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**The Effect of Celebrity Endorsement and Content Marketing On
Purchase Decisions For Glad2glow Products On Tiktok Shop (A
Case Study of Generation Z in Pancur Batu Subdistrict)**

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ABSTRACT

This study aims to determine the effect of celebrity endorsements and content marketing on Generation Z's purchase decisions for Glad2Glow products on TikTok Shop in Pancur Batu Subdistrict. This study employed a quantitative method using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, analyzed using SmartPLS software. The sample consisted of 170 respondents selected through purposive sampling, with the criteria being that respondents were Generation Z members, resided in Pancur Batu Subdistrict, and had previously purchased Glad2Glow products on TikTok Shop. Data were collected via a questionnaire distributed online through Google Forms. The results indicate that Celebrity Endorsement has a positive and significant effect on Purchase Decision, with a path coefficient of 0.295, a t-statistic of 3.178, and a p-value of 0.001. Content marketing also has a positive and significant effect on purchase decisions, with a path coefficient of 0.545, a t-statistic of 6.110, and a p-value of 0.000. Together, these two variables account for 64.5% of the variance in purchase decisions, as indicated by an R-squared value of 0.645. Based on these results, it can be concluded that celebrity endorsements and content marketing have a positive and significant influence on purchasing decisions, with content marketing having a greater impact than celebrity endorsement.

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INTRODUCTION

Advancements in information technology have transformed people's daily activities. This shift is particularly evident in the widespread use of the internet, upon which society has become increasingly reliant. The internet facilitates social interaction and transactions, having evolved into an essential part of human life a stark contrast to the past, when communication relied on postal mail. Today, communication occurs via email or other social channels that allow for immediate receipt by the intended recipient (Khairuna, 2024).

The internet's evolution has permeated various aspects of life, ranging from office environments and education to information hubs. In this era of digital technology and social media, business models have undergone significant changes; economic activities once conducted face-to-face—such as shopping in physical markets—have shifted to online systems via e-commerce platforms. Online business offers vastly expanded market opportunities, enabling enterprises to reach consumers at both local and international levels. This shift has also altered consumer transaction habits; whereas buyers previously had to meet sellers in person, transactions can now be easily executed online through various e-commerce platforms and social media channels (Arrasyid et al., 2025).

This phenomenon is reflected in the policies of the Indonesian government—specifically through the Ministry of Communication and Informatics—which promotes the digitization of transactions to enhance consumer digital literacy and minimize risks associated with online activities. A notable trend in the current digital landscape is the rise of social media platforms as marketing channels, with TikTok emerging as a prominent player through its specific feature, TikTok Shop (Ministry of Communication and Informatics of the Republic of Indonesia, 2023).

A key innovation enhancing TikTok's relevance in the business world is the TikTok Shop feature, which enables users to shop directly within the app. TikTok Shop integrates with a user-friendly e-commerce system, allowing sellers to showcase products in videos or live sessions so that buyers can make purchases with just a few clicks. This creates a new ecosystem where entertainment and business intersect, enabling brands to reach a broader and more engaged audience. In this context, digital marketing strategies such as celebrity endorsements and content marketing have become crucial. Celebrity endorsements involve using famous celebrities or influencers to promote products, thereby building consumer trust and emotional appeal. Meanwhile, content marketing focuses on creating engaging and informative content—such as tutorials, product reviews, or inspiring stories—to capture attention and drive interaction (Nindy Selvya Dewi & Helda Melinda, 2024).

One skincare brand currently capturing consumer attention on TikTok is Glad2Glow. Glad2Glow is distributed by PT Suntone Wisdom Indonesia, a company that also imports the products from Guangzhou DAAI Cosmetics Manufacture Co., Ltd. in China. In addition to its role as a distributor, PT Suntone Wisdom Indonesia manufactures various facial care products—such as sunscreen, moisturizer, and clay masks—all of which have received official approval from the National Agency of Drug and Food Control (BPOM). The

brand employs a digital marketing approach involving celebrity collaborations and promotional offers via content marketing, effectively attracting the attention of a large consumer base (Salsa et al., 2025).

RESEARCH METHOD

This study employs a quantitative approach to determine the magnitude of the influence of independent variables on the dependent variable. Quantitative research is an approach rooted in the philosophy of positivism, emphasizing the objective measurement of the phenomena under study. The research focuses on Generation Z in Pancurbatu District. A non-probability sampling technique—specifically purposive sampling—was used, with the following criteria: individuals aged 15–29 (Generation Z), residing in Pancurbatu District, and having previously purchased Glad2Glow products via TikTok Shop. The sample size was determined using Hair’s formula (Hair, 2018)—multiplying the number of indicators by 5 to 10; based on 17 indicators, the final sample size was 170 respondents. Data were collected through an online questionnaire distributed via Google Forms. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the aid of SmartPLS software.

RESULT AND DISCUSSION

Analysis Results

The analysis in this study employs the Structural Equation Modeling (SEM) method using the SmartPLS application. The research was conducted in several stages: evaluation of the measurement model (outer model), evaluation of the structural model (inner model), and hypothesis testing.

Outer Model Evaluation

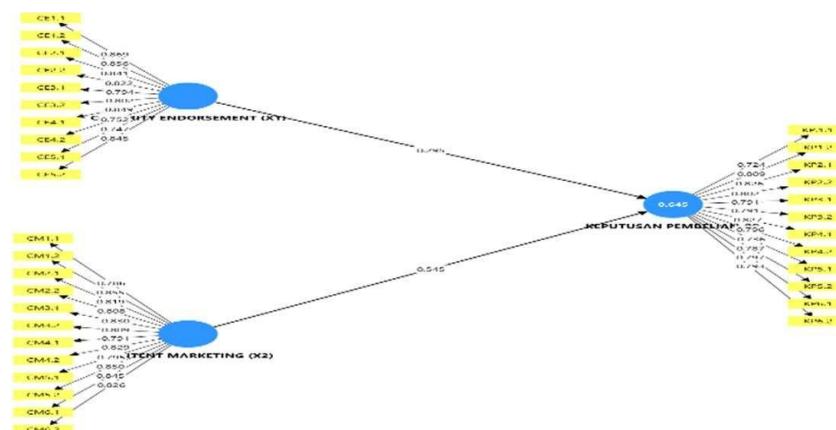


Figure 1.

PLS Algorithm Output Source: Data Processed by the Researcher (2026)

Convergent validity

Convergent validity is assessed based on loading factor values greater than 0.70 and an Average Variance Extracted (AVE) value greater than 0.50.

Table 1.
Outer Loading Results Table

	(X1)	(X2)	(Y)
CE1.1	0.869		
CE1.2	0.856		
CE2.1	0.841		
CE2.2	0.822		
CE3.1	0.794		
CE3.2	0.802		
CE4.1	0.849		
CE4.2	0.752		
CE5.1	0.747		
CE5.2	0.845		
CM1.1		0.786	
CM1.2		0.855	
CM2.1		0.819	
CM2.2		0.808	
CM3.1		0.830	
CM3.2		0.809	
CM4.1		0.791	
CM4.2		0.829	
CM5.1		0.795	
CM5.2		0.850	
CM6.1		0.845	
CM6.2		0.826	
KP.1.1			0.724
KP1.2			0.809
KP2.1			0.826
KP2.2			0.802
KP3.1			0.791
KP3.2			0.791
KP4.1			0.827
KP4.2			0.796
KP5.1			0.736
KP5.2			0.787
KP6.1			0.797
KP6.2			0.793

Source: Data processed by the researcher (2026)

Thus, it can be concluded that all indicators used in this study are valid. This indicates that each indicator effectively measures the construct it represents. Convergent validity was also assessed based on the Average Variance Extracted (AVE) values for the constructs. To be considered acceptable and valid, the AVE value must exceed 0.50. The results of the convergent validity test based on AVE values are presented below.

Table 2.
AVE Test Results

	<i>Average Variance Extracted (AVE)</i>
Celebrity Endorsement(X1)	0,670
Content Marketing (X2)	0,673
Purchase Decision (Y)	0,625

Source: Data processed by the researcher (2026)

Based on Table 2, the results of the Average Variance Extracted (AVE) test show AVE values of 0.670 for the Celebrity Endorsement variable, 0.673 for Content Marketing, and 0.625 for Purchase Decision. All AVE values exceed the minimum threshold of 0.50; therefore, it can be stated that each construct meets the criteria for convergent validity.

Discriminant Validity

The discriminant validity test aims to ensure that each construct in the research model is truly distinct and does not measure the same concept. Testing was conducted using the Fornell-Larcker Criterion, where the square root of the AVE for each construct must be higher than its correlation with other constructs to satisfy discriminant validity requirements.

Table 3.
Fornell-Larcker Test Results

	(X1)	(X2)	(Y)
Celebrity Endorsement(X1)	0.819		
Content Marketing (X2)	0.814	0.821	
Purchase Decision (Y)	0.738	0.785	0.790

Source: Data processed by the researcher (2026)

Based on the discriminant validity test results using the Fornell-Larcker criterion, the square root of the AVE for each construct is greater than its

correlation with other constructs. Thus, all constructs in this study meet the discriminant validity requirements based on the Fornell-Larcker criterion.

Composite Reliability

Reliability testing is conducted to determine the level of consistency of indicators in measuring research variables. In this study, a construct is considered reliable if it has a Composite Reliability value above 0.70.

Table 4. Reliability Test Results

	Cronbach's Alpha	Composite Reliability
CelebrityEndorsement(X1)	0,945	0,953
Content Marketing (X2)	0,956	0,961
Purchase Decision (Y)	0,945	0,952

Source: Data processed by the researcher (2026)

Based on the reliability test results in Table 4, it is evident that all variables in this study exhibit an excellent level of reliability.

Inner Model Evaluation

1. Assessing Collinearity Issues (VIF)

The collinearity test aims to ensure that there is no excessive correlation between the independent variables – Celebrity Endorsement (X1) and Content Marketing (X2) – and the

Purchase Decision (Y) variable. This testing is conducted by examining the Variance Inflation Factor (VIF) values obtained through data processing in SmartPLS. A model is considered free from multicollinearity issues if the VIF value is below 5; this indicates that the path coefficient estimation results are reliable and free from bias caused by overlap between independent variables.

Table 5.

VIF Value Results

	VIF
<i>Celebrity Endorsement (X1) -> Purchase Decision (Y)</i>	2.961
<i>Content Marketing (X2) -> Purchase Decision (Y)</i>	2.961

Source: Data processed by the researcher (2026)

Based on these results, it can be seen that the VIF values for both variables are well below 5; therefore, it can be concluded that this research model is free from the issue of multicollinearity.

2. Coefficient of Determination (R²)

The coefficient of determination (R²) test is conducted to determine the extent to which the independent variables – namely Celebrity Endorsement and Content Marketing – explain the dependent variable, Purchase Decision. The higher the R² value obtained, the greater the ability of the independent variables

to explain the variation in the dependent variable. The results of the coefficient of determination (R^2) test in this study are presented in the following table.

Table 6.
Coefficient of Determination Values

	R-square	R-square adjusted
Purchase Decision (Y)	0.645	0.641

Source: Data processed by the researcher (2026)

Based on the coefficient of determination (R^2) test results in Table 6, the R-square value for the Purchase Decision variable (Y) is 0.645, and the adjusted R-square value is 0.641. An R-square value of 0.645 indicates that the Celebrity Endorsement and Content Marketing variables explain 64.5% of the variation in the Purchase Decision variable, while the remaining 35.5% is explained by factors outside the research model.

3. Effect size test (f^2)

This test is conducted to determine the magnitude of the influence of each independent variable on the dependent variable within the research model. The f^2 value indicates the extent of an exogenous variable's contribution to explaining the endogenous variable. An f^2 value of 0.02 indicates a small effect, 0.15 indicates a medium effect, and 0.35 indicates a large effect. The results of the effect size (f^2) test in this study are presented in the following table.

Table 7. f^2 Values

Variabel	F - Square
Celebrity Endorsement (X1)	0,083
Content Marketing (X2)	0,283

Source: Data processed by the researcher (2026)

Based on the F-square (f^2) test results in the table above, the Celebrity Endorsement variable (X1) has an f^2 value of 0.083. This value falls within the 0.02 to 0.15 range, categorizing it as having a small effect on Purchase Decision (Y). Meanwhile, the Content Marketing variable (X2) obtained an f^2 value of 0.283; falling within the 0.15 to 0.35 range, it is categorized as having a medium effect on Purchase Decision (Y). These results indicate that Content Marketing makes a greater contribution than Celebrity Endorsement in influencing Purchase Decisions. Thus, it can be concluded that in this research model, Content Marketing exerts a stronger influence on Purchase Decision than Celebrity Endorsement.

4. Predictive Relevance (Q^2)

The predictive relevance (Q^2) test is conducted to assess the research model's predictive capability regarding endogenous variables. The Q^2 value

indicates how well the model predicts the observed data. A model possesses predictive relevance if the Q^2 value is greater than 0 ($Q^2 > 0$), whereas a Q^2 value of 0 or less indicates that the model lacks good predictive capability. Therefore, the higher the Q^2 value obtained, the better the model's ability to predict the endogenous variable under study. The results of the predictive relevance (Q^2) test in this study are presented in the following table.

Table 8.
Predictive Relevance (Q^2) Values

	Q^2predict
Purchase Decision (Y)	0.632

Source: Data processed by the researcher (2026)

Based on the predictive relevance (Q^2) test results in the table above, the Q^2 predict value for the Purchase Decision (Y) variable is 0.632. Thus, it can be concluded that the structural model used in this study possesses good predictive capability and is suitable for explaining the relationships between the variables under study.

5. Hypothesis Testing

Subsequently, to determine whether the influence exerted by each variable is significant, a bootstrapping test was conducted by examining the t-statistic and p-value. The results of the bootstrapping test are presented in the following table.

Table 9.
Bootstrapping Path Coefficient Values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Celebrity Endorsement (X1) -> Purchase Decision (Y)	0.295	0.295	0.093	3.178	0.001
Content Marketing (X2) -> Purchase Decision (Y)	0.545	0.546	0.089	6.110	0.000

Source: Data processed by the researcher (2026)

Based on the bootstrapping test results, the Celebrity Endorsement variable shows a path coefficient (original sample) of 0.295, with a t-statistic of 3.178 and a p-value of 0.001. Furthermore, a t-statistic greater than 1.96 and a p-

value less than 0.05 indicate that Celebrity Endorsement has a positive and significant influence on Purchase Decisions. Meanwhile, the Content Marketing variable shows a path coefficient of 0.545, with a t-statistic of 6.110 and a p-value of 0.000. These values indicate that Content Marketing has a positive and significant influence on Purchase Decisions.

The Influence of Celebrity Endorsement on Purchase Decisions

The test results in this study indicate that the Celebrity Endorsement variable has a positive and significant influence on Purchase Decisions for Glad2Glow products on TikTok Shop among Generation Z in Pancur Batu District. This finding is evidenced by a path coefficient of 0.295, indicating a positive relationship between the two variables. Additionally, the t-statistic of 3.178 exceeds 1.96, and the p-value of 0.001 is below the 0.05 significance level. Thus, the hypothesis that Celebrity Endorsement has a positive and significant influence on Purchase Decisions is supported. These results indicate that the more effective the celebrity endorsement strategy implemented by Glad2Glow, the higher the likelihood that Generation Z in Pancur Batu District will purchase the product via TikTok Shop. The presence of celebrities or public figures in product promotions is proven to enhance consumer attention, trust, and interest in the marketed product, and can serve as a trusted source of information for consumers during the purchase decision-making process. This study aligns with research by Khan (2024), which states that the effectiveness of celebrity endorsement is not determined solely by a celebrity's level of popularity but is also influenced by credibility, attractiveness, and the alignment between the celebrity's characteristics and the brand image being promoted. Such a strategy can enhance consumer trust in the product and stimulate purchase interest.

The Influence of Content Marketing on Purchase Decisions

The test results in this study indicate that content marketing has a positive and significant influence on the purchase decisions of Generation Z in Pancur Batu District regarding Glad2Glow products on TikTok Shop. This is evidenced by a path coefficient of 0.545, indicating a positive relationship between content marketing and purchase decisions. Furthermore, the t-statistic value of 6.110 exceeds 1.96, and the p-value of 0.000 is less than 0.05. Thus, content marketing exerts a positive and significant influence on purchase decisions. These findings align with the study by Atika et al. (2024), which states that content marketing enables companies to build closer relationships with consumers by delivering information that is educational, relevant, and aligned with the target market's needs. In the context of digital marketing, high-quality content can enhance consumer trust, strengthen brand image, and drive purchase decisions.

CONCLUSION

Based on the research findings, it can be concluded that Celebrity Endorsement and Content Marketing each have a positive and significant influence on the purchasing decisions for Glad2Glow products on TikTok Shop among Generation Z in Pancur Batu District (Celebrity Endorsement: path coefficient 0.295, t-statistic 3.178, p-value 0.001; Content Marketing: path coefficient 0.545, t-statistic 6.110, p-value 0.000). Content Marketing proved to be the more dominant variable compared to Celebrity Endorsement, both in terms of path coefficient magnitude and effect size (f^2 of 0.283 versus 0.083; furthermore, Celebrity Endorsement was classified as having a small effect, whereas Content Marketing was classified as having a medium effect). Collectively, these two variables explain 64.5% of the variation in purchasing decisions (R-Square 0.645), while the remaining 35.5% is influenced by factors outside the model, such as price, product quality, e-WOM, brand image, or sales promotions. These findings indicate that Generation Z in Pancur Batu District prioritizes the quality and relevance of marketing content over merely relying on celebrity figures when making purchasing decisions; therefore, Glad2Glow is advised to prioritize the development of its content marketing strategy without disregarding the role of celebrity endorsement as a supporting element to enhance promotional appeal. Glad2Glow is encouraged to consider using celebrities who share a closer personal connection with Generation Z, as such figures are perceived as more authentic and better able to build consumer trust. Additionally, Glad2Glow is advised to increase the production of content featuring product usage tutorials, skincare "before-and-after" results, and real user testimonials, all of which can more effectively boost the confidence of potential consumers.

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