

The Effect of Content Marketing and Online Customer Reviews on Purchasing Decisions on PVN Brand Shoe Products on The TikTok Application In Bandung City

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Abstract

With progress in the *fashion* industry, shoes are now more than just foot protection; they are an inseparable component of clothing. One of the most popular products among the Indonesian people is shoes. This study aims to determine and analyze the influence of *content marketing and online customer reviews on purchase decisions regarding* PVN brand shoes. Samples were taken using the Lemeshow formula. Data was collected by distributing questionnaires to 96 respondents through a *Google Forms link*. The data analysis method uses the multiple linear regression analysis method and path analysis by conducting classical assumption testing first. Based on the results of the multiple linear regression test, it can be concluded that the constant value is 5.375. The results of this study, namely *Content Marketing* and *Online Customer Review*, significantly affect Purchase Decisions. The F-test (Simultaneous) results of the two independent variables simultaneously affect the dependent variable.

Keywords: Content Marketing, Online Customer Review, Buying decision

1. Introduction

The local shoe brand PVN Shoes, produced by PT Jaya Sukses Internasional, is currently in great demand by consumers, especially women. Customers are interested in PVN products because they are easy to obtain, affordable, good quality, and available in various motifs. PVN Shoes also uses social media to market its products, using content marketing that attracts consumers' attention. With affordable prices, which range from Rp. 139,000 to Rp. 169,000 consumers can get shoes of good quality and models that are very up-to-date and comfortable for daily use, which can compete with even big shoe brands. A very detailed and attractive marketing strategy is needed to make the PVN Shoes brand known by the entire community and influence purchase decisions.

According to Kotler & Keller, (2016) states that the purchase decision is a In the evaluation stage, the consumers form preferences among the brands in the choice set and may also form an intention to buy the most preferred brand. According to (Nurwidayani et al., 2024)(Kotler & Keller, 2016) The purchase decision has six dimensions: product choice, brand choice, distributor choice, purchase time, purchase amount, and payment method.

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Table 1. Top 10 best local Shoe brands in 2024

No	Shoe Brands	Total Sales on the Tiktok Application
1	Aerostreet	3 million
2	Ventela	329,8 thousand
3	Geoff Max	170,9 thousand
4	Brodo	109,7 thousand
5	Joemen	97 thousand
6	Compass	6.882
7	Kodachi	5.535
8	Patrobas	4.000
9	League	615
10	NAH Project	265

Source: id.mybest2024

Based on the table above, Aerostreet is the first best local shoe brand, with 3 million total sales on the TikTok application. For various reasons, PVN brand shoes are not included in the top ten best local brands. Content marketing must be considered when making a purchase decision.

Content marketing has a great influence on purchasing decisions. (Oktavianti et al., 2024). Previous researchers prove this, it is known that influencer marketing and content marketing work very well when combined with payment systems that facilitate transactions and increase consumer purchase demand. (Oktaviana et al., 2024) and (Mubarok, 2016) The pre-survey for comparing the Content Marketing of PVN Shoe brands with other Shoe brands is in the image below.

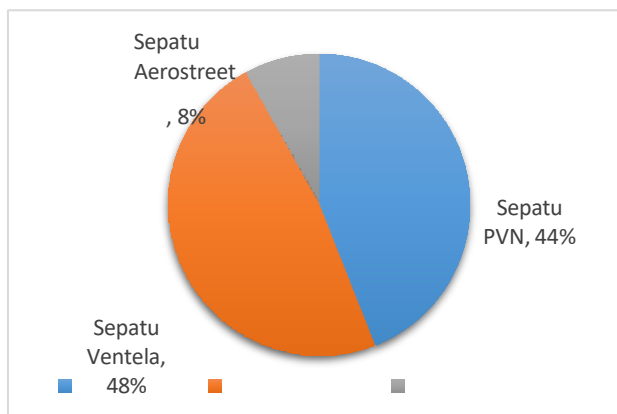


Figure 1. Pre-Survey Results of Local Brand Shoes that Have Interesting Content Marketing

Source: Data processed by researchers, 2024

Based on the image above, the results of the pre-survey of local brand shoes with interesting content marketing are on Ventela brand shoes with a total of 48% with a total of 25 respondents.

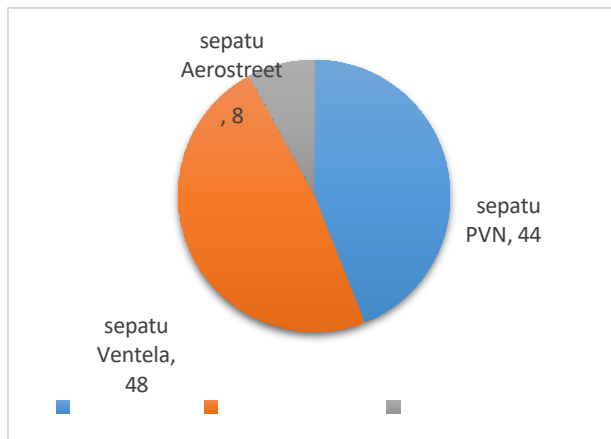


Figure 2. Pre-Survey Results of Local Brand Shoes that Have Informative Marketing Content

Source : Data processed by researchers, 2024

Based on the image above, the results of the pre-survey of local brand shoes that have informative content marketing are on Ventela brand shoes with a total of 48% with a total of 25 respondents.

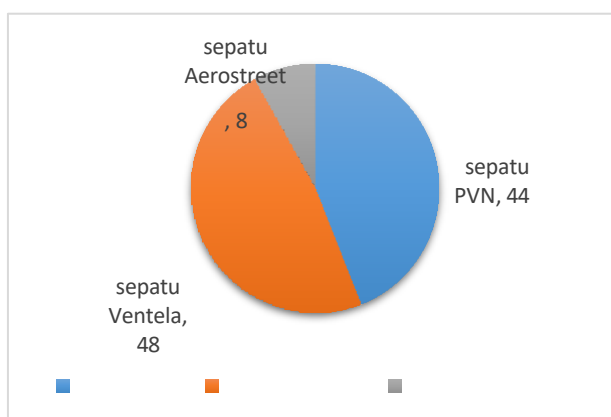


Figure 3 Pre-Survey Results of Local Brand Shoes that Make Content Marketing from a Consumer Perspective

Source : Data processed by researchers, 2024

The pre-survey was distributed to 25 respondents, based on the figure above, it shows that more respondents choose Ventela Shoes products with an average of 50.6%. Based on the pre-survey, Ventela Shoes products have more interesting content marketing, have informative content marketing, and make content marketing from a consumer perspective than PVN and Aerostreet Shoes products

In addition to content marketing, online customer reviews can also be an influence in determining purchase decisions. Online Customer Reviews are information that is considered credible and trustworthy by the Company to assist consumers in determining the products they buy (Banjamahor, 2021). Online Customer Reviews are the most honest opinions conducted online and are considered a means of promotion (Hartanto & Indriyani, 2022) Literature Review

2. Literature Review

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2.1 Content Marketing

Content as a marketing strategy through websites, social media, blogs, and podcasts is important in conveying the company's values (Yazgan Pektas & Hassan, 2020). Creating content marketing aims to increase sales, brand awareness, and consumer interest. Product reviews from previous consumers are accompanied by material that interests consumers; in this way, content marketing, interest in making a purchase, and the decision to make a purchase are all interconnected. Yazgan Pektas & Hassan (2020) stated the dimensions of content marketing, which are as follows:

1. Reliability

The ability of a company's content marketing to convey accurate information is a liability. The following indicators are used to measure the reliability dimension:

- a. Provides important information about the product
- b. Providing informative content
- c. Provides useful information
- d. Providing the correct information

2. Disbelief

The level of consumer confidence in the correctness of the information presented is correlated with Disbelief. The following indicators are used to measure the dimensions of Disbelief :

- a. Consumers can save time when looking for information because the material is clear and complete.
- b. Provide trustworthy information

3. Persuasion Knowledge

Persuasion Knowledge relates to a company's approach to content marketing. The following indicators are used to measure the dimension of Persuasion Knowledge:

- a. Deliver content marketing in a clear and easy-to-understand way
- b. Content marketing doesn't look persuasive to buy a product

2.2 Online Customer Review

According to Zhao & Ma, (2017) and Palupi Permata Rahmi et al., (2023) stated that "Online Customer Review is positive, negative, or neutral information about a product or service launched on the internet by a customer". Zhao & Ma, (2017) proposed several dimensions and indicators of Online Customer Review as follows:

1. Uses Online Review

The usefulness of Online Reviews is a benefit that can be obtained from online reviews about a product. Reviews from other consumers are considered useful for consumers. The following indicators are used to assess the usefulness of Online Reviews:

- a. Online Customer Reviews can make consumers feel easy to search and find information about the products to be purchased
- b. Online Customer Reviews can make it easy for consumers to shop online

2. Time Range Online Review

Information about the latest and most recent product online reviews is described in the Online Review Timeframe. Consumers are presented with a lot of relevant information related to a certain period of time during the information search process. The latest consumer reviews will be of concern to consumers. The Online Review Time Range Indicator is as follows:

- a. The latest consumer reviews can be trusted by consumers.
- b. Comparing recent and past consumer reviews

3. Sum Online Review

The number of Online Reviews can show how many consumers are interested based on previous purchases and product experiences. The indicators of the Number of Online Reviews are:

- a. If the number of positive consumer reviews increases, then the product's reputation will also be better
- b. The large number of consumer reviews shows the popularity of the product

4. Value given Online Review

The extent to which the data submitted represents a favorable or unfavorable aspect of a product is the Value Given by Online Review. The indicators of the Score Given by Online Review are:

- a. Positive consumer reviews can influence consumers' opinions to buy a product
- b. Look for alternative products if there are negative consumer reviews on a product

5. Completeness Online Review

The term "Complete Online Review" describes how comprehensive the reviews uploaded by consumers are. Online Customer Reviews reveal a variety of messages, ranging from straightforward advice to more complex and thorough advice based on factual explanations. Indicators of Online Review Completeness are:

- a. Consumer reviews on the product provide information about the advantages and disadvantages of the product being reviewed
- b. A complete and detailed review will attract consumers' attention

6. Review Expertise

Because they have first-hand experience and are considered experts, someone who posts an Online Customer Review will encourage others to talk about it. Indicators of the Reviewer's Expertise are:

- a. Trust in online customer review companies
- b. Trust the reviews given by other consumers

7. Uses Online Customer Review

The advantages or applications obtained from online product reviews are known as the usefulness of online customer reviews. The advantages or applications obtained from online customer reviews are known as the usefulness of online customer reviews. Indicators of the Usability of Online Customer Reviews are:

- a. Online Customer Reviews make it easier for consumers to shop online
- b. Consumers can easily search and find information about products thanks to Online Customer Reviews

8. Time Range Online Review

The Online Review Time Range provides information about online reviews of the latest and most modern products. When consumers search for information, they are presented with relevant information related to a specific time span. Consumers will pay more attention to the latest reviews. The indicators of the Online Review Time Range are:

- a. Consumers can trust the latest consumer reviews.
- b. Previous and recent consumer reviews can be compared

9. Sum Online Review

The high number of online product reviews on the internet explains why there are so many online reviews. The number of consumer reviews can be used to measure how many customers are curious about previous purchases and product experiences. The indicators of the Number of Online Reviews are:

- a. The more good reviews a product receives, the higher its reputation.
- b. The high volume of consumer reviews shows how much you like the product.

10. Value given Online Reviews

Valence is the extent to which the information uploaded reflects a positive or negative aspect of a product. The indicators used for Valence of online reviews are as follows:

- a. Positive reviews influence consumer opinions to buy products.
- b. Looking for alternatives to other products when there are negative reviews on a product.

11. Completeness of Online Reviews

The comprehensiveness of online reviews leads to the completeness or not of a review uploaded by consumers. Online consumer reviews contain a variety of different messages conveyed, ranging from simple recommendations to more detailed and complex recommendations based on an explanation of the facts. The indicators used for Comprehensiveness of online reviews are as follows:

- a. Reviews on products provide consumers with information about the advantages and disadvantages of the products being reviewed.
- b. Detailed reviews will attract the attention of consumers.

12. Review Expertise

Reviewer expertise refers to the author's expertise. A person who provides online reviews about information, will invite someone else to discuss it because the person has experienced it before and is considered an expertise. The indicators used for Reviewer expertise are as follows:

- a. Trust the online consumer reviews feature provided by the company.
- b. Trust the reviews given by other consumers.

2.3 Purchase Decision

Consumer Purchase Decisions are the part of consumer behavior that studies how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy consumer relationships and desires Kotler & Keller, (2016). Kotler & Keller, (2016) suggest that the following dimensions influence purchasing decisions:

1. Product Options

Consumers can make the decision to buy a product or use their money for other purposes. In this case, the company must focus its attention on people who are interested in buying a product and the alternatives they are considering.

2. Brand Choice

Consumers have to make decisions about the brand, the name to buy, each brand has its own differences. In this case, the company must know how consumers choose a brand.

3. Distributor Options

Consumers must make decisions about which distributors to visit. Each consumer is different in terms of determining a distributor due to the factors of close location, low prices, complete inventory of goods, convenience in shopping, low prices, complete inventory of goods, convenience in shopping, and the size of the place.

4. Purchase Time

Different consumers make different decisions regarding when to buy. Some choose to buy daily, weekly, bi-weekly, and so on.

5. Purchase Amount

Consumers are free to choose how many items to buy at once. They may decide to make some purchases. In this situation, companies have to make a wide variety of products to meet various needs.

6. Payment methods

Consumers have control over the process when choosing which payment method to use for goods or services. In addition to environmental and family factors, the technology used in transactions also impacts purchase decisions.

2.4 Previous Research Journals

Table 2 Previous Research Journals

No	Research Title	Researchers	Differences/Similarities	Conclusion
1	The Influence of Marketing Content and Brand Image on Purchase Decisions Mediated by Buying Interest in Tokopedia Application Users.	Ustadriatul Mukarromah et al., 2022	Differences: There are carefully Branded Image and Interest variables Equation: Researching Content Marketing and Purchase Decisions.	Content Marketing impacts buying interest positively, and marketing content affects buying interest. The brand image does not influence the purchase decisions. Buying interest influences Purchase decision

2	Analysis of Istikomah & Hartono, 2022	Difference: There is a variable Free Shipping Promo Equation: Analyzing how a variable affects buying decisions.	The free shipping promo on Shopee affects the purchase decision where the buyer's perception with the free shipping promo can be more cost-saving as a result of which they are more excited to buy or make transactions with the application.
3	The Influence of Online Customer Review, Online Customer Rating, and Consumer Trust on Purchase Decisions at Tiktok Shop on the People of Bandar Lampung City.	Anggraini et al., 2023	Differences: Consumer trust and online customer rating are two factors. Equation: Talking about the tiktok application's Online Customer Rating variable.
4	The Influence of Brand Equity on Purchasing Decisions	Sya'idah, 2020	Differences: Discussing the Brand Equity variable Equation: Analyzing how a variable affects buying decisions.
5	The Influence of Brand Image and Celebrity Endorsements on Purchase Decisions.	Nugroho & Sarah, 2021	Differences: Discuss brand image and celebrity endorsement variables. Equation: Discusses a variable that affects the Purchase Decision.

Source : Processed by Researcher, 2024

3 Research Method

3.1 Population and Sample

The sampling technique used in this study is the *accidental sampling* technique is a sampling method based on one of the suitable, which means that the sample obtained by a researcher by chance without any prior planning and the researcher believes that the person is worthy of being used as a source of information for his research (Sugiyono, 2019). According to (Hatmawan., 2020), the calculation of samples with the Lemeshow formula approach can be used to calculate the number of samples with a total population that cannot be known for certain. In the sample study, the criteria used are:

- Consumers who have bought PVN Shoes on the TikTok application in the city of Bandung.

- Male and female consumers who are 19 years old and older.

3.2 Data Collection Techniques

1. Questionnaire

A questionnaire is a method of gathering data in which informants or respondents are given a list of written questions.

2. Literature Studies

A literary study is a written synopsis of books, journals, articles, and other materials that includes information from the past or present that is pertinent to the topic of the study.

- The sample was taken using Lemeshow's formula. Data was collected by distributing questionnaires to 96 respondents via a google form link.

3.3 Variable Operationalization

Table 3. Variable Operationalization

Research Variable	Dimensions	Indicator	Scale	Quest No
Purchasing Decisions (Y) Stating consumer purchasing decisions consumer purchases are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires. According to Kotler and Keller (2016)	Product Selection	I bought PVN shoe products on the TikTok application because of the various product options.	Ordinal	1
	Brand Choice	I bought shoe products on the TikTok application because of various brand choices.	Ordinal	2
	Choice of Distributor	I bought PVN shoes because they are available on various platforms	Ordinal	3
	Purchase Time	I bought PVN Shoes on the Tiktok application because it can be done anytime.	Ordinal	4
	Purchase Amount	I bought PVN Shoes products using the TikTok application because I can determine the desired purchase amount.	Ordinal	5
	Payment Method	I bought PVN Shoes products using the TikTok application because there are various payment methods.	Ordinal	6
Content Marketing (X1) explains that content as a marketing strategy through websites, social media, blogs, videos and podcasts has an	Reliability	PVN Shoe Content Marketing conveys the right information	Ordinal	1
		PVN Shoes content marketing conveys important information according to the brand or product	Ordinal	2
		Content Marketing of PVN Shoes delivers informative content	Ordinal	3

important role in conveying company value. Yazgan Pektas and Hassan (2020)	Disbelief	PVN Shoe Content Marketing delivers valuable content	Ordinal	4
		PVN Shoe Content Marketing conveys reliable information	Ordinal	5
		PVN Shoe Content Marketing conveys complete and clear information so as to help consumers save time in searching for information	Ordinal	6
	Persuasion Knowledge	PVN Shoes content marketing does not look too persuasive to buy a product	Ordinal	7
Online Customer Review (X2) "Online Customer Review is positive, negative, or neutral information about a product or service launched on the internet by a customer". Zhao et al. (2017)	The usefulness of Online Review	Online customer reviews make consumers feel easy to shop online	Ordinal	1
		Online customer reviews make consumers feel easy to search and find information about products	Ordinal	2
	Time span of online review	Reviews posted recently or recently can be trusted	Ordinal	3
		Comparing recent reviews with previous reviews	Ordinal	4
	Number of online reviews	The more the number of positive reviews, the better the product's reputation.	Ordinal	5
	Value is given by the online review	The large number of reviews shows the popularity of the product	Ordinal	6
		Positive reviews influence consumer opinions to buy products	Ordinal	7
		Looking for alternative products if there are negative reviews on a product	Ordinal	8
	Completeness of online review	Reviews on products provide consumers with information about the advantages and disadvantages of the products reviewed	Ordinal	9
		Detailed reviews will attract consumer attention	Ordinal	10

Expertise of the reviewer	Trust in the online customer review feature provided by the company	Ordinal	11
	Believe in reviews provided by other consumers	Ordinal	12

Source : Data processed by researchers, 2024

4 Findings and Discussions

4.1 Characteristics Responden

Table 4. Characteristics Respondent

Characteristics Responden			
Item	Description	(%)	
Gender	Man	16,7%	
	Woman	83,3	
Usia	17 – 22 years old	57,3%	
	23 – 28 years old	38,5%	
	29- 34 years old	2,1%	
	>40 years old	2,1%	
Work	PNS	1%	
	Private Employees	51%	
	Student	35,4%	
	Housewives	2,1%	
	Salesperson	2,1%	
	Self employed	1%	
	Retail	1%	
	Pegawai Toko	1%	
	Waiters	1%	
	Sales	1%	
	Nurse	1%	
	Midwife	1%	
Where to buy PVN Shoes	Shopee	45,8%	
	Tiktok	42,7%	
	Tokopedia	7,3%	
	Lazada	1%	
	Mall	1%	
Reasons to buy PVN shoes	Engaging Content Marketing	27,1%	
	Trustworthy Online Customer Reviews	34,4%	
	Attractive promotions	26%	
	Low price	1%	
	Cheap and attractive design	1%	
	Good material	1%	

Source : Data processed by researchers, 2024.

4.1 Validity Test

The validity test aims to determine how well a measuring instrument (questionnaire) performs its measurement function. The validity value must be measured based on the statement items in the questionnaire. The validity value can be seen in the output results of the calculated (*Corrected Item-Total Correlation*) table. In this study, the researcher used a sample of 96 respondents, so the r table obtained was 0.199.

Table 5 Validity Test Results

Variable	Item	r count	r table	Sig. 2- tailed	Sig. 2- tailed <0,05	Inform ation
Purchase Decision (Y)	I bought PVN shoe products on the tiktok application because there are various product options	0.91404	0,199	0,000	<0,05	Valid
	I bought shoe products on the tiktok application because there are various brand choices	0.90643	0,199	0,000	<0,05	Valid
	I bought PVN shoes because they are available on various platforms	0.9427	0,199	0,000	<0,05	Valid
	I bought PVN Shoes on the Tiktok application because it can be done at any time	0.93777	0,199	0,000	<0,05	Valid
	I bought PVN Shoes products on the Tiktok application because I can determine the desired purchase amount myself	0.93707	0,199	0,000	<0,05	Valid
	I bought PVN Shoes products on the Tiktok application because there are various payment methods	0.93506	0,199	0,000	<0,05	Valid
Content Marketing (X1)	PVN Shoe Content Marketing conveys the right information	0.95368	0,199	0,000	<0,05	Valid
	PVN Shoes content marketing conveys important information according to the brand or product	0.98043	0,199	0,000	<0,05	Valid
	Content Marketing of PVN Shoes delivers informative content	0.94556	0,199	0,000	<0,05	Valid
	PVN Shoe Content Marketing delivers useful content	0.94796	0,199	0,000	<0,05	Valid
	PVN Shoe Content Marketing conveys reliable information	0.93552	0,199	0,000	<0,05	Valid

	PVN Shoe Content Marketing conveys complete and clear information so as to help consumers save time in searching for information	0.93914	0,199	0,000	<0,05	Valid
	PVN Shoes content marketing does not look too persuasive to buy a product	0.91239	0,199	0,000	<0,05	Valid
	PVN Shoes content marketing is delivered in a clear and easy-to-understand way	0.95033	0,199	0,000	<0,05	Valid
Online Customer Review (X2)	Online customer reviews make consumers feel easy to shop online	0.94706	0,199	0,000	<0,05	Valid
	Online customer reviews make consumers feel easy to search and find information about products	0.94707	0,199	0,000	<0,05	Valid
	Reviews posted recently or recently can be trusted	0.9145	0,199	0,000	<0,05	Valid
	Comparing recent reviews with previous reviews	0.91035	0,199	0,000	<0,05	Valid
	The more the number of positive reviews, the better the product's reputation.	0.97172	0,199	0,000	<0,05	Valid
	The large number of reviews shows the popularity of the product	0.93711	0,199	0,000	<0,05	Valid
	Positive reviews influence consumer opinions to buy products	0.95936	0,199	0,000	<0,05	Valid
	Looking for alternative products if there are negative reviews on a product	0.90282	0,199	0,000	<0,05	Valid
	Reviews on products provide consumers with information about the advantages and disadvantages of the products reviewed	0.9216	0,199	0,000	<0,05	Valid
	Detailed reviews will attract consumer attention	0.95331	0,199	0,000	<0,05	Valid
	Trust in the online customer review feature provided by the company	0.95285	0,199	0,000	<0,05	Valid
	Believe in reviews provided by other consumers	0.92581	0,199	0,000	<0,05	Valid

Source: output results, 2024

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4.2 Reliability Test

Reliability tests are employed to demonstrate the stability and consistency of a questionnaire score. Stability indicates the ability of a questionnaire to remain stable or not susceptible to any change in the situation; in other words, a research questionnaire is tested on the same group even though the results are different at different times. In this study, the researcher used *Cronbach Alpha*; if Cronbach Alpha is greater than or equal to 0.60, it will indicate adequate reliability, with the meaning that the statement item can be said to be reliable. The outcomes of each variable's reliability test, are listed below.

Table 6 Reliability Test Results

Variable	Reliability Values	r - table	Information
Purchase Decision (Y)	0,963	0,60	Reliabel
Content Marketing (X1)	0,976	0,60	Reliabel
Online Customer Review (X2)	0,981	0,60	Reliabel

Source : output results, 2024

4.3 Classical Assumption Test

A statistical criterion for multiple linear analysis is the classical assumption test, which must be satisfied for the equation to be considered a decent regression equation.

4.3.1 Normality Test

A statistical criterion for multiple linear analysis is the classical assumption test, which must be satisfied for the equation to be considered a decent regression equation.

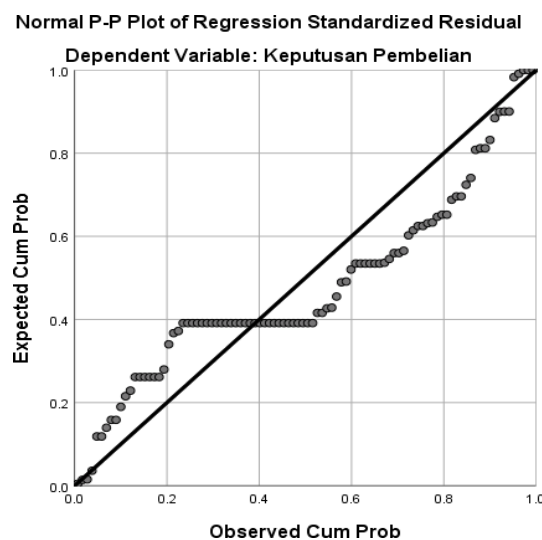


Figure 4 Results of the normality test

Based on Figure 4 in the normality test using the P-P Plot, it is known that the data spreads around the diagonal line and follows the direction of the diagonal line, so it can be concluded that the regression model used in this study has a normal distribution.

4.3.2 Heteroscedasticity Test

The Heteroscedasticity test aims to test the occurrence of variant inequality from the residuals

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of one observation to another. The heteroscedasticity test was conducted in this study using the Scatterplot graph test. The test findings were as follows:

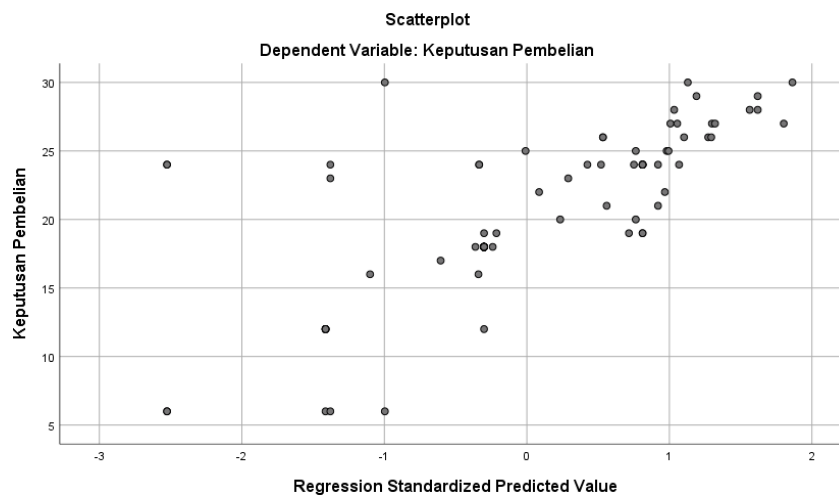


Figure 5 Heteroscentity Test Results

Source: Processed primary data, 2024

Figure 5 illustrates how the dots disperse and fail to create a distinct pattern. Thus, it can be said that heteroscedasticity does not exist.

4.3.3 Multicollinearity Test

The Multicollinearity Test aims to evaluate the relationship between the regression model's free variables. To test multicollinearity by looking at the VIF of each

independent variable, if the VIF value is < 10 or then it can be concluded that the data is free of multicollinearity symptoms.

Table 7 Multicollinearity Test

	B	Std. Error	t	sig	Tolerance	VIF
(Constant)	5.375	1.587	3.387	.001		
Content Marketing	.196	.065	3.029	.003	.686	1.458
Online Customer Review	.250	.039	6.340	.000	.686	1.458

Based on the results of table 7, it can be seen that:

1. In the *Content Marketing* variable (X1), the VIF value is $1,458 < 10$ with a Tolerance value of $0.686 > 10$.
2. In the *Online Customer Review* (X2) variable, the VIF value is $1,458 < 10$ with a Tolerance value of $0.686 > 10$.

Based on this explanation, it can be concluded that there is no multicollinearity phenomenon among the independent variables in this study.

4.4 Multiple Linear Regression Test

Based on table 7, the multiple linear regression equation is obtained as follows:

$$Y = 5,375 + 0,196 X1 + 0,250 X2$$

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1. The constant (α) of 5,375 indicates that if Content Marketing and Online Customer Review are worth 0 and there is no change, then the Purchasing Decision will still be 5,375.
2. The regression coefficient value of the Content Marketing variable (X_1) of 0.196 has a positive effect, meaning that if Content Marketing increases by 1 unit assuming the Online Customer Review variable is constant or constant, the Purchasing Decision increases by 0.196 units.
3. The regression coefficient value of the Online Customer Review variable (X_2) of 0.250 has a positive effect, meaning that if the Online Customer Review increases by 1 unit assuming the Content Marketing variable (X_1) is constant or constant, the Purchasing Decision increases by 0.250.

4.4.1 Uji Hipotesis

Test t (partial)

Assuming that the other independent variables remain constant, the t-test is designed to ascertain the degree of significance of each independent variable's influence on the dependent variable. The table that follows displays the t-test findings:

Table 7's findings indicate that the following significant values between the variables demonstrate how each independent variable affects the dependent variable:

1. The t-value of the table in Content Marketing is 1,985 with a Significance Rate (α) of 5%. Table 8 shows that the Content Marketing variable has a calculated t-value of 3.029 which means greater than the t-value of the table ($3.029 > 1.985$), as well as a significant value of $0.003 < 0.05$. Therefore, it can be concluded that H_0 is rejected and H_a is accepted, or there is a partial influence of Content Marketing variables on Purchase Decisions on PVN Shoe products.
2. The t-value of the table on the Online Customer Review is 1,985 with a significance level (α) of 5%. Table 4.17 shows that the Online Customer Review variable has a calculated t-value of 6.340 which means that it is greater than the t-value of the table ($6.340 > 1.985$), as well as a significant value of $0.000 < 0.05$. Therefore, it can be concluded that H_0 is rejected and H_a is accepted, or there is a partial influence of the Online Customer Review variable on Purchase Decisions on PVN Shoe products.

Test F (Simultaneous)

To ascertain whether independent variables collectively had a substantial impact on dependent variables, the f test was employed.

Table 8 Test Results F

ANOVA ^a					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	1603.933	2	801.966	51.684	.000b
Residual	1443.057	93	15.517		
Total	3046.990	95			

a. Dependent Variable: Keputusan Pembelian

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

Source: Processed primary data, 2024

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Based on table 8, it shows that the f-value is calculated at $51.684 > f$, table 3.09 and the value of $\text{Sig}.0.000 < \text{probability of } 0.05$, then H_0 is rejected and H_a is accepted, meaning that the variables of Content Marketing and Online Customer Review simultaneously influence the Purchase Decision.

4.5 Coefficient of Determination Test

Table 9 Determination Coefficient Test Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
.726 ^a	.526	.516	3.939

a. Predictors: (Constant), Online Customer Review, Content Marketing
Source: Processed primary data, 2024

Based on Table 9, R Square has a value of 0.526, which shows that 52% of the influence of Content Marketing and Online Customer Reviews on Purchase Decisions is influenced by these factors, and the remaining 48% is influenced by other factors that are not studied.

4.6 Discussion

4.6.1 The Influence of Content Marketing on PVN Shoe Product Purchase Decisions

Based on the results of the research that has been conducted, it has been found that Content Marketing has a significant effect on the Purchase Decision of PVN Shoe products, this statement is evidenced by the results of hypothesis testing which shows a t-value calculated $> t$ table ($3.029 > 1.985$), and with a significance value of $0.003 < 0.05$. The results of the partial correlation test between Content Marketing and Purchase Decision are 0.567 which is at a correlation value of 0.60 – 0.799, which means that there is a strong positive correlation between Content Marketing and Purchase Decision. The results of the partial determination coefficient of the Content Marketing variable showed a result of 0.322 which means that Content Marketing contributes to the influence of Purchase Decisions by 32% and the rest are other factors that are not studied.

In making a purchase decision on social media, the first thing to consider is Content Marketing. Previous research has shown that Content Marketing is accompanied by influencer marketing which is very effective in helping marketing coupled with a payment system that facilitates transactions that make people tend to want to make purchases.

4.6.2 The Influence of Online Customer Reviews on Purchase Decisions of PVN Shoes

Based on the results of the research that has been conducted, it has been found that Online Customer Review has a significant effect on the Purchase Decision of PVN Shoe products, this statement is evidenced by the results of hypothesis testing which shows the t- value of the t- calculation $> t$ table ($6.340 > 1.985$), and with a significance value of $0.000 <$

0.05 . The results of the partial correlation test between Online Customer Reviews and Purchase Decisions are 0.693 at a correlation value of 0.60 – 0.799, which means that there is a strong positive correlation between Online Customer Reviews and Purchase Decisions. The results of the partial determination coefficient of the Online Customer Review variable showed a result of 0.480 which means that Online Customer Reviews contributed to the influence on Purchase Decisions by 48% and the rest were other factors that were not studied.

Online customer reviews can be an influence in determining purchase decisions. According to Banjarnahor et al., (2021:181), Online customer reviews are information that is considered

credible and trustworthy by companies to help consumers in determining products. According to (Hartanto & Indriyani, 2022), online customer reviews are the most honest opinions that are carried out online and are considered a means of promotion.

Online Customer Reviews are consumer reviews of a product that they buy. Online Customer Reviews can be in the form of positive comments that can increase the seller's rating and can be in the form of negative comments that can bring down the seller. Usually, before consumers buy an item through an online store, they will read other consumer reviews about the item they will buy to determine the purchase decision.

5 Conclusion

The following conclusions can be made in light of the findings of the study and debate on the impact of online customer reviews and content marketing on decisions to buy PVN brand shoe products:

1. According to the findings of the descriptive analysis of purchase decisions, the respondents' answers led to an evaluation that fell into the "good" category. Based on the 6 (six) questions asked, statements that fall into the good category are statements from the dimensions of distributor choice, Purchase Time, Purchase Amount, and Payment Method, while dimensions that fall into the poor category are the dimensions of Product Choice, and Brand Choice.
2. According to the findings of the descriptive study of content marketing, the responses of the respondents yield evaluations that fall into the "good" category. Based on the 8 (eight) questions asked, statements that fall into the good category are statements from the dimensions of conveying correct information, conveying important information in accordance with the brand or product, conveying informative *content*, conveying useful information, reliable information, and complete and clear information provided so as to help consumers save time in searching for information. While the dimension that falls into the category of poor is the *content marketing dimension* that does not look too persuasive so that buying a product and *content marketing* is delivered in a clear and easy-to-understand way.
3. The descriptive analysis of online customer reviews revealed that the respondents' answers led to an evaluation in the "good" category. Based on the 12 (twelve) questions asked, statements that fall into the good category are statements from the online dimension of customer reviews that make consumers feel easy to shop online, online customer reviews make consumers feel easy in finding and finding information about products, the more positive reviews the better the reputation of the product, the number of Reviews show the popularity of the product, reviews positively influence consumer opinions to buy the product, reviews on the product provide consumers with information about the advantages and disadvantages of the product being reviewed. In contrast, the dimensions that fall into the category of not good are the dimensions of the most recent or most posted reviews that are reliable, comparing the most recent reviews with earlier reviews, searching for alternatives to other products if a product has negative reviews, believing in the company's online customer review feature, and trusting the reviews left by other customers.
4. Based on the findings of the test of the impact of content marketing on purchase decisions, H_a is accepted, and H_0 is rejected because the value of t computed on the content marketing variable is higher than t in the table, and the significance is lower than the probability. This indicates that, at least in part, content marketing has a big impact on purchase decisions.

5. Based on the test results on the influence of online customer reviews on purchase decisions, it is possible to conclude that H_0 is rejected and H_a is accepted. These show that the value of t calculated in the Online Customer Review variable is greater than the t of the table, and the significance is less than the probability. This indicates that online customer reviews considerably impact purchase decisions, at least in part.

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