

Analyzing the Impact of TikTok-Video Content Marketing Strategy and Entrepreneur Personal Branding on Consumer Purchase Intention in the Used Car Market: A Case Study of Mestika Jaya Mobil Showroom

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ABSTRACT

The development of digital marketing has encouraged used car businesses to leverage social media, particularly TikTok. The objective of this research is to examine the impact of content marketing and personal branding on purchase intention for used cars at Mestika Jaya Mobil Showroom, Medan. This research applied a descriptive quantitative method, with the sample consisting of 100 respondents selected purposively. Data collection was conducted through a questionnaire. The analysis employed SPSS with multiple linear regression, which was preceded by assessments for validity, reliability, and the classical assumption, hypothesis testing, and R^2 . The findings reveal that content marketing and personal branding significantly affect purchase intention, both individually and simultaneously. The model demonstrates that 74.2% of the variance in purchase intention can be clarified. The study emphasizes the effectiveness of strategies of content marketing and entrepreneurs' personal branding in enhancing purchase intention in the used car market. This study provides practical recommendations for used car businesses to strengthen their marketing strategies.

Keywords: Content Marketing, Personal Branding, Purchase Intention, TikTok, Used Car.

INTRODUCTION

The advancement of digital technology has transformed marketing strategies across various industries, including the automotive sector. Marketing strategies that were previously carried out through traditional and conventional approaches have now shifted toward fully digital practices. This shift is supported by the massive growth of internet users. As of January 2025, the number of internet users in Indonesia reached 212 million, representing approximately 74.6% of its total population (Kemp, 2025). The ease of accessing information, technological progress, and the increasing availability of internet access have driven consumers to transition to digital platforms in pursuit of efficiency, convenience, and flexibility (Amory et al., 2025). Consumers today tend to be more responsive to digital content that aligns with their personal needs compared to marketing delivered through traditional media (Loo, 2025). Challenges in competition and marketing make the adoption of digital media crucial for growth and competitiveness in today's dynamic market. (Nainggolan et al., 2025). A similar trend is also evident in the automotive industry, particularly in the used car market, which must adapt to consumer behavior that increasingly relies on digital engagement.

TikTok is one of the fastest-growing social media platforms in Indonesia. According to DataReportal (2025), Indonesia ranks second after the United States, with 108 million active TikTok users as of January 2025. Social media provides comfort to customers through the information delivered in its engaging content (Situmorang & Wilbert, 2025).

Social media serves as a strategic tool for promoting products and becomes an effective means of influencing purchasing behavior (Rezeki et al., 2025). TikTok plays an important role in digital marketing as it enables the dissemination of content to a wider audience at relatively low cost through its algorithm, without heavily relying on large advertising budgets (Wulandari et al., 2025). The utilization of TikTok as a marketing and promotional medium has been shown to significantly influence product sales (Pradani & Puspita, 2025). Furthermore, Sitorus & Sariono (2024) found that social media, particularly TikTok marketing, significantly affects car purchases. Similarly, Alghifari & Sarwono (2024) highlighted that TikTok engagement has a strong impact on purchase intention within the automotive industry.

Purchase intention is a crucial aspect in the process that every consumer undergoes prior to making a purchase decision. However, the formation of purchase intention requires the presence of both internal and external supporting factors. According to Abdul Kohar Septyadi et al. (2022), purchase intention does not solely arise from consumers' awareness of their needs but is also triggered by external marketing efforts. Digital marketing has become a key factor that significantly influences purchase intention (Alwan & Alshurideh, 2022). Meanwhile, Thwe et al. (2025) emphasized that internal factors, such as consumer attitudes, also have a substantial influence on shaping purchase intention.

One of the digital marketing strategies commonly adopted by businesses is content marketing. Content marketing can shape consumer perceptions through four dimensions: functional, entertainment, emotional, and interactive (Chen et al., 2024). Content strategy, as a component of digital marketing, holds a strategic role in enhancing performance within marketing strategies (Sinaga et al., 2024). Content marketing offers engaging delivery resulting in greater effectiveness as consumers can process and understand information more easily compared to traditional advertising (Al-Gasawneh & Al-Adamat, 2020). Content within marketing strategies may take the form of website or blog articles, case studies, videos, podcasts, or electronic books (Rauf et al., 2021).

In addition to content marketing, personal branding is fundamental to strengthening trust and credibility. Personal branding requires the integration of one's personal characteristics with adaptation to the context in which reputation is intended to be established (Scheidt et al., 2020). In the digital era, personal branding has become a strategic tool and a necessity for fostering trust within professional environments (Jacobson, 2020). By utilizing digital platforms and social media, personal branding serves as an important aspect in building, managing, and strengthening self-image to achieve personal objectives (Diana Novita et al., 2024).

Mestika Jaya Mobil is a used car showroom that has been operating since the early 2000s, and the showroom has long established its reputation as one of the local players in the used car market, serving a wide range of consumer needs. However, after the COVID-19 pandemic, the business faced new challenges. Although the overall economic situation gradually recovered, Mestika Jaya Mobil did not experience the same level of recovery. The sales performance remained stagnant, so this situation compelled the showroom's owner to seek new strategies to regain customer interest. In early 2023, Mestika Jaya Mobil began utilizing several social media platforms under the account name @mobilsecond.medan as a platform for marketing, including TikTok. However, these efforts had not yet produced the expected results, and the showroom continued to face difficulties in increasing sales.

Between 2024 and 2025, the showroom's TikTok account experienced rapid growth. The number of TikTok followers increased nearly tenfold since early 2024. This growth was

driven by engaging car content marketing through TikTok videos, combined with the entrepreneur's personal branding strategy, which played a crucial role in enhancing audience engagement with the showroom's social media account. However, this increase in online engagement was not followed by a proportional increase in actual car sales. This discrepancy raises questions about the effectiveness of content marketing and personal branding strategies in influencing purchase intention among potential consumers of used cars.

Several previous studies have examined content marketing strategy and personal branding. Rusdiana & Sidik (2020) found that personal branding significantly and positively affects consumer purchase intention. Similarly, Azizah & Huda (2022) reported that content marketing significantly affects purchase intention. These findings suggest that both content marketing and personal branding are theoretically linked to purchase intention. However, most of these studies were conducted in industries such as fashion and culinary, which differ considerably from the used car market.

Although many studies have examined content marketing and personal branding, only a few have focused on integrating content marketing through TikTok with entrepreneurs' personal branding, particularly in the context of the used car industry. Most studies have examined these variables separately rather than in combination. Thus, a clear research gap emerges, as previous studies have not sufficiently examined how content marketing combined with an entrepreneur's personal branding influences consumer purchase intention within the used car industry.

Considering the existing research gap, this research seeks to analyze how and to what extent content marketing and personal branding influence consumer purchase intention for used cars at Mestika Jaya Mobil showroom. This research provides both theoretical and practical contributions. Theoretically, it develops a conceptual model linking content marketing and personal branding to purchase intention in a high-involvement product context. Practically, it offers insights for used car showroom owners to optimize their digital marketing strategies, ensuring that online engagement aligns with actual purchase behavior.

LITERATURE REVIEW

Purchase Intention

Purchase intention represents the stage before making a decision, where the consumer assesses the probability of buying a product. Previous scholars have emphasized that purchase intention is not merely a desire, but also reflects consumers' readiness to engage in a purchase. Japarianto & Adelia (2020) define purchase intention as a statement within consumers that indicates their propensity and interest in buying a product in a certain quantity and within a specific time frame. Similarly, Solihin (2020) describes purchase intention as consumer behavior that emerges as a response to an object, reflecting a person's willingness to make a purchase. Thus, purchase intention can be understood as a psychological tendency formed through the evaluation of a product or service before driving consumers to purchase. According to Kairupan et al. (2024), the measurement of purchase intention includes four indicators, namely transactional, referential, preferential, and exploratory intention, which refers to the tendency to buy, to refer, primary preference, and looking for information about a product, respectively (Dewi et al., 2020; Kalesaran et al., 2022).

Content Marketing

Content marketing is one of the key marketing strategies. Loo et al. (2024) state that content marketing refers to a marketing approach that emphasizes producing, planning,

and delivering content in the form of text, images, or videos to attract the intended target market. Similarly, Athaya Nadjla Azzariaputrie & Fitria Avicenna (2023) define content marketing as a strategy to plan, create, and distribute messages within engaging content that appeals to target markets and encourages them to become customers of a brand. Thus, content marketing can be defined as a marketing strategy centered on the planning and distribution of various forms of content, whether text, videos, or images, designed to capture the attention of target markets. Siburian & Hasman (2024) identify several indicators for measuring content marketing, namely relevance, referring to the marketer's ability to provide relevant content; value, meaning the ability to provide useful and beneficial content for consumers; comprehensibility, meaning the ability to deliver content that is easy to understand; accessibility, meaning the ease with which content can be found by potential consumers; and consistency, referring to the marketer's ability to maintain the quantity of content delivered to consumers. As digital advertising evolves, businesses must refine their personalization strategies by leveraging advanced analytics, artificial intelligence, and machine learning to deliver content that is not only relevant but also emotionally resonant (dela Peña et al., 2025).

Personal Branding

Personal branding is one of the key factors in the business world. It highlights that personal branding is not merely about outward appearance, but also relates to how an entrepreneur is able to build long-term perceptions in the eyes of others. According to Efrida & Diniati (2020), personal branding is a concept that reflects everything about a person that becomes their identity and self-representation. Similarly, Rahayu & Marka (2024) define personal branding as the expectations, images, and perceptions formed in the minds of others when they see or hear an individual's identity. Thus, personal branding is understood as a planned process that shapes identity, image, and uniqueness to influence public perception for business sustainability. Fauziyyah et al. (2025) identify the main indicators of personal branding as specialization, referring to a focus on particular skills; differentiation, emphasizing the uniqueness of the brand; and personality, which reflects individual characteristics in building an effective image.

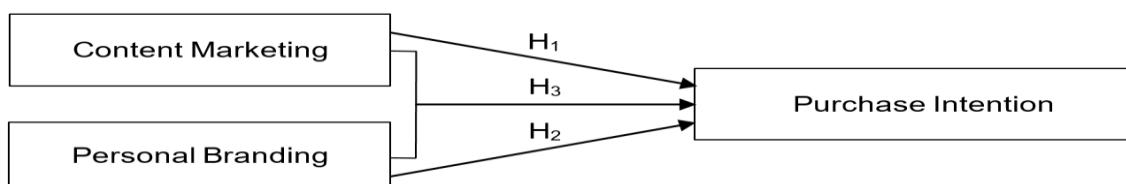


Figure 1. Theoretical Framework

The hypothesis based on the theoretical framework is as follows:

H_1 : Content Marketing significantly affects Purchase Intention.

H_2 : Personal Branding significantly affects Purchase Intention.

H_3 : Content Marketing and Personal Branding significantly affect Purchase Intention.

RESEARCH METHOD

This research employed a descriptive quantitative approach. Purposive sampling was applied in this research as this approach allows researchers to obtain information-rich data from respondents who are most capable of providing accurate and meaningful insights for the study (Alonzo & Abellana, 2025; Creswell, 2014; Palangan et al., 2025). The samples were selected according to specific requirements, namely, visitors who had engaged with the showroom's TikTok content, such as by commenting, liking, or following the account. The size of the population for this research is not determined due to the lack of complete data regarding the number of consumers at the Mestika Jaya

Mobil showroom. Therefore, to determine the sample size, the “10 times rule” proposed by Hair et al. (2017) was applied, which suggests that the minimum sample size should be at least ten times the number of the largest set of indicators used for any variable. In this study, there were 10 indicators, with the largest number within a variable; the minimum required sample was 100 respondents. Data were collected over one month, during August 2025, through questionnaires distributed to respondents. The data were analyzed utilizing SPSS with multiple linear regression, which was preceded by assessments for validity, reliability, the classical assumption, and hypothesis test using t-test and F-test. Furthermore, the coefficient of R^2 was used to assess the extent to which the independent variables explained the dependent variable.

RESULTS

Descriptive Statistics

Table 1. Descriptive Statistical Analysis

	N	Mean	Std. Deviation
Content Marketing	100	41.75	3.236
Personal Branding	100	25.61	1.994
Purchase Intention	100	34.31	3.228

Source: Research Data Processed (2025)

As presented in Table 1, the mean values for all variables are high, with the relatively small standard deviations indicating data homogeneity. In particular, the personal branding variable shows greater consistency, suggesting that respondents were more uniform in their evaluations of personal branding compared to other variables.

Respondent Characteristics

Table 2. Characteristic of Respondent by Gender

Gender	Total Respondents	Result (%)
Male	63	63%
Female	37	37%
Total	100	100%

Source: Research Data Processed (2025)

As shown in Table 2, the study involved 100 respondents. Based on gender classification, 63 respondents identified as male and 37 as female, indicating that the respondents were predominantly male.

Table 3. Characteristic of Respondent by Age

Age	Total Respondents	Result (%)
< 30 years	25	25%
30 – 40 years	66	66%
> 40 years	9	9%
Total	100	100%

Source: Research Data Processed (2025)

As shown in Table 3, a total of 66 respondents were aged between 30 and 40 years, making this age group the most dominant compared to those below 30 years or above 40 years.

Validity and Reliability Test

For instrument testing, 30 respondents outside the main sample were used for validity and reliability assessments. The purpose of the validity test was to determine whether

each item in the questionnaire reflected the variable it was designed to measure. An item was considered valid if $r_{count} > r_{table}$ with $r_{table} = 0.361$ ($n = 30$; $\alpha = 0.05$) and if the p-value < 0.05 . Meanwhile, the purpose of the reliability test was to verify the consistency of responses provided by participants. The instrument was considered reliable if Cronbach's Alpha was above 0.6.

Table 4. Validity and Reliability

Variable	Validity		Reliability
	r_{count}	p-value	
Content Marketing (X_1)	0.591	0.001	0.803
	0.616	0.000	
	0.544	0.002	
	0.738	0.000	
	0.561	0.001	
	0.577	0.001	
	0.635	0.000	
	0.672	0.000	
	0.540	0.002	
	0.532	0.002	
Personal Branding (X_2)	0.558	0.001	0.642
	0.641	0.000	
	0.589	0.001	
	0.480	0.007	
	0.586	0.001	
	0.780	0.000	
Purchase Intention (Y)	0.736	0.000	0.839
	0.639	0.000	
	0.696	0.000	
	0.526	0.003	
	0.754	0.000	
	0.733	0.000	
	0.795	0.000	
	0.582	0.001	

Source: Research Data Processed (2025)

Table 4 shows all questionnaire items for variables X_1 , X_2 , and Y obtained r_{count} values higher than 0.361 with p-values below 0.05, indicating that all items were valid and could be used for further analysis. The result also shows that X_1 , X_2 , and Y obtained Cronbach's Alpha values above 0.6, confirming that all instruments were reliable and suitable for use in the main study.

Classical Assumption Test

The Kolmogorov-Smirnov test is employed to test residual normality in samples above 50, supported by the Normal P-P Plot as a graphical assessment tool.

Table 5. One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual	
N	100
Asymp. Sig. (2-tailed)	.200 ^{c,d}

Source: Research Data Processed (2025)

According to Table 5, the p-value obtained is 0.200, which is higher than 0.05, indicating that the research data follow a normal distribution.

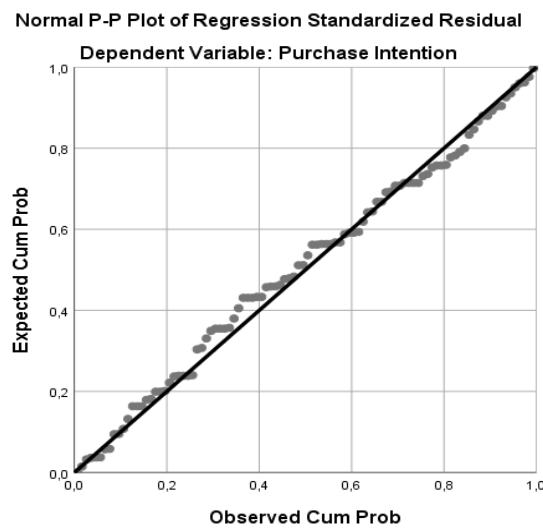


Figure 2. Normality Test

Source: Research Data Processed (2025)

According to Figure 2, the data points are distributed along the line, indicating that the model meets the criteria of the normality tests.

Table 6. Multicollinearity Test

Model	Collinearity Statistics		
	Tolerance	VIF	
1	Content Marketing	.872	1.146
	Personal Branding	.872	1.146

Source: Research Data Processed (2025)

According to Table 6, the correlation values for Content Marketing and Personal Branding obtain a tolerance value ($0.872 > 0.1$) with a VIF value ($1.146 < 10$). So that indicates no multicollinearity is present between Content Marketing and Personal Branding.

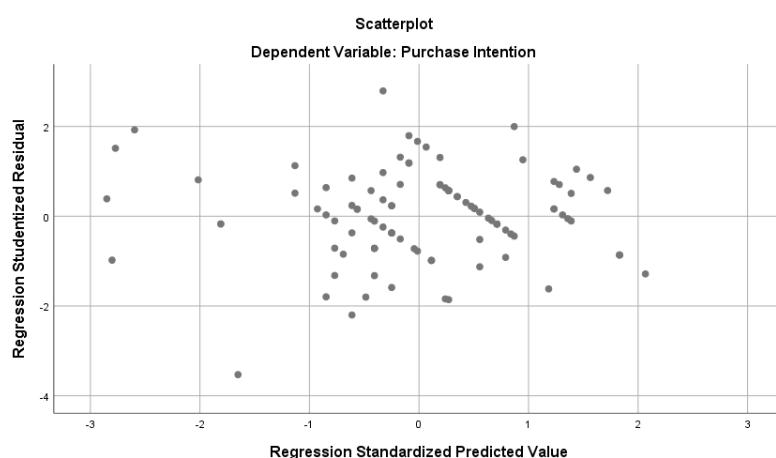


Figure 3. Scatterpot

Source: Research Data Processed (2025)

According to Figure 3, the distribution of scatterplot points on both sides of the zero line of the Y-axis shows no specific pattern, indicating that the regression model meets the homoskedasticity assumption.

Table 7. Autocorrelation Test

Model	Durbin-Watson
1	1.671

Source: Research Data Processed (2025)

According to Table 7, the Durbin-Watson (DW) value is 1.671. According to the practical standard, if $1.5 < DW < 2.5$, the model is considered safe (Turner, 2020). With $DW = 1.671$, it can be concluded that no serious autocorrelation exists, and the independence of residuals assumption is fulfilled.

Multiple Linear Regression Test

A multiple linear regression test was conducted to analyze the influence of content marketing and personal branding on purchase intention. This analysis helps to understand both the simultaneous and partial contributions of each independent variable toward explaining consumer purchase intention.

Notes:

Y = Purchase Intention

$X_1 ; X_2$ = Content Marketing; Personal Branding

a = Constant

B_1, B_2 = Regression coefficient

e = Error (5%)

Table 8. Multiple Linear Regression Test

Model	Unstandardized Coefficients		
	B	Std. Error	
1	(Constant)	-6.242	2.608
	Content Marketing	.219	.055
	Personal Branding	1.227	.089

Source: Research Data Processed (2025)

Based on Table 8, the regression equation is as follows:

$$\text{Purchase Intention} = -6.242 + 0.219 X_1 + 1.227 X_2 + e$$

$$\text{Purchase Intention} = -6.242 + 0.219 \text{ Content Marketing} + 1.227 \text{ Personal Branding} + e$$

The regression equation shows the relationship between Purchase Intention and the two predictors, Content Marketing and Personal Branding. The constant value of -6.242 represents the baseline level of Purchase Intention when both Content Marketing and Personal Branding are zero. The coefficient for Content Marketing (0.219) indicates that for every one-unit increase in Content Marketing, Purchase Intention is expected to increase by 0.219 units, assuming Personal Branding remains constant. Similarly, the coefficient for Personal Branding (1.227) shows that for every one-unit increase in Personal Branding, Purchase Intention is expected to increase by 1.227 units, assuming Content Marketing remains constant. Overall, the positive coefficients suggest that both variables contribute positively to consumers' Purchase Intention, with Personal Branding having a stronger effect compared to Content Marketing.

Table 9. t-Test

Model	t_{count}	t_{table}	Sig.
1	Content Marketing	3.967	1.984
	Personal Branding	13.721	1.984

Source: Research Data Processed (2025)

According to the t-test results in Table 9, the findings are as follows:

1. For the Content Marketing the $t_{\text{count}} (3.967) > t_{\text{table}} (1.984)$ and a level of p-value 0.000 (< 0.05). Thus, H_1 is accepted, indicating that Content Marketing significantly affects Purchase Intention.
2. For the Personal Branding the $t_{\text{count}} (13.721) > t_{\text{table}} (1.984)$ and a level of p-value 0.000 (< 0.05). Thus, H_2 is accepted, confirming that Personal Branding significantly affects Purchase Intention.

Table 10. F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	764.906	2	382.453	139.213	.000 ^b
	Residual	266.484	97	2.747		
	Total	1031.390	99			

Source: Research Data Processed (2025)

According to the simultaneous test presented in Table 10, the $F_{\text{count}} (139.213) > F_{\text{table}} (3.09)$ and a level of p-value 0.000 (< 0.05). Therefore, H_3 is accepted, indicating that Content Marketing and Personal Branding simultaneously significantly affect Purchase Intention.

Table 11. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861 ^a	.742	.736	1.657

Source: Research Data Processed (2025)

As shown in Table 11, the R-Square obtained value of 0.742, which implies that 74.2% of the variation in Purchase Intention is explained by Content Marketing and Personal Branding, with the remaining 25.8% is influenced by factors outside the model, such as perceived risk, perceived quality, credibility, reputation, brand trust, and others.

DISCUSSION

Content Marketing on Purchase Intention

According to the results, Content Marketing has a coefficient value of 0.219, while the $t_{\text{count}} (3.967) > t_{\text{table}} (1.984)$ and a level of p-value 0.000 (< 0.05), indicating that Content Marketing positively and significantly affects Purchase Intention. This result is consistent with the previous study by Azizah & Huda (2022), titled "*The Influence of TikTok Content Marketing and E-WOM on Brand Awareness and Purchase Intention of MSME Culinary Sector Products in Pasuruan Regency*" which stated that there is a positive and significant influence of the TikTok content marketing variable on purchase intention. **This also supports the findings of Gabowska et al. (2025) and Jeaniefer et al. (2024)** that entertaining, informative, and visually engaging TikTok content improves buyer attitude toward products and brands that eventually influences purchase intention.

Personal Branding on Purchase Intention

The results reveal that Personal Branding has a coefficient value of 1.227, while the $t_{\text{count}} (13.721) > t_{\text{table}} (1.984)$ and a level of p-value 0.000 (< 0.05), indicating that personal branding positively and significantly affects Purchase Intention. This results (**result**) is consistent with the earlier research conducted by Rusdiana & Sidik (2020), titled "*The Influence of Personal Branding on Consumer Purchase Intention*" which stated that Tzeza Leathermade's personal branding has a significant positive effect on increasing consumer buying intention. **This finding also supports the recent study by Rahim et al.**

(2025), which found that personal branding, through social media influencer marketing, has a positive impact on purchase intention.

Content Marketing and Personal Branding on Purchase Intention

Based on the findings, both Content Marketing and Personal Branding simultaneously significantly affect Purchase Intention, as indicated by the F-test. Collectively, they explain 74.2% of Purchase Intention, with the remaining 25.8% is explained by factors outside the model, such as perceived risk, perceived quality, credibility, reputation, brand trust, and others.

The findings also demonstrate that Personal Branding has a larger regression coefficient compared to Content Marketing. This implies that consumers place greater emphasis on trust and credibility established through the seller's personal branding rather than solely on the quality of content. In the used car market, where purchasing risk is relatively high, personal branding plays a stronger role as consumers tend to minimize potential risks before making a purchase decision.

CONCLUSION

According to the results, content marketing and personal branding significantly influence consumer purchase intention, both partially and simultaneously. The analysis further demonstrates that in the used car market, personal branding has a more dominant role in shaping purchase intention compared to content marketing. This study contributes novelty by integrating content marketing and personal branding within the used car industry. Unlike previous research that examined these variables separately, this study highlights their combined influence on consumer purchase intention.

This study enriches the theoretical discussion and provides practical recommendations for entrepreneurs seeking to optimize digital marketing strategies for high risk markets. Practically, this study recommends that Mestika Jaya Mobil showroom maintain consistency in both strategies by enhancing the quality of its TikTok content while strengthening personal branding, thereby enabling the showroom to reach a broader target audience.

Nevertheless, this study has certain limitations related to the sampling technique and the limited sample size, which could limit the extent to which the findings can be generalized. Moreover, the study only examined content marketing and personal branding, whereas purchase intention may also be influenced by other factors. Future research is therefore suggested to employ more representative sampling techniques, expand the sample size, and incorporate additional variables or moderation models to obtain more comprehensive results.

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