah (2022), which revealed that consumer involvement through E-WOM can enhance the impact of marketing strategies on consumer final decisions. (SHELEMO, 2023)

5. CONCLUSIONS

Based on the study results, it can be concluded that, through a series of data analyses and discussions of the seven hypotheses proposed in this study, an understanding is gained that Content Review plays a significant role in shaping Electronic Word of Mouth (E-WOM) and influencing Purchasing Decisions. Reviews written by users honestly, in detail, and based on personal experience are considered more credible by consumers. The review's authenticity fosters greater trust in the product, thereby encouraging other consumers to share their experiences through digital interactions, such as comments, re-uploads, or reaction videos. This demonstrates that high-quality reviews can enhance other users' engagement and increase voluntary information dissemination through E-WOM. Nation through E-WOM.

Furthermore, content marketing has also been proven to have a significant influence on the formation of E-WOM. Content-based marketing strategies, when packaged creatively and relevant to the audience, can attract attention and foster interactions between users and brands. However, the findings show that Content Marketing does not directly influence Purchasing Decisions. This indicates that although the content can increase product visibility and build awareness, its influence on purchase will only be felt when the information is

confirmed or supported by a third party, such as influencers or reviews from other consumers. Consumers, especially Generation Z, who are the focus of this study, prefer to trust peer reviews that are considered neutral and not directly affiliated with the brand.

E-WOM has a direct and significant effect on purchasing decisions. This influence is evident in the tendency of consumers to seek social validation before making decisions, particularly on platforms like TikTok, which present content in a visually dynamic manner. Video reviews, testimonials, and positive comments from other users are highly considered references. This experience-sharing activity creates a widespread and rapid information network, strengthening consumer confidence in a particular product or service.

In addition, this study reveals that E-WOM mediates the relationships between Content Review and Purchase Decision, as well as between Content Marketing and Purchase Decision. In this case, E-WOM acts as a mediating variable, strengthening the influence of the two main variables (Content Review and Content Marketing) on consumer decision-making. This mediation plays a role in disseminating information more organically and is trusted by potential consumers, thereby increasing the effectiveness of indirect marketing communications. This proves that marketing strategies that rely on the power of digital communities and user interactions are much more impactful than one-way promotions from companies.

In terms of academic contributions, the results of this study expand our understanding of digital consumer behavior, particularly regarding the mediating role of E-WOM in the purchasing decision process in the era of social media. This research also confirms that in the context of platforms such as TikTok, the power of community and digital social interaction is important in shaping consumer opinions and preferences. Meanwhile, regarding practical implications, these results provide strategic guidance for digital marketers and businesses. They are advised to focus on creating promotional content and developing strategies that encourage user participation through reviews and testimonials. Activating consumers to create review content, collaborating with micro-influencers, and creating open interaction spaces can be practical steps in shaping impactful E-WOM. By integrating strong Content Marketing and Content Review and building a digital environment that supports organic interactions between users, brands have a greater chance of increasing purchase decisions while building sustainable consumer loyalty.

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