

The Influence Of Content Marketing, Social Media Interaction, And Consumer Trust On Purchase Decisions On Tokopedia (A Case Study Of University Students In Banda Aceh)

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ABSTRACT

This study aims to analyze the effect of Content Marketing, Social Media Interaction, and Consumer Trust on Purchase Decisions on the Tokopedia platform, with a case study of students in Banda Aceh City. This research uses a quantitative approach with a survey method involving 96 respondents selected through purposive sampling, and the data were analyzed using multiple linear regression. The results show that partially and simultaneously, Content Marketing, Social Media Interaction, and Consumer Trust have a positive and significant effect on Purchase Decisions, with Consumer Trust being the most dominant variable. This indicates that the better the quality of the content presented, the higher the level of social media interaction, and the stronger the consumer trust, the higher the purchase decisions on the e-commerce platform. Therefore, improving the quality of content marketing, increasing active interaction, and strengthening consumer trust are important factors in encouraging higher purchase decisions..

Keywords: Content Marketing, Social Media Interaction, Consumer Trust, Purchase Decision.

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1. Introduction

The development of digital technology and the internet has brought significant changes to consumer consumption patterns, shifting from conventional transactions toward the digital economy, in which transactions, communication, and marketing activities are increasingly conducted online. This transformation has resulted in consumer purchase decisions being influenced not only by price and product quality but also by digital information, social media interactions, and the level of trust in the platform being used. According to a report by We Are Social and Kepios (2025), the number of internet users in Indonesia reached 224 million, or approximately 80% of the total population, while social media users accounted for 74.6%. The high level of internet penetration has also contributed to the growth of electronic commerce (e-commerce). Indonesia has even become the largest e-commerce market

in Southeast Asia, with a transaction value of USD 62 billion in 2024, which is projected to exceed IDR 1,000 trillion in 2025 (Google, Temasek, & Bain & Company, 2024). This condition demonstrates that marketplaces have become an important part of consumer activities in Indonesia.

One of the marketplaces with the largest number of users in Indonesia is Tokopedia. The platform not only provides buying and selling facilities but also offers various digital marketing features, such as Tokopedia Play, live shopping, customer reviews, product rating systems, algorithm-based product recommendations, and social media integration. These features can influence consumer behavior throughout the information search process and purchase decision-making. According to Apriani and Bhaihaki (2024), content marketing is a marketing strategy that aims to create and distribute valuable, rele-

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vant, and engaging content in order to establish long-term relationships with consumers. In the marketplace context, informative and interactive promotional content is expected to increase consumer interest and encourage purchase decisions.

University students are a digital native group that is highly familiar with the internet and social media. Before making a purchase through Tokopedia, students generally search for information through social media, compare prices, read consumer reviews, pay attention to other users' comments, and view promotional content created by sellers and influencers. Therefore, students' purchase decisions are no longer purely spontaneous but are influenced by various sources of digital information that they obtain.

However, the high intensity of digital media use is not always followed by straightforward purchase decisions. The large amount of promotional content circulating on social media and marketplaces may create information overload, a condition in which consumers receive excessive amounts of information and consequently experience difficulty in making choices. In addition, not all content has a high level of credibility, as excessive promotional claims, unauthentic reviews, and product information that does not fully correspond to actual conditions may still be encountered. This condition creates a need for a high level of consumer trust before consumers decide to make a purchase.

Consumer trust is an important factor in marketplace transactions because consumers cannot directly inspect the products they intend to purchase. Purchase decisions depend heavily on perceptions of transaction security, seller reputation, the quality of product information, and the credibility of consumer reviews. Gefen et al. (2020) explained that trust has a significant influence on purchase decisions in digital environments. Meanwhile, Putri and Widodo (2022) stated that many consumers remain hesitant to conduct online transactions due to the risks of product discrepancies, delivery delays, and potential fraud.

University students were selected as the research object because they are an active group of marketplace users who utilize these platforms to fulfill various needs, ranging from academic supplies, clothing, and beauty products to electronic devices. Based on the Indonesia Millennial Report (2023), more than 85% of Indonesian university students make online purchases at least once a month. Meanwhile, Banda Aceh is one of the educational centers in Aceh Province, with students from various regions and a relatively high level of internet penetration (APJII, 2022). The strong social, cultural, and religious characteristics of Acehnese society may result in different considerations in students' digital consumption behavior compared with students in metropolitan cities.

Furthermore, several problems remain evident in online shopping activities among students in Banda Aceh, including doubts regarding the authenticity of product reviews, discrepancies between products and their descriptions, delivery

delays due to geographical factors, and increasing cases of online transaction fraud in Aceh, as reported by the Indonesian National Police (2022). These conditions indicate that students' purchase decisions in Banda Aceh are influenced not only by economic factors but also by their level of trust in the marketplace and the digital information they receive.

Based on a preliminary survey conducted among 20 university students who use Tokopedia in Banda Aceh in November 2025, most respondents reported that they actively use social media every day and frequently encounter various Tokopedia promotional contents, such as discounts, flash sales, live shopping, and product recommendations. Such content was able to attract their attention and increase their interest in viewing and comparing products. However, some respondents also indicated that overly frequent promotions could cause boredom and were considered insufficient in providing complete product information, meaning that they did not necessarily encourage purchases.

In addition to being influenced by promotional content, students also demonstrated increasingly selective behavior when making purchase decisions. Most respondents stated that they consistently compared reviews, ratings, consumer comments, and the reputation of several sellers before making a choice. Nevertheless, doubts regarding the authenticity of some reviews and distrust toward certain sellers remained, particularly concerning the conformity of products with their descriptions, the quality of products received, and delivery timeliness. This condition indicates that the high intensity of social media and marketplace use has not been fully accompanied by increased consumer trust in conducting online transactions.

This phenomenon indicates that students' purchase decisions on Tokopedia are the result of the interaction of several factors. Engaging content marketing can increase students' attention and interest in a product, while social media interactions through reviews, comments, and other users' experiences can serve as sources of information before a purchase is made. Meanwhile, consumer trust plays a role in reducing the perceived risk of online transactions, thereby increasing consumers' confidence in making purchases.

Previous studies have demonstrated relationships between these variables and purchase decisions. Salsabila and Ajibullo (2024) found that content marketing had a positive and significant effect on purchase decisions among TikTok Shop users. Hilmi Andriyani and Mulyadi (2025) also found that online marketing strategies had a positive effect on students' purchase decisions. Furthermore, Rahmawati and Prasetyo (2022) found that consumer trust and social media interaction had positive and significant effects on purchase decisions on e-commerce platforms.

Nevertheless, the findings of previous studies have not been entirely consistent. Samudra (2024) emphasized that social media interaction plays a role in building engagement and consumer loyalty but did not directly examine purchase

decisions as the dependent variable. Meanwhile, Andhini (2023) found that consumer trust had a greater influence on consumer satisfaction than on purchase decisions. These differences in findings indicate that the effectiveness of content marketing and social media interaction in encouraging purchase decisions may be influenced by the level of consumer trust.

In addition to differences in research findings, most previous studies have been conducted on TikTok Shop or e-commerce platforms in general and have been located in major cities such as Jakarta and Bandung. Research specifically examining the influence of content marketing, social media interaction, and consumer trust on the purchase decisions of university students using Tokopedia in Banda Aceh remains limited. Therefore, a research gap exists that requires further investigation into how content marketing, social media interaction, and consumer trust jointly influence the purchase decisions of university students using Tokopedia in Banda Aceh.

Based on the above discussion, this study aims to analyze the influence of content marketing, social media interaction, and consumer trust on the purchase decisions of university students using Tokopedia in Banda Aceh, both partially and simultaneously. This study is expected to contribute to the development of digital marketing knowledge, particularly regarding consumer behavior in marketplaces, and to provide practical input for Tokopedia and business actors in developing digital marketing strategies that can strengthen consumer trust and encourage purchase decisions.

2. Literature Review

2.1 Purchase Decision

According to Kotler and Keller (2016), a purchase decision refers to the consumer's decision regarding the brand to be purchased after going through several stages, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Purchase decisions represent the final stage of the consumer decision-making process after evaluating various aspects, such as product brand, purchasing channel, purchase quantity, purchase timing, and payment method. Marpaung et al. (2024) explain that purchase decisions are one manifestation of consumer behavior in using or consuming products, in which consumers analyze various information before determining their purchase decisions. Furthermore, Kotler et al. (2021) state that purchase decisions are influenced not only by rational factors but also by emotional and social aspects. Therefore, purchase decisions can be understood as the final decision made by consumers to purchase a product after recognizing their needs, searching for information, evaluating alternatives, and selecting the product considered most appropriate.

In this study, purchase decisions are measured using indicators adopted from Fatya et al. (2024), namely product choice, brand choice, choice of seller or distribution channel, purchase timing, purchase quantity, and payment method.

These indicators were selected because they are considered relevant to measuring purchase decisions in the digital marketplace environment.

2.2 Content Marketing

According to the Content Marketing Institute (2023), content marketing is a marketing strategy that focuses on creating and distributing valuable, relevant, and consistent content to attract, retain, and encourage profitable consumer actions. Content marketing involves the creation, publication, and distribution of relevant and engaging content to attract target audiences, build relationships with potential consumers, increase brand awareness, and influence consumer behavior. Pebriany (2020) emphasizes that content marketing plays an important role in attracting visitors through relevant and engaging content, which can generate initial interest and potentially convert visitors into active customers.

Apriani and Bhaihaki (2024) explain that content marketing aims to retain and influence consumer behavior by providing valuable, relevant, and consistent information. Unlike conventional promotional activities that focus directly on sales, content marketing emphasizes useful, educational, and entertaining information to establish long-term relationships with consumers. Karimah, Rinonce, and Syahrani (2025) further explain that content marketing strategies on social media aim to increase consumer interaction and engagement, thereby strengthening relationships and potentially increasing consumer loyalty. Thus, content marketing is not merely the production of promotional content but a strategic approach to creating value for consumers, which can ultimately increase trust and purchase decisions.

The indicators of content marketing used in this study are adopted from Chen et al. (2021) in Christanti and Kembau (2024), consisting of functional information, entertainment information, social and brand interaction, and self-concept. These indicators were selected because they are considered relevant to the context of the research.

2.3 Social Media Interaction

Social media interaction refers to a two-way communication process that occurs among users or between companies and consumers through digital platforms. Such interaction can take the form of comments, likes, information sharing, feedback, and responsiveness to consumer questions or complaints. Samudra (2024) explains that social media facilitates communication, collaboration, and rapid information exchange, thereby enabling closer relationships between companies and consumers. Yusuf et al. (2023) further state that social media not only functions as a medium for disseminating information but also facilitates reciprocal communication that encourages user engagement.

Based on Engagement Theory, active user participation through commenting, liking content, sharing information, and engaging in discussions can strengthen relationships between consumers and brands. Meanwhile, Social Interaction Theory explains that continuous social interaction can shape consumer trust, influence perceptions, and

encourage the purchase decision-making process. Therefore, social media interaction is an important factor that can influence consumer purchase decisions on marketplace platforms.

The indicators of social media interaction adopted in this study are based on Mishra (2019) in Samudra et al. (2024), namely the ease of sharing information with other parties, the ability to exchange opinions among users, and the ease of expressing opinions through social media. These indicators were selected because they are considered appropriate for the e-commerce context and relevant to measuring the influence of social media interaction on consumer purchase decisions.

2.4 Consumer Trust

Consumer trust refers to the consumer's belief that a seller or marketplace platform is capable of providing secure transactions, honest information, and products that meet expectations. In a marketplace context, trust is particularly important because consumers cannot directly see or inspect products before making a purchase. Sobandi and Somantri (2020) define consumer trust as the belief that a seller possesses integrity and competence and is capable of fulfilling its obligations according to consumer expectations. Meanwhile, Novendra (2024) explains that consumer trust is formed through experiences related to product quality, seller reputation, and the seller's ability to meet consumer needs.

Marpaung (2024) states that consumer trust is related to beliefs regarding the attributes and benefits attached to a product. Such beliefs can shape consumer attitudes, including purchase decisions and interest in a product. In marketplace platforms such as Tokopedia, consumer trust is directed not only toward sellers but also toward the platform itself. Trust is reflected in consumers' perceptions of payment security, seller credibility, product conformity with descriptions, delivery reliability, and the platform's ability to protect consumers when transaction problems occur. The higher the level of consumer trust in sellers and the platform, the greater the tendency of consumers to make purchase decisions.

The indicators of consumer trust used in this study are based on Nurmanah and Nugroho (2021), consisting of ability, benevolence, and integrity. These indicators were selected because they are considered relevant to research conducted in the context of digital commerce platforms.

2.5 Theoretical Framework and Hypothesis Development

1. Theoretical Framework

The theoretical framework provides an overview of the relationships among the variables used in the study. This study employs three independent variables, namely content marketing (X1), social media interaction (X2), and consumer trust (X3), as well as one dependent variable, namely purchase decision (Y).

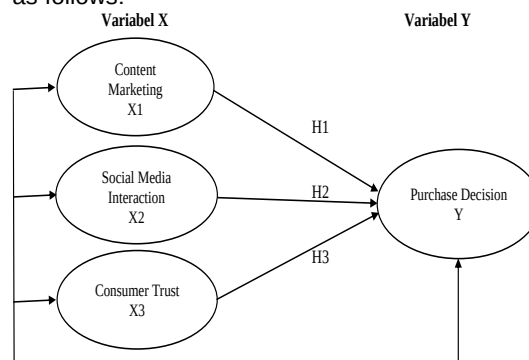
Content marketing (X1) is related to purchase decision (Y) because attractive, informative, and relevant content can increase consumers' attention to products. Through the delivery of valuable

information, consumers can gain a better understanding of products, which may encourage their purchase decisions.

Social media interaction (X2) is related to purchase decision (Y) because two-way communication activities through comments, reviews, likes, and feedback can increase customer engagement. Such interactions help consumers obtain additional information and form perceptions of products before making a purchase.

Consumer trust (X3) is related to purchase decision (Y) because transactions through marketplaces involve higher risks compared with direct transactions. Trust in transaction security, seller credibility, product quality, and platform reliability can reduce perceived risk and thereby increase consumers' confidence in making a purchase.

Based on the relationships among these variables, the research framework can be formulated as follows:



Picture 1. Theoretical Framework

Based on the figure presented above, it can be concluded that this study uses content marketing as the independent variable X1, social media interaction as the independent variable X2, consumer trust as the independent variable X3, and purchase decision as the dependent variable Y.

2. Research Hypotheses

A hypothesis is a preliminary assumption or tentative prediction regarding the formulation of a research problem. It is considered tentative because the explanation provided is still theoretical and has not yet been supported by empirical evidence obtained through data collection.

H1: Content marketing has a positive and significant effect on purchase decisions on Tokopedia among university students in Banda Aceh.

H2: Social media interaction has a positive and significant effect on purchase decisions on Tokopedia among university students in Banda Aceh.

H3: Consumer trust has a positive and significant effect on purchase decisions on Tokopedia among university students in Banda Aceh.

H4: Content marketing, social media interaction, and consumer trust simultaneously have a positive and significant effect on purchase decisions on Tokopedia among university students in Banda Aceh.

3. Method

3.1 Research Design

This study employed an associative quantitative research approach using an explanatory research design. Explanatory research aims to explain causal relationships among research variables through hypothesis testing. This study examines the effect of content marketing (X1), social media interaction (X2), and consumer trust (X3) on purchase decisions (Y) among university students using Tokopedia in Banda Aceh. According to Sugiyono (2022), quantitative research is based on the positivist paradigm and is used to examine a selected population or sample through statistical analysis to test predetermined hypotheses.

The research was conducted in Banda Aceh, with the research object consisting of content marketing, social media interaction, consumer trust, and purchase decisions. The unit of analysis was university students studying in Banda Aceh who had used the Tokopedia marketplace platform.

3.2 Research Location and Time

This research was conducted in Banda Aceh, Aceh Province, Indonesia. The research location was selected because Banda Aceh is an educational center with university students from various regions who actively use digital platforms and online marketplaces, including Tokopedia. Therefore, Banda Aceh was considered relevant as the research setting for examining the influence of content marketing, social media interaction, and consumer trust on purchase decisions among university students using Tokopedia.

The research was conducted from October 2025 to August 2026. The research activities included the preparation of the research proposal, literature review, research instrument development, proposal seminar, questionnaire distribution, data collection, data analysis, preparation of the research report, and final examination.

3.3 Population and Sample

The population in this study consisted of active university students in Banda Aceh who use the Tokopedia marketplace. The population was classified as an unknown population because the exact number of university students who use Tokopedia in Banda Aceh was not available.

The sample was determined using the Rao Purba formula with a 95% confidence level ($Z = 1.96$) and a maximum margin of error of 10%. Based on the calculation, the required sample size was 96.04 respondents, which was rounded to 96 respondents. The sampling technique used was non-probability sampling with purposive sampling. This technique was selected because the study required respondents who met specific criteria relevant to the research objectives.

The criteria for selecting respondents were: (1) active university students studying at higher education institutions in Banda Aceh; (2) having made purchases on Tokopedia at least twice; (3) actively using social media platforms such as Instagram, TikTok, Facebook, or X; and (4) willing to participate by completing the research questionnaire.

3.4 Research Instrument

The research instrument used in this study was a structured questionnaire developed based

on the indicators of each research variable. The questionnaire was designed to obtain primary data from university students who use Tokopedia in Banda Aceh. The instrument consisted of statements related to content marketing (X1), social media interaction (X2), consumer trust (X3), and purchase decision (Y).

The questionnaire employed a Likert scale to measure respondents' responses to each statement. The scale was used to assess respondents' perceptions and opinions regarding the variables examined in the study. Each statement was assigned a numerical score according to the respondent's level of agreement.

The content marketing variable (X1) was measured through four indicators, namely functional information, entertainment information, social and brand interaction, and self-concept. The social media interaction variable (X2) was measured through the ease of sharing information with other parties, the ability to exchange opinions among users, and the ease of expressing opinions through social media. The consumer trust variable (X3) was measured through ability, benevolence, and integrity.

The purchase decision variable (Y) was measured based on the indicators specified in the research instrument. All indicators were translated into questionnaire statements that were relevant to the context of Tokopedia and the purchasing behavior of university students.

Before being used for data analysis, the questionnaire was tested to determine the quality of the research instrument. The instrument testing consisted of validity and reliability tests. The validity test was conducted to determine whether each questionnaire item was capable of measuring the intended construct, while the reliability test was conducted to determine the consistency of the instrument in measuring the research variables. The results of these tests were then used to determine whether the questionnaire was appropriate for further statistical analysis.

3.5 Data Analysis Technique

1. Validity Test

According to Sanaky (2021), a validity test is a procedure used to assess the extent to which a measurement instrument is capable of measuring what it is intended to measure in accordance with the purpose of the measurement. Validity refers to the extent to which a measurement instrument accurately measures the construct or variable that it is supposed to measure. In assessing validity, particular attention is given to the appropriateness of the instrument's content and its usefulness.

A validity test is a process used to determine how accurately a measurement instrument measures the intended construct. The purpose of this test is to ensure that the instrument used, such as a questionnaire, is actually capable of measuring the variables under investigation. The validity test also aims to determine whether each question or statement used in the research is valid and appropriate for measuring the intended variable.

The criteria for the validity test are as follows:

1. If $r\text{-count} > r\text{-table}$, the research instrument is considered valid.

2. If $r\text{-count} < r\text{-table}$, the research instrument is considered invalid.

2. Reliability Test

According to Prambudi and Imantoro (2021), reliability is an indicator that shows the extent to which a measurement instrument provides consistent and trustworthy results over time. The concept of reliability refers to the extent to which the results of a measurement remain consistent, reliable, and free from measurement error. The reliability test aims to assess whether the data generated by the research instrument can be relied upon and whether the instrument demonstrates adequate consistency.

A research instrument is considered reliable if it has a Cronbach's Alpha value ≥ 0.70 , as this indicates a good level of internal consistency (Sugiyono, 2022).

The criteria for the reliability test are as follows:

1. If the Cronbach's Alpha value $>$ the significance level, the research instrument is considered reliable.
2. If the Cronbach's Alpha value $<$ the significance level, the research instrument is considered unreliable.

3. Classical Assumption Test

Classical assumption tests are conducted to assess the feasibility of the regression model, with the aim of ensuring that the regression results obtained can be appropriately used and interpreted. In this study, the classical assumption tests consist of the following:

Normality Test

The normality test is an important initial statistical procedure used to determine whether the data for each research variable, namely Content Marketing, Social Media Interaction, Consumer Trust, and Purchase Decision, are normally distributed. Normality is an important requirement, particularly when the subsequent data analysis uses parametric statistical methods, such as Multiple Linear Regression, which assumes that the data follow a normal distribution.

Based on the Kolmogorov–Smirnov test, the decision criteria for determining normality are as follows:

1. If the significance value (Sig.) > 0.05 , the data are considered normally distributed.
2. If the significance value (Sig.) < 0.05 , the data are considered not normally distributed.

Multicollinearity Test

The multicollinearity test is conducted to determine whether the independent variables in the multiple linear regression model have a very strong or perfect relationship with one another. The presence of multicollinearity can be detected by examining the Tolerance and Variance Inflation Factor (VIF) values using SPSS software.

Tolerance indicates the proportion of variability in an independent variable that is not explained by the other independent variables in the regression model. In general, if the Tolerance value > 0.10 or the VIF value < 10 , it can be concluded that there is no multicollinearity in the regression model (Siswanto & Aryanto, 2024).

Heteroscedasticity Test

According to Syafrida (2021), the heteroscedasticity test aims to identify whether there is an inequality of residual variances from one observation to another. In this study, the heteroscedasticity test was conducted using the Spearman correlation test, which aims to detect the presence of heteroscedasticity problems in the regression model.

The decision-making criteria are based on the probability value, with the following conditions:

1. If the significance value or probability > 0.05 , the hypothesis is accepted, indicating that there is no heteroscedasticity problem in the data.
2. If the significance value or probability ≤ 0.05 , the hypothesis is rejected, indicating that there is a heteroscedasticity problem in the data.

Autocorrelation Test

According to Syafrida (2021), the autocorrelation test is used to identify whether there is an inappropriate correlation between the residuals of one observation and those of another observation in a regression model. This test is generally used for time-series data; therefore, ordinal or interval data do not always require an autocorrelation test. The decision criteria are as follows:

1. If $DW < dL$ or $DW > 4 - dL$, there is autocorrelation.
2. If $dU < DW < 4 - dU$, there is no autocorrelation.
3. If $dL \leq DW < dU$ or $4 - dU \leq DW \leq 4 - dL$, the Durbin–Watson test is inconclusive.

4. Multiple Linear Regression Analysis

This study employed statistical analysis in the form of multiple linear regression analysis because it involves more than one independent variable (X), namely content marketing, social media interaction, and consumer trust, which are expected to influence one dependent variable (Y), namely purchase decision. The data were processed using SPSS (Statistical Package for the Social Sciences) statistical software.

In this study, the multiple linear regression equation is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y = Purchase Decision

X_1 = Content Marketing

X_2 = Social Media Interaction

X_3 = Consumer Trust

a = Constant

b_1 – b_3 = Regression coefficients of each independent variable

e = Standard Error

5. Correlation Coefficient

The correlation coefficient test (R) is used to measure the strength of the linear relationship between the independent variables under investigation and the dependent variable (Santoso, 2017, p. 240).

The correlation coefficient (R) ranges from -1.00 to $+1.00$. The closer the value of R is to 1.00 , the stronger the relationship between the independent variables and the dependent variable. A positive value indicates a positive relation-

ship, whereas a negative value indicates a negative relationship between the variables.

6. t-Test

The one-sample t-test is one of the statistical methods used to test hypotheses regarding a population mean by comparing the sample mean with a known population mean, in order to determine whether there is a significant difference between the two (Prasetyo and Sabilah, 2024).

The decision criteria for the t-test are as follows:

1. If the significance value > 0.05 (α) and t-count $<$ t-table, the variables of Content Marketing, Social Media Interaction, and Consumer Trust are considered to have no partial effect on the Purchase Decision variable.
2. If the significance value < 0.05 (α) and t-count $\geq$ t-table, the variables of Content Marketing, Social Media Interaction, and Consumer Trust are considered to have a partial effect on the Purchase Decision variable.

The hypotheses tested in this study are as follows:

Ho1: Content marketing has a positive and significant effect on purchase decisions on Tokopedia among university students in Banda Aceh.

Ha1: Content marketing does not have a positive and significant effect on purchase decisions on Tokopedia among university students in Banda Aceh.

Ho2: Social media interaction has a positive and significant effect on purchase decisions on Tokopedia among university students in Banda Aceh.

Ha2: Social media interaction does not have a positive and significant effect on purchase decisions on Tokopedia among university students in Banda Aceh.

Ho3: Consumer trust has a positive and significant effect on purchase decisions on Tokopedia among university students in Banda Aceh.

Ha3: Consumer trust does not have a positive and significant effect on purchase decisions on Tokopedia among university students in Banda Aceh.

7. F-Test (Simultaneous Test)

In this study, the F-test is used to determine and analyze whether the independent variables jointly or simultaneously have a significant effect on the dependent variable (Mardiatmoko, 2020).

The decision criteria for the F-test are as follows:

1. If the F-count $<$ F-table and Sig. > 0.05 , the independent variables do not simultaneously have a significant effect on the dependent variable.
2. If the F-count $\geq$ F-table and Sig. < 0.05 , the independent variables simultaneously have a significant effect on the dependent variable.

The hypothesis tested in this study is as follows:

Ho4: Content marketing, social media interaction, and consumer trust simultaneously have a positive and significant effect on purchase decisions on Tokopedia among university students in Banda Aceh.

Ha4: Content marketing, social media interaction, and consumer trust simultaneously do not

have a positive and significant effect on purchase decisions on Tokopedia among university students in Banda Aceh.

8. Coefficient of Determination (R^2)

According to Ghozali (2019), the coefficient of determination (R^2) is used to measure the extent to which the independent variables contribute to the dependent variable. A higher coefficient of determination (R^2), approaching one, indicates a greater ability of the independent variables (X) to explain the dependent variable (Y), where $0 < R^2 < 1$. Conversely, if R^2 is lower and approaches zero, it indicates that the independent variables have a relatively small influence on the dependent variable.

4. Results and Discussion

4.1 Respondent Characteristics

The characteristics of respondents in this study are presented based on gender, age, and income. These data are intended to provide a general overview of the profile of university students in Banda Aceh who use Tokopedia.

Table 1. Respondent Characteristics Based on Gender

No	Gender	Frequency	Percentage (%)
1	Male	54	56,3%
2	Female	42	43,7%
Total		96	100%

Based on Table 1, the respondents consisted of 54 male students (56.3%) and 42 female students (43.7%). Therefore, male respondents represented the larger proportion of the total 96 respondents in this study.

Table 2. Respondent Characteristics Based on Age

No	Respondent Age	Frequency	Percentage (%)
1	≤ 19 years	14	14,6%
2	20-23 years	40	41,7%
3	24-26 years	26	27,1%
4	≥ 27 years	16	16,6%
Total		96	100%

Based on Table X, the respondents were distributed across four age groups. The largest group consisted of respondents aged 20–23 years, with 40 respondents (41.7%). This was followed by respondents aged 24–26 years, totaling 26 respondents (27.1%), respondents aged ≥ 27 years, totaling 16 respondents (16.6%), and respondents aged ≤ 19 years, totaling 14 respondents (14.6%). Thus, respondents aged 20–23 years represented the largest proportion of the 96 respondents in this study.

Table 3. Respondent Characteristics Based on Income

No	Income	Frequency	Percentage (%)
1	≤ 1 million	30	31,3%
2	2–3 million	34	35,4%

3	4–5 million	20	20,8%
4	≥ 6 million	12	12,5%
Total		96	100%

Based on Table X, respondents were classified into four income groups. The largest group consisted of respondents with an income of IDR 2–3 million, totaling 34 respondents (35.4%). This was followed by respondents with an income of ≤ IDR 1 million, totaling 30 respondents (31.3%), respondents with an income of IDR 4–5 million, totaling 20 respondents (20.8%), and respondents with an income of ≥ IDR 6 million, totaling 12 respondents (12.5%). Thus, respondents with an income of IDR 2–3 million represented the largest proportion of the 96 respondents in this study.

4.2 Data Analysis Results

1. Validity Test

The validity test in this study was conducted using the Corrected Item-Total Correlation method by comparing the *r*-count value with the *r*-table value. The number of respondents in this study was 96, resulting in an *r*-table value of 0.198 at a 5% significance level. If the *r*-count > *r*-table (0.198), the questionnaire item is considered valid.

No	Research Variable	Questionnaire Statement Item	<i>r</i> -count	<i>r</i> -table (n=96)	Test Result
1	Purchase Decision (Y)	Product Choice	0.771	0.198	Valid
		Brand Choice	0.668	0.198	Valid
		Distribution Channel Choice	0.693	0.198	Valid
		Purchase Timing	0.772	0.198	Valid
		Purchase Quantity	0.772	0.198	Valid
		Payment Method	0.665	0.198	Valid
2	Content Marketing (X1)	Functional Information	0.737	0.198	Valid
		Entertainment Information	0.751	0.198	Valid
		Social and Brand Interaction	0.822	0.198	Valid
		Self-Concept	0.779	0.198	Valid
3	Social Media Interaction (X2)	Social media makes it easy for users to share information with others.	0.924	0.198	Valid
		Social media enables users to exchange opinions with one another.	0.890	0.198	Valid
		Users can easily express their opinions through social media.	0.771	0.198	Valid
4	Consumer Trust (X3)	Ability	0.927	0.198	Valid
		Benevolence	0.808	0.198	Valid
		Integrity	0.963	0.198	Valid

Picture 2. Validity Test

2. Reliability Test

The reliability test was conducted to determine the level of consistency of the research instrument when used under the same conditions. In this study, the reliability test was performed using the Cronbach's Alpha method. A research instrument is considered reliable if it has a Cronbach's Alpha value ≥ 0.60.

Table 4. Reliability Test

Research Variable	Cronbach's Alpha	Minimum Value	Description
Content Marketing (X ₁)	0.753	0,60	Reliable
Social Media Interaction (X ₂)	0.805	0,60	Reliable
Consumer Trust (X ₃)	0.851	0,60	Reliable

Purchase Decision (Y)	0.863	0,60	Reliable
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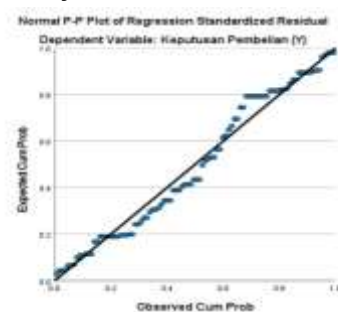
Based on Table 4.9, the reliability test results show that the Content Marketing (X₁) variable obtained a Cronbach's Alpha value of 0.753, the Social Media Interaction (X₂) variable obtained a value of 0.805, the Consumer Trust (X₃) variable obtained a value of 0.851, and the Purchase Decision (Y) variable obtained a value of 0.863.

All research variables have Cronbach's Alpha values greater than the minimum threshold of 0.60. Therefore, it can be concluded that all research instruments have good internal consistency. Accordingly, the questionnaire used in this study is considered reliable and suitable for use as a data collection instrument in examining the effect of Content Marketing, Social Media Interaction, and Consumer Trust on Purchase Decisions on the Tokopedia platform among university students in Banda Aceh.

4.3 Classical Assumption Test

Before conducting multiple linear regression analysis, a classical assumption test was first conducted to ensure that the regression model used met the requirements of the Best Linear Unbiased Estimator (BLUE). The classical assumption tests included the normality test, multicollinearity test, and heteroscedasticity test.

1. Normality Test



Picture 3. Normality Test

Based on Figure 3, the results of the normality test using the Normal Probability Plot indicate that the residual points are distributed along the direction of the diagonal line. The distribution of the points does not show any substantial deviation from the diagonal line.

Therefore, it can be concluded that the residual data in the regression model are normally distributed. This indicates that the regression model satisfies the normality assumption and is therefore appropriate for use in subsequent statistical analyses.

2. Multicollinearity Test

For the multicollinearity test in this study, the Variance Inflation Factor (VIF) value was used as the primary criterion. The results of the multicollinearity test are presented in Table 5.

Table 5. Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Content Marketing (X ₁)	0.984	1.016

	Social Media Interaction (X ₂)	0.996	1.004
	Consumer Trust (X ₃)	0.982	1.018
a. Dependent Variable: Purchase Decision			

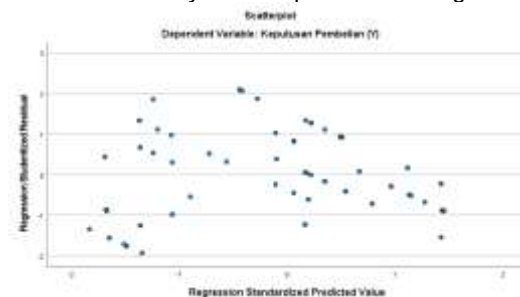
Based on the results of the multicollinearity test, the Tolerance values for Content Marketing (X₁), Social Media Interaction (X₂), and Consumer Trust (X₃) are all above 0.10.

In addition, the Variance Inflation Factor (VIF) values for all independent variables are below 10. This indicates that there is no high correlation among the independent variables.

Therefore, it can be concluded that the regression model in this study does not have a multicollinearity problem, and the independent variables can be used to explain their effects on Purchase Decision (Y).

3. Heteroscedasticity Test

The heteroscedasticity test in this study was conducted using SPSS by observing the pattern displayed in the scatterplot. The results of the heteroscedasticity test are presented in Figure 4



Picture 4. Heteroscedasticity Test

Based on Figure 4, the results of the heteroscedasticity test using a scatterplot show that the residual points are randomly distributed above and below the value of 0 on the Y-axis and do not form any particular pattern.

This indicates that there is no unequal variance of the residuals in the regression model. Therefore, the regression model in this study satisfies the homoscedasticity assumption and can be used for further analysis.

4.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effect of Content Marketing (X₁), Social Media Interaction (X₂), and Consumer Trust (X₃) on Purchase Decision (Y). The results of the analysis in this study are presented in the following table:

Table 6. Multiple linear regression analysis

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Content Marketing (X ₁)	0.984	1.016
	Social Media Interaction (X ₂)	0.996	1.004
	Consumer Trust (X ₃)	0.982	1.018
a. Dependent Variable: Purchase Decision			

Based on Table 6, the output data from the multiple linear regression analysis processed using SPSS produced the following regression equation:

$$Y = 12.605 + 0.309X_1 + 0.324X_2 + 0.895X_3 + e$$

The regression equation can be interpreted as follows:

a. Constant Value (a) = 12.605

The constant value of 12.605 indicates that when the variables of content marketing, social media interaction, and consumer trust are assumed to be constant or equal to zero, the purchase decision still has a value of 12.605. This indicates that, in addition to the three variables examined, there are other factors that may influence purchase decisions, such as price, product quality, promotion, ease of application use, shopping experience, and reference group influence. According to the consumer behavior theory proposed by Kotler and Keller, purchase decisions are influenced by various cultural, social, personal, and psychological factors and are therefore not determined solely by the digital marketing variables examined in this study.

b. Content Marketing Coefficient (X₁) = 0.309

The regression coefficient of 0.309 indicates that every one-unit increase in content marketing will increase the purchase decision by 0.309 units. This occurs because attractive, informative, relevant, and easy-to-understand content can reduce consumer uncertainty when evaluating a product. In digital marketing, content serves as a primary source of information that helps consumers identify their needs, compare alternatives, and ultimately make purchase decisions.

This finding is consistent with the Content Marketing Theory proposed by Pulizzi (2014), which states that content marketing aims to create and distribute valuable, relevant, and consistent information to attract and retain consumers, thereby encouraging purchasing actions. In addition, according to Kotler and Keller, high-quality marketing information influences the alternative evaluation process and increases consumers' confidence when making purchase decisions.

c. Social Media Interaction Coefficient (X₂) = 0.324

The coefficient of 0.324 indicates that the higher the level of social media interaction, the higher the purchase decision. This occurs because social media enables two-way communication between companies, sellers, and consumers. Interactions through comments, reviews, live shopping features, and discussions with other users can increase consumer engagement, strengthen relationships with consumers, and provide additional information that supports the decision-making process.

This finding is supported by Social Media Marketing Theory, which states that social media functions as a means of building relationships (*relationship marketing*) between companies and consumers. According to Kotler and Keller, interactive marketing communication can increase consumer engagement, create positive experiences, and ultimately encourage purchase decisions. In addition, Social Influence Theory explains that interactions with other users on social media, including reviews and recommendations, can influence an individual's perceptions and purchasing behavior.

d. Consumer Trust Coefficient (X₃) = 0.895

The regression coefficient of 0.895 indicates that consumer trust is the variable with the greatest influence on purchase decisions compared with the other variables. This may occur because, in e-commerce transactions, consumers cannot directly see or try the products, resulting in greater uncertainty and risk compared with offline purchases. Therefore, trust becomes a primary factor considered before making a transaction.

According to the Trust Theory proposed by Morgan and Hunt (1994), trust is a fundamental foundation for building long-term relationships between companies and consumers. The higher the level of trust in the seller or platform, the greater the likelihood that consumers will make a purchase. This view is also supported by Gefen (2003), who states that in an e-commerce environment, trust can reduce consumers' perceived risk in online transactions, thereby increasing purchase intentions and decisions.

In the context of Tokopedia, features such as Official Store, store ratings, buyer reviews, refund guarantees, and secure payment systems can increase consumer trust. These conditions explain why consumer trust is the variable that exerts the most dominant influence on the purchase decisions of university students.

4.5 Hypothesis Testing

Hypothesis testing is conducted to determine whether the proposed hypotheses in this study are accepted or rejected based on the results of statistical analysis. In this study, hypothesis testing is used to examine the effects of Design Quality (X_1) and Service Quality (X_2) on Business Performance (Y). The hypothesis testing consists of a partial test (t-test) to determine the individual effect of each independent variable on the dependent variable and a simultaneous test (F-test) to determine the joint effect of the independent variables on the dependent variable. In addition, the coefficient of determination (R^2) is used to determine the extent to which the independent variables can explain variations in the dependent variable.

1. Partial Test (t-Test)

No.	Independent Variable	t-count	t-table	Sig
1.	Content Marketing (X_1)	3.553	1.661	0.001
2.	Social Media Interaction (X_2)	2.522	1.661	0.013
3.	Consumer Trust (X_3)	10.432	1.661	0.000

Picture 5. Partial Test (t-Test)

Based on Picture 5, the statistical calculations performed using the SPSS program produced the following results:

a. The Effect of Content Marketing on Purchase Decisions

The partial test results show that Content Marketing has a positive and significant effect on Purchase Decision. This is evidenced by the t-count value of $3.553 > t$ -table value of 1.661 and a significance value of $0.001 < 0.05$. Therefore, the first hypothesis (H_1) is accepted. This finding indicates that the better the content marketing implemented by Tokopedia, the higher the

purchase decisions among university students in Banda Aceh.

This finding is consistent with the results of the initial survey presented in Chapter I, which showed that most students actively use social media every day and frequently encounter various Tokopedia promotional contents, such as discounts, flash sales, live shopping, and product recommendations. These contents are able to attract students' attention, increase their interest in viewing products, and encourage them to compare various alternatives before making a purchase. Although some respondents felt that overly frequent promotions could cause boredom, content marketing generally remains an important source of information that influences purchase decisions.

This finding is consistent with the Content Marketing Theory proposed by Pulizzi (2014), which states that content marketing aims to create and distribute valuable, relevant, and consistent information to attract consumers' attention and encourage purchasing actions. In addition, according to Kotler and Keller (2016), high-quality marketing information helps consumers identify their needs, evaluate alternatives, and ultimately make purchase decisions.

b. The Effect of Social Media Interaction on Purchase Decisions

The partial test results show that Social Media Interaction has a positive and significant effect on Purchase Decision. This is evidenced by the t-count value of $2.522 > t$ -table value of 1.661 and a significance value of $0.013 < 0.05$. Therefore, the second hypothesis (H_2) is accepted. This means that the better the level of social media interaction, the higher the purchase decisions among university students on Tokopedia.

This finding also supports the phenomenon identified in the initial survey. Most respondents stated that they always pay attention to reviews, ratings, consumer comments, and the experiences of other buyers before determining which products to purchase. This indicates that interactions occurring on social media and marketplaces serve as important sources of information that help students reduce uncertainty when selecting products. Although there are concerns regarding the authenticity of some reviews, the research findings demonstrate that, overall, social media interaction still has a positive effect on purchase decisions.

This finding is consistent with Social Media Marketing Theory, which explains that social media functions not only as a promotional medium but also as a means of two-way communication between companies, sellers, and consumers. According to Kotler and Keller (2016), active interaction can increase customer engagement, build relationships with consumers, and provide information that supports the decision-making process. Thus, the higher the intensity of interaction through comments, reviews, live shopping, and discussions among users, the greater the tendency of students to make purchases on Tokopedia.

c. The Effect of Consumer Trust on Purchase Decisions

The partial test results show that Consumer Trust has a positive and significant effect on Purchase Decision. This is evidenced by the t-count value of 10.432 > t-table value of 1.661 and a significance value of 0.000 < 0.05. Therefore, the third hypothesis (H3) is accepted. The highest t-count value indicates that Consumer Trust is the variable with the most dominant influence on purchase decisions among university students.

This finding is highly consistent with the results of the initial survey presented in Chapter I. The survey showed that students tend to be selective before making purchases by considering seller reputation, store ratings, buyer reviews, product-description conformity, product quality, and delivery accuracy. Some respondents even expressed doubts regarding the authenticity of reviews and the credibility of certain sellers. This condition indicates that although content marketing and social media interaction can attract consumers' attention, purchase decisions are ultimately strongly determined by the level of trust in sellers and the Tokopedia platform.

This finding is consistent with the Commitment-Trust Theory proposed by Morgan and Hunt (1994), which states that trust is a fundamental basis for building relationships between companies and consumers. In the context of e-commerce, Gefen (2003) also explains that trust can reduce perceived risk in online transactions, thereby increasing consumers' confidence in making purchases. Therefore, features such as store ratings, customer reviews, Official Store, refund guarantees, and secure payment systems are important factors in increasing consumer trust and encouraging purchase decisions among university students on Tokopedia.

Overall, the partial test results reinforce the findings of the initial survey presented in Chapter I. The initial survey showed that students use content marketing as a source of information, utilize social media interaction as a consideration before purchasing, and place trust as a key factor in reducing the risks associated with online transactions. The statistical results demonstrate that these three factors have a positive and significant effect on purchase decisions, with Consumer Trust showing the strongest statistical influence among the three variables.

2. Simultaneous Test (F-Test)

		Sum of Squares	Df	Mean Squares	F-count	F-table	Sig.
1	Regression	355.940	3	118.647	47.173	2.700	0.000
	Residual	231.393	92	2.515			
	Total	587.333	95				
a. Predictors: (Constant), Consumer Trust (X3), Social Media Interaction (X2), Content Marketing (X1)							
b. Dependent Variable: Purchase Decision (Y)							

Picture 6. Simultaneous Test (F-Test)

Based on the statistical calculations performed using SPSS, as presented in Table 4.19, the F-test results show that the F-count value of 47.173 > F-table value of 2.700, with a

significance value of 0.000 < 0.05. This indicates that Content Marketing, Social Media Interaction, and Consumer Trust simultaneously have a positive and significant effect on the purchase decisions of Tokopedia users among university students in Banda Aceh.

This finding is consistent with the initial survey presented in Chapter I, which indicates that students' purchase decisions are not influenced by a single factor. Students are initially attracted by Tokopedia's promotional content, then seek additional information through reviews, ratings, and comments from other users, and ultimately decide to make a purchase when they have sufficient trust in the seller and the Tokopedia platform.

This finding is consistent with the consumer behavior theory proposed by Kotler and Keller (2016), which states that purchase decisions are influenced by the processes of information search, alternative evaluation, and consumer trust. Therefore, the better the Content Marketing, Social Media Interaction, and Consumer Trust collectively, the higher the purchase decisions on Tokopedia.

3. Coefficient of Determination Test (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.778	0.606	0.593	1.586
a. Predictors: (Constant), Consumer Trust (X3), Social Media Interaction (X2), Content Marketing (X1)				
b. Dependent Variable: Purchase Decision (Y)				

Picture 7. Coefficient of Determination Test (R²)

Based on Table 4.20, the Adjusted R Square value of 0.593 indicates that 59.3% of the variation in Purchase Decision can be explained by the variables of Content Marketing, Social Media Interaction, and Consumer Trust. Meanwhile, the remaining 40.7% is influenced by other factors that were not examined in this study, such as product quality, service quality, price, promotion, and consumers' personal factors.

This finding indicates that although the three independent variables make a substantial contribution to Purchase Decision, other factors also play a role in influencing the purchasing behavior of university students.

4.6 Discussion

1. Theoretical Implications

The results of this study indicate that Content Marketing, Social Media Interaction, and Consumer Trust have positive and significant effects on Purchase Decisions, both partially and simultaneously. These findings reinforce consumer behavior theory, which explains that purchase decisions are influenced by the information received by consumers, the quality of communication between companies and consumers, and the level of trust in the products and platforms being used.

This study also provides empirical support that informative and attractive content marketing can increase consumers' willingness to make purchases. In addition, active and communicative social media interaction can establish better

relationships between companies and consumers, thereby encouraging the formation of purchase decisions. The finding that Consumer Trust is the most dominant variable strengthens the view that trust is a key factor in digital or e-commerce transactions because consumers cannot directly see or try products before making a purchase.

Therefore, this study contributes to the development of the literature on digital marketing, consumer behavior, and e-commerce, particularly regarding the role of Content Marketing, Social Media Interaction, and Consumer Trust in influencing Purchase Decisions on the Tokopedia platform.

2. Practical Implications

Practically, the findings of this study indicate that Tokopedia needs to improve the effectiveness of its Content Marketing by providing more attractive, relevant, and informative content, while also optimizing social media interaction through active and responsive communication. Furthermore, because Consumer Trust is the most dominant factor influencing Purchase Decisions, Tokopedia and business owners need to continuously improve transaction security, service quality, product information accuracy, and store credibility in order to strengthen consumer trust.

For university students, these findings are expected to serve as a reference for making more informed purchase decisions by considering not only promotional offers but also the quality of product information and the level of trust in sellers and the platform. For MSMEs, this study provides an understanding that successful sales on e-commerce platforms depend not only on product prices but also on the ability to build consumer trust through attractive content, clear product information, responsive service, and the effective use of social media as a means of promotion and communication with customers.

Meanwhile, for higher education institutions, this study can serve as a reference for supporting digital literacy education and development, particularly in the fields of digital marketing, e-commerce, and consumer behavior. For future researchers, the findings of this study can be used as a reference for developing further research by adding other variables that may influence Purchase Decisions, expanding the research object to different e-commerce platforms, and using a larger number of respondents to obtain more comprehensive findings that can be generalized more broadly.

5. conclusions and suggestions

5.1 conclusions

Based on the results of the study on the effect of Content Marketing, Social Media Interaction, and Consumer Trust on Purchase Decisions on Tokopedia (A Case Study of University Students in Banda Aceh), the following conclusions can be drawn:

1. Content Marketing has a positive and significant partial effect on Purchase Decisions on Tokopedia among university students in Banda Aceh.

2. Social Media Interaction has a positive and significant partial effect on Purchase Decisions on Tokopedia among university students in Banda Aceh.
3. Consumer Trust has a positive and significant partial effect on Purchase Decisions on Tokopedia among university students in Banda Aceh.
4. Content Marketing, Social Media Interaction, and Consumer Trust simultaneously have a positive and significant effect on Purchase Decisions on Tokopedia among university students in Banda Aceh.

5.2 Suggestions

Based on the results of the study on the effect of Content Marketing, Social Media Interaction, and Consumer Trust on Purchase Decisions on Tokopedia (A Case Study of University Students in Banda Aceh), the following recommendations can be proposed:

1. Tokopedia needs to pay attention to the quality of Content Marketing and Social Media Interaction and continuously strive to increase Consumer Trust so that university students in Banda Aceh are more interested in choosing Tokopedia to purchase products compared with other sales channels.
2. Tokopedia is advised to continuously improve the quality of Content Marketing by presenting content that is more attractive, informative, relevant, and aligned with consumer needs. Creative visual designs, clear product information, and well-timed promotional activities can help increase consumers' purchase intentions.
3. In addition, Tokopedia needs to strengthen Social Media Interaction through active, responsive, and interactive communication with consumers. The utilization of *live shopping* features, comments, customer reviews, and collaboration with influencers can increase *engagement* and strengthen relationships with customers. Tokopedia should also pay attention to an image and communication style that are appropriate to the personality and needs of Generation Z, particularly university students in Banda Aceh.
4. Tokopedia should continuously maintain and increase Consumer Trust through effective transaction security systems, buyer protection, transparent product information, and improvements in seller service quality, as consumer trust is one of the key factors in encouraging Purchase Decisions. One aspect that needs improvement is making the feature for submitting consumer opinions or reviews easier to use through social media.
5. Future research is recommended to include other variables that may influence Purchase Decisions, such as price, product quality, promotion, customer reviews, brand image, and customer loyalty, so that the research findings can provide a more comprehensive understanding of the factors influencing consumer Purchase Decisions.

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