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The Influence of Tiktok Content Marketing, Promotion and Online Customer Review on Shopee Marketplace Towards Online Impulsive Buying (A Study on Bare n Bliss Shopee Consumers in Surabaya)

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Abstract: The development of digital technology has driven major changes in people's behavior in doing business, including in online shopping activities and also business marketing that has shifted to digital. The phenomenon of online purchases in society encourages online impulse purchases which are of particular concern. Bare n bliss is a beauty product that maximizes its product marketing digitally. Its products are actively promoted on tiktok social media, and bare n bliss is also present in the shopee marketplace to transact and maximize promotion and provide information. This study aims to analyze the influence of tiktok content marketing, promotions, and online customer reviews on shopee marketplace towards online impulsive buying in shopee consumers of Bare n Bliss products in Surabaya. The research method used is quantitative associative with sampling using purposive sampling which amounted to 110 respondents by distributing google forms to bare n bliss shopee consumers who are TikTok and Shopee application users that live in Surabaya. The data analysis technique used SPSS 27 software. The results showed that both partially and simultaneously, Tiktok content marketing, Promotion, and Online customer review had a positive and significant effect on Online impulsive buying.

Keywords: Tiktok Content Marketing, Promotion, Online Customer Review, Online Impulsive Buying, Marketplace.

INTRODUCTION

The rapid development of the times has made the development of technology and the internet continue to grow significantly. In the business aspect, the internet has become a necessity for people to promote products and search for products needed online because of the convenience and time efficiency offered. Online marketing platforms such as social media help users spread their products online, and online shopping platforms such as marketplaces provide

tools and features for sellers to help sell their products so that many people choose to sell and buy online. Internet can change the nature of customer shopping behavior (Clemes 2014 in Azizah et al., 2021). According to We Are Social data on id.techinasia.com, in January 2024 as many as 59.3% of Indonesians used the internet in their daily lives to shop online. Indonesia ranks 9th on a global scale in countries with the most frequent internet users shopping online, which can be concluded that online shopping is a routine of the activities of Indonesian people today (Putri, 2024).

One of the online shopping platforms that is often used by people today is the shopee marketplace. Shopee is the largest online marketplace in Indonesia today, in 2024 the shopee marketplace site was visited by 237 million people per month (Ikhsan, 2024). Shopee is an online mall where there are shops selling various market products, and they also excel with interactive features such as live shopping and short videos. Shopee provides special experiences such as free shipping vouchers, cashback and discount twin date events, which are accompanied by several store marketing features for sellers such as advertisements, live streaming selling, and shopee videos.

This high interest and number of online purchases has the opportunity to trigger a phenomenon in society, namely the occurrence of online impulsive buying behavior. Impulsive buying is consumer purchasing behavior that is carried out without planning (Anggraeni, 2020). According to Alamanda (2018) in (Basuki & Iryani, 2023) Impulsive buying is a purchase that occurs when seeing certain goods or products and feeling interested in getting them, influenced by attractive stimuli from the store.

The onset of impulsive purchases can be facilitated by digital marketing carried out by online stores. One of them is content marketing. Interesting and relevant content can attract consumer curiosity. Through building interactions with customers through the dissemination of engaging content, content marketing has the opportunity to attract consumers to impulse (Gunawan et al. 2024). In line with research conducted by Indriawan & Santoso (2023) which states that content marketing has a positive and significant influence on impulsive buying. Generally, content marketing is made more often through short videos on various social media platforms (Putriani et al., 2023). One of them is TikTok. TikTok is the platform with the largest number of active users in the world as of January 2024, which is 157.6 million in Indonesia (Fatika, 2024) TikTok allows content to reach a wide audience through features such as For Your Page and the use of hashtags, making it an effective marketing tool (Fortuna, 2022; Putriani et al., 2023). Many businesses are using this opportunity to grow their brand name.

Apart from content marketing, promotion is a common approach that is often used to attract people's attention and motivate them to make impulse purchases, promotions have a significant effect on impulsive buying (Sihombing & Sukati, 2022). According to (Philip, 2016) in (Chan et al., 2022) promotion is an activity that communicates product advantages and persuades target customers to buy it. Promotion communicates the brand to consumers, spreads wider awareness, and market share can be fulfilled.

On the other hand, online shopping requires a boost of confidence about the product as the goods/services can only be viewed online or remotely. About 88% of consumers trust online reviews as much as they trust recommendations from close people (Pitman in Yunus & Ariawan, 2022). Reviews in the form of text, photos, and videos provide information that can shape purchasing decisions (Fauzi & Lina, 2021). Conita & Mardhiyah (2024) state that online customer reviews have a positive and significant influence on impulse buying.

One of the product categories that people love to buy online today is beauty products. Bare n bliss is a beauty product that is quite well known by various groups. In marketing its brand, Bare n Bliss utilizes a digital platform. Bare n bliss is present on social media, especially tiktok social media in disseminating product content. This beauty brand implements online promotions on shopee, in its daily life bare n bliss utilizes advertising features, makes attractive

offers, live streaming and open chat, and collaborates with the public. The bare n bliss online shop also provides transparent review information so that potential customers can reach reviews from previous customers.

Surabaya is the capital of East Java province. As a metropolitan city that has a large population and relies on digitalization, it believes that Surabaya people are familiar with social media and online purchasing features. The use of cosmetics is also familiar and needed in the daily life of Surabaya people. Online impulse purchases of cosmetics can occur in some Surabaya people. Based on the description above, the authors are interested in conducting research with the title "The Influence of Tiktok Content Marketing, Promotion and Online Customer Reviews on Shopee Marketplace Towards Online Impulsive Buying (A Study on bare n bliss shopee consumers in Surabaya)".

METHOD

This study uses an associative type of research with a quantitative approach involving 110 respondents domiciled in Surabaya who are Tiktok and Shopee application users and have purchased bare n bliss products online at the Shopee marketplace. The data collection technique is a non-probability sampling technique with a purposive sampling approach using a questionnaire distributed via google form online. Data analysis techniques are carried out by testing instruments which include validity and reliability tests, classical assumption tests, namely normality, multicollinearity, and heteroscedasticity tests, multiple linear regression analysis tests, coefficient of determination (R^2) tests, hypothesis testing, namely simultaneous tests (f tests) and partial tests (t tests).

RESULTS AND DISCUSSION

Validity Test

The validity test is used to determine and measure the validity of the questionnaire items with 110 respondents from the dependent and independent variables in the study. To see the statistical validity, it is necessary to calculate by comparing r count with r table using a significant level of 5%. The validity test is declared valid if the significant value is less than 0,05 and the value of $r_{count} > r_{table}$. Calculations regarding the validity test were carried out using the SPSS 27 windows computer program.

Table 1. Validity Test

Variable		r-count	r-table	Sig	Information
Tiktok *Content Marketing* (X1)	X1.1	0.860	0,1874	0,000	Valid
	X1.2	0.823	0,1874	0,000	Valid
	X1.3	0.862	0,1874	0,000	Valid
	X1.4	0.833	0,1874	0,000	Valid
	X1.5	0.832	0,1874	0,000	Valid
Promotion (X2)	X2.1	0.850	0,1874	0,000	Valid
	X2.2	0.843	0,1874	0,000	Valid
	X2.3	0.868	0,1874	0,000	Valid
	X2.4	0.830	0,1874	0,000	Valid
Online Customer Review (X3)	X3.1	0.877	0,1874	0,000	Valid
	X3.2	0.817	0,1874	0,000	Valid
	X3.3	0.818	0,1874	0,000	Valid
	X3.4	0.886	0,1874	0,000	Valid
	X3.5	0.832	0,1874	0,000	Valid
Online Impulsive Buying (Y)	Y1.1	0.841	0,1874	0,000	Valid
	Y1.2	0.848	0,1874	0,000	Valid
	Y1.3	0.866	0,1874	0,000	Valid
	Y1.4	0.856	0,1874	0,000	Valid

Source: Data Processed (2025)

Based on the table 1 above, it can be seen that all aspects of the indicators of tiktok content marketing (X1), promotion (X2), online customer review (X3) and online impulsive buying (Y) are declared valid because the calculated rcount is greater than rtable and the significance value is smaller than 0.05.

Reliability Test

In this instrument, a reliability test is carried out to determine whether the instrument used is reliable or not, the extent to which a questionnaire or measuring instrument in research can be said to be reliable. This test uses the method of calculating the Cronbach's alpha (α) value. It is said to be reliable if it produces Cronbach's Alpha > 0.60. The calculation of the reliability test was carried out using the SPSS 27 windows computer program.

Table 2. Reability Test

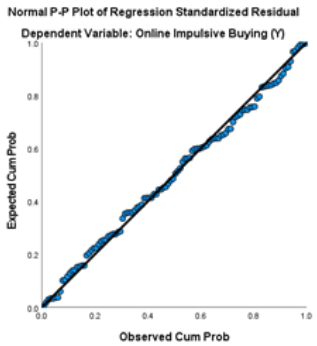
No.	Variable	Cronbach's Alpha Count	Cronbach's Alpha Minimum	Information
1.	Tiktok Content Marketing (X1)	0,898	0,60	Reliable
2.	Promotion (X2)	0,869	0,60	Reliable
3.	Online Customer Review (X3)	0,900	0,60	Reliable
4.	Online Impulsive Buying (Y)	0,875	0,60	Reliable

Source: Data Processed (2025)

Based on the results of the table 2 above, it can be seen that all aspects of the indicators of the independent and dependent variables are declared reliable because Cronbach's alpha counts for all research variables are greater than 0.60 so it is concluded that the questionnaire measuring instrument is reliable and can be used for further analysis.

Normality Test

The normality test is used to test the normality of a data distribution. The normality test is important because data that is not normally distributed can affect the accuracy of the statistical analysis results. The normality test can also be seen graphically using the probability plot graph and statistically using the Kolmogorov-Smirnov test.



Source: Data Processed (2025)

Figure 1. Probability Plot Normality Test Results

The picture above is a probability plot or P-Plot graph in this study. Based on the picture above, the data looks spread around the diagonal line and follows the diagonal direction. Then the regression model fulfills the assumption of normality.

Table 3. Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			110
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.82971154
Most Extreme Differences	Absolute		.048
	Positive		.048
	Negative		-.042
Test Statistic			.048
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.787
	99% Confidence Interval	Lower Bound	.776
		Upper Bound	.797
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.			

Source: Data Processed (2025)

The results of the table above are the results of the statistical normality test using the one sample Kolmogorov-Smirnov test. In the statistical normality test using Kolmogorov-Smirnov, it is declared normal with a significance level of more than 0.05. The results of the above calculations state that the acquisition of a significance value of 0.200> 0.05 which means greater than 0.05 so that the test results are declared normal.

Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between independent variables.

Table 4. Multicollinearity Test

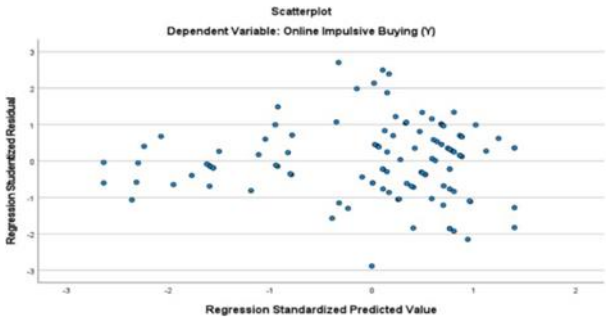
Model		Collinearity Statistics	
1	(Constant)	Tolerance	VIF
	Tiktok Content Marketing (X1)	0,274	3,656
	Promotion (X2)	0,274	3,655
	Online Customer Review (X3)	0,240	4,175

Source: Data Processed (2025)

Variables are said not to have multicollinearity problems if they have a Tolerance value greater than 0.10 (Tolerance> 0.10) and a VIF value smaller than 10.00 (VIF < 10.00). In the table 4 above, the three independent variables have a tolerance value > 0.10 and a VIF value < 10.00 so it is stated that they do not have multicollinearity.

Heteroscedasticity Test

Heteroscedasticity test is a test that assesses whether there is an inequality of variance of the residuals for all observations in the linear regression model.



Source: Data Processed (2025)

Figure 2. Scatterplot Heteroscedasticity Test Results

Based on the picture above, the dots spread above and below or around zero on the Y axis, which means there is no heteroscedasticity. In this study, a heteroscedasticity test was also carried out using the Glejser method to strengthen the results of the heteroscedasticity test which can be seen from the table below.

Table 5. Glejser Heteroscedasticity Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.363	.497		.731	.467
	Tiktok Content marketing (X1)	.018	.045	.073	.406	.685
	Promotion (X2)	-.036	.057	-.116	-.642	.522
	Online Customer Review (X3)	.066	.049	.257	1.332	.186

a. Dependent Variable: Abs_Res

Source: Data Processed (2025)

Based on table 5 above, it can be seen that the magnitude of the Sig value of the independent variable tiktok content marketing (X1) is 0.685, the promotion variable (X2) is 0.522 and the online customer review (X3) is 0.186. All three variables significant value > 0.05. So it can be concluded that the regression model does not occur heteroscedasticity.

Multiple Linear Regression Analysis Tests

Multiple Linear Regression Analysis is used to determine the major influence of each independent variable to dependent variable.

Table 6. Multiple Linear Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.514	.814		1.860	.066
	Tiktok Content marketing (X1)	.237	.074	.305	3.185	.002
	Promotion (X2)	.363	.093	.374	3.913	.000
	Online Customer Review (X3)	.186	.081	.235	2.296	.024

b. Dependent Variable: Online Impulsive Buying (Y)

Source: Data Processed (2025)

The regression results are as follows:
Y = α + b11 + b2x2 + b3x3 + e
Y = 1,514 + 0.237X1 + 0,363X2 + 0,186X3 + e

The Constanta (α) value has a positive value of 1.514. This means that the variable tiktok content marketing, promotion and online customer review are equal to 0 or have not changed, then online impulsive buying (Y) is 1.514. The coefficient value of tiktok content marketing (X1) is 0.237, this indicates that the variable tiktok content marketing has a positive effect on the online impulsive buying variable. When the value of tiktok content marketing increases by one unit, the online impulsive buying variable (Y) increases by 0.237 where other independent variables are stable. The coefficient value of Promotion (X2) is 0.363, this shows that the promotion variable has a positive effect on the online impulsive buying variable. When the promotion value increases by one unit, the online impulsive buying variable (Y) increases by 0.363 where the other independent variables are stable. The coefficient value of online customer review (X3) is 0.186, this shows that the online customer review variable has a positive effect on the online impulsive buying variable. When the online customer review value increases by one unit, the online impulsive buying variable (Y) increases by 0.186 where the other independent variables are stable.

Determination Coefficient Test (R^2)

The coefficient of determination gives an idea of how much the independent variable contributes to the dependent variable. The coefficient of determination is listed in the table as follows:

Table 7. Determination Coefficient Test (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857[a]	.734	.727	1.85542

a. Predictors: (Constant), Online Customer Review (X3), Promotion (X2), Tiktok content marketing (X1)
b. Dependent Variable: Online Impulsive Buying (Y)

Source: Data Processed (2025)

The R value in table 4.16 above shows a value of 0.857 which means sufficient and the R Square value is 0.734 (73.4%). This means tiktok content marketing (X1), promotion (X2) and online customer reviews (X3) contribute 73.4% to online impulsive buying (Y). While the rest (100-73.4) = 26.6% is the contribution of other factors outside the variables studied.

Hypothesis Tests

Simultaneous Test (F)

The F test in the study was intended to determine whether or not there was a simultaneous influence given by the independent variable on the dependent variable. The results of simultaneous hypothesis testing can be seen below:

Table 8. Simultaneous Test (F)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1009.349	3	336.450	97.731	.000[b]
	Residual	364.915	106	3.443		
	Total	1374.264	109			

a. Dependent Variable: Online Impulsive Buying

b. Predictors: (Constant), Online Customer Review, Promotion, Tiktok Content Marketing

Source: Data Processed (2025)

Based on table 8 above, the results of the F test calculation, $F_{count} > F_{table}$, namely 97.731 > 2.69, H0 is rejected and H1 is accepted at a significance level of 5% (0.05). So, it can be concluded that Tiktok Content Marketing (X1), Promotion (X2), and Online customer review (X3) simultaneously affect Online Impulsive Buying (Y).

Partial Test (t)

The t test in this study aims to determine whether or not there is a partial influence given by the independent variable (X) on the dependent variable (Y).

Table 9. Partial Test (t)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.514	.814		1.860	.066
	Tiktok Content Marketing (X1)	.237	.074	.305	3.185	.002
	Promotion (X2)	.363	.093	.374	3.913	.000
	Online Customer Review (X3)	.186	.081	.235	2.296	.024

a. Dependent Variable: Online Impulsive Buying (Y)

Source: Data Processed (2025)

Based on table 9, variable X1 t_{count} 3.185> t_{table} 1.982 with a significance value of 0.002 <0.05, then H0 is rejected and H1 is accepted. Which means that the Tiktok Content Marketing variable (X1) has a partially positive and significant effect on variable Y (online impulsive

buying). Variable X2 has a tcount of 3.913> t table 1.982 with a significance value of 0.000 <0.05, then H0 is rejected and H1 is accepted. Which means that the Promotion variable (X2) has a partially positive and significant effect on variable Y (online impulsive buying). Variable X3 has a tcount of 2.296> t table 1.982 with a significance value of 0.024<0.05, then H0 is rejected and H1 is accepted. Which means that the Online Customer Review (X3) variable has a partially positive and significant effect on variable Y (online impulsive buying).

The Influence of Tiktok Content Marketing (X1), Promotion (X2), Online Customer Review (X3) on Online Impulsive Buying (Y)

Simultaneous hypothesis testing obtained the results of F_{count} 97,731> F_{tabel} 2,69 and a significance value of 0,000 < 0,05 so that it can be concluded that the variables of tiktok content marketing, promotion and online customer reviews simultaneously have a positive and significant effect on online impulsive buying on shopee Bare n bliss consumers in Surabaya. Tiktok content marketing implemented by bare n bliss plays an important role in attracting consumer attention through informative and interesting content. Reinforced by the application of promotions, it allows the brand to spread more widely to consumers, and is also complemented by providing additional incentives or special offers. Coupled with online customer reviews that provide social influence on consumer trust and decisions, increasing the occurrence of online impulsive purchases.

This result is supported by the study conducted by Amirul & Ajizah (2023), titled "The influence of online customer reviews and promotions on impulse buying through buying interest in the TikTok application for students of Merdeka University, Pasuruan.". Their research concluded that online customer reviews and promotions partially have a positive and significant influence on impulse buying on TikTok Shop. It is also in line with the findings by Indriawan & Santoso (2023) in "The Influence of Sales Promotion, Content Marketing, and Shopping Lifestyle Content Creator Tiktok on Impulse Buying Decisions at E-Commerce Shopee," which states that content marketing on social media partially has a positive and significant impact on impulse buying on Shopee e-commerce

The Influence of Tiktok Content Marketing (X1) on Online Impulsive Buying (Y)

Partial hypothesis testing obtained the results of t_{count} 3,185 > t_{table} 1,982 with a significance value of 0.002 <0.05. These results indicate that the Tiktok Content Marketing variable partially has a positive and significant effect on online impulsive buying on shopee bare n bliss consumers in Surabaya. The coefficient value of 0.237 and a significance value of 0.002 are the second highest influence in this study. Informative, attractive, and easy-to-understand video content disseminated by the Bare n Bliss brand through TikTok can trigger consumer curiosity and interest. Especially when the marketed content is relevant and aligned with potential consumers needs, it can generate an unplanned desire to purchase the product, supported by TikTok's algorithm which shows personally relevant content.

The results of this study is in line with research conducted by Mas et al., (2024) which states that content marketing on the tiktok application has a positive and significant effect on impulse buying on the tiktokshop application. Content that presents relevant information as needed is part of a marketing strategy that emphasizes the delivery of appropriate and useful material for the target audience. This content includes product information, usage guides, reviews, and material that provides added value and directly fulfills consumer needs or desires.

The Influence of Promotion (X2) on Online Impulsive Buying (Y)

Partial hypothesis testing obtained the results of t_{count} 3,913 > t_{table} 1,982 with a significance value of 0.000 <0.05. These results indicate that the promotion variable partially has a positive and significant effect on online impulsive buying on shopee bare n bliss

consumers in Surabaya. The coefficient value of 0.363 and a significance value of 0.000 are the first highest values in this study, which means that the promotions implemented by bare n bliss have the highest influence in influencing online impulsive buying. Promotion is very important to do in gaining market share. The higher and more attractive the promotion, the greater the consumer's interest in making a purchase. Bare n bliss implements a variety of attractive promotions including advertising, personal selling, publicity and sales promotion which are carried out regularly. With an effective and persuasive promotional strategy, promotions are able to create awareness and instant motivation that encourages consumers to act to make impulse purchases.

The results of this study are in line with research conducted by Wardhani & Suwitho (2022) which states that promotion has a significant and positive influence on impulse buying in online shop purchases. Promotions carried out in online shops through promotional media such as advertisements, the existence of very large sales promotion discounts make potential customers lured to make purchases on these products in online shops. The more promotions provided, the more impulse buying will increase.

The Influence of Online Customer Review (X3) on Online Impulsive Buying (Y)

Partial hypothesis testing obtained the results of t_{count} 2,296 > t_{table} 1,982 with a significance value of 0.024 < 0.05. These results indicate that the online customer review variable partially has a positive and significant effect on online impulsive buying on shopee bare n bliss consumers in Surabaya. The coefficient value of 0.186 and a significance value of 0.024 is the third highest value in this study. Ranked last but this factor is still needed in online impulse buying by the public. Reviews and testimonials from other consumers on bare n bliss online store provide a strong social influence, increase trust and can convince potential buyers of the product and help potential consumers in finding information. Positive information from reviews can trigger a spontaneous urge to make impulsive online purchases.

The results of this study are in line with research conducted by Herdiansyah et al. (2024) which states that online customer reviews partially have a significant effect on impulsive buying in tiktokshop e-commerce. Reviews provide information on the advantages and disadvantages of the product. This confirms that reviews from consumers have a big impact on impulsive buying. Consumers get an urge to buy products with product reviews.

CONCLUSION

The research conducted aims to analyze the influence of tiktok content marketing, promotion and online customer reviews on shopee marketplace towards online impulsive buying of bare n bliss shopee consumers in Surabaya. Based on the research above, it is concluded that TikTok content marketing (X1), promotion (X2), and online customer review (X3) on shopee marketplace simultaneously have a positive and significant effect on online impulsive buying for bare n bliss shopee consumers in Surabaya. Promotion is the most dominant factor, followed by Tiktok content marketing and online customer reviews.

Partially, the Tiktok Content Marketing variable (X1), Promotion (X2), and Online Customer Review (X3) show a positive and significant influence on online impulsive buying. The promotion carried out by bare n bliss proved to be the strongest in encouraging impulse purchases through spreading the brand name to potential customers and making incentive offers. TikTok's interesting and informative content marketing is in second place as a trigger for spontaneous online purchases. Meanwhile, online customer reviews exert influence by building consumer trust through positive reviews, although their influence is relatively lower than the other two variables. Overall, the three variables contribute 73.4% to the occurrence of online impulsive buying.

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