

Content Marketing and E-WOM Strategies on TikTok to Increase Motorcycle Sales at Honda TDM Pramuka Dealership.

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ARTICLE HISTORY

Received: February 06, 2025
Revised: March 20, 2025
Accepted: April 29, 2025

DOI

<https://doi.org/10.52970/grdis.v5i2.1097>

ABSTRACT

This study aims to analyze the impact of content marketing strategies and Electronic Word of Mouth (E-WOM) on TikTok in boosting motorcycle sales at Honda TDM Pramuka dealerships. With over a billion active users, TikTok offers companies a significant opportunity to engage directly with consumers through creative and interactive content. A quantitative approach was employed, utilizing surveys and digital content analysis to assess the effectiveness of various marketing strategies, such as promotional videos, user reviews, and interactive challenges. Additionally, the study examines the role of E-WOM in building consumer trust and influencing purchasing decisions. The results indicate that content marketing strategies, particularly promotional videos and interactive challenges, can increase user engagement and stimulate buying interest. Reviews and testimonials from TikTok users also play a crucial role in fostering trust, ultimately driving motorcycle sales at Honda dealerships. The study concludes that combining an effective content marketing strategy with strong E-WOM is a powerful marketing tool for increasing sales and enhancing consumer loyalty in the digital era.

Keywords: Content marketing, E-WOM, TikTok, motorcycle sales, Honda.

I. Introduction

The current trend is heavily influenced by the transformation of information and technology, which has significantly boosted the popularity of content marketing through digital media. Digital marketing enables companies to reach a broader audience more cost-effectively than conventional methods such as brochures or pamphlets, which can be expensive. Prior to the digital era, Honda Pramuka motorcycle dealers relied on traditional marketing strategies like canvassing and brochure distribution, which had limited reach and lacked interactivity. However, today, the Honda Pramuka dealer has shifted its focus to digital platforms, with media such as YouTube, Instagram, Twitter, and TikTok taking center stage as the primary marketing tools offering high engagement and access to a vast user base.

According to Hermayanto (2023), Indonesia has over 160 million active social media users, with the average person spending approximately 3 hours and 26 minutes daily on these platforms. This statistic underscores the importance of social media marketing as a direct channel for businesses to engage with their target audience. Before adopting a digital strategy, Honda motorcycle dealers, including TDM Pramuka, experienced a significant decline in sales due to the COVID-19 pandemic. The pandemic restricted consumer

activities and reduced purchasing power, making digital marketing a vital solution for survival and recovery in sales performance. In Indonesia, digital marketing strategies require more than gaining followers; they demand content that aligns with platform algorithms and captures user attention. This is where TikTok stands out as an up-and-coming platform. With over one billion active users per month (Khuan et al., n.d.), TikTok offers interactive short video features that effectively attract consumer interest and boost engagement. Honda dealers have embraced this trend by creating engaging promotional content, customer testimonials, and interactive challenges. Combining compelling visuals and interactive elements, such as comments and sharing, makes TikTok an effective tool for increasing product visibility and driving sales.

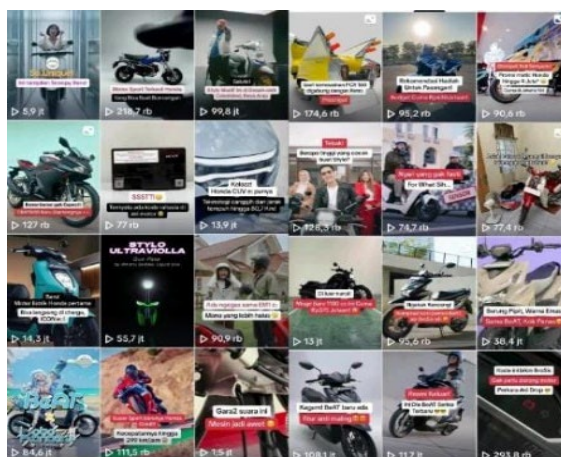


Figure 1. Results of viewers of Honda Dealer content on TikTok

In addition, the role of E-WOM (Electronic Word of Mouth) significantly strengthens digital marketing strategies. User reviews, recommendations, and discussions on TikTok help build consumer trust, which significantly impacts purchasing decisions. As Dave Chaffey and Smith (2022) explain, digital marketing has transformed the marketing landscape, driven by data-based strategies that inform strategic decisions. TikTok enables Honda dealers to optimize their content marketing efforts by targeting specific audiences with engaging content, while E-WOM enhances brand credibility and reinforces consumer confidence. This study aims to analyze the effectiveness of content marketing and E-WOM (Electronic Word of Mouth) strategies on TikTok in increasing motorcycle sales at Honda dealers. It focuses on content strategies such as product promotions, customer testimonials, and interactive challenges, while examining how E-WOM influences consumer trust and purchasing decisions. By understanding these two key aspects, the study is expected to provide practical recommendations for Honda motorcycle dealers to enhance their marketing effectiveness in the digital era. This research will also provide insights into consumer behavior trends on social media, which can help dealers design more targeted and relevant marketing campaigns for their audiences. These insights are further supported by the results from VOSviewer, which indicate relatively low numbers and distribution across various segments of society, as illustrated in the following analysis image:

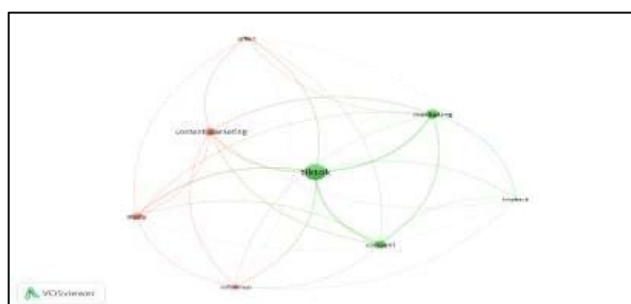


Figure 2. Results Of Vos Viewer Analysis of Research Urgency 2019-2024

Source: Vos viewer, University of Leiden

Research on the topic currently being discussed by the researcher is still relatively limited. It is hoped that this article will inspire further studies in this area. Therefore, the researcher is interested in exploring the topic by conducting a study entitled "Content Marketing Strategy and E-WOM on TikTok to Increase Sales at Honda TDM Pramuka Motorcycle Dealers."

II. Literature Review and Hypothesis Development

2.1. Social Media

Social media plays a significant role in Indonesia's branding and marketing. Collaborating with influencers on social media can help brands reach their target audiences more effectively and enhance their credibility, ultimately driving sales (Hermayanto, 2023). According to Praditya, as cited in Khuan, social media has become a prevailing trend in modern life. It is an online platform where users can easily participate, share, and create content, including blogs, social networks, wikis, forums, and virtual worlds (Khuan et al., 2022). To better understand the role of social media in branding and sales growth, several indicators are considered: the number of followers and engagement rate, frequency of collaboration with influencers, types of content uploaded, and the overall influence of social media on sales performance.

2.2. TikTok App

Advertising content on TikTok reaches audiences primarily through the For You Page (FYP), or the TikTok homepage, which enables effective promotion for various objectives such as increasing brand awareness, attracting potential customers, and encouraging specific consumer actions, as stated by Oisina Situmeang (Khuan et al., n.d.). To analyze the effectiveness of TikTok as a marketing tool, several indicators are used: the number of views and level of engagement (likes, comments, and shares), the visibility of content on the For You Page (FYP), the impact of content on increasing consumer interest, and audience responses to the advertisements displayed (Jesika Pongratte et al., 2023; Nur et al., 2023).

2.3. Content Marketing

Advertising content can reach audiences through the For You Page (FYP) or the TikTok homepage, which allows the content to be effectively used for various purposes such as increasing brand awareness, attracting customer interest, and encouraging specific consumer actions, as stated by Oisina Situmeang (Khuan et al., 2022). Given this context, every content marketing provider must understand the factors contributing to successful content marketing. The indicators used to measure its effectiveness include the quality and creativity of the content produced, the level of audience interaction such as likes, comments, and shares (Deep, 2023), consistency in creating and promoting content (Nur et al., 2023), and the overall impact of the content on brand awareness and consumer purchasing decisions.

2.4. Electronic Word of Mouth (E-WOM)

Electronic Word of Mouth (E-WOM) is essential to understand, as it provides consumers with information based on key indicators such as the intensity of discussions and positive or negative comments on electronic media platforms (Bagas et al., 2023). According to Sari, E-WOM has a significant impact on consumer purchase interest. Furthermore, research by Khwaja revealed that E-WOM facilitates the adoption of information and influences consumer trust. As a result, E-WOM serves as a mediating factor in the relationship between digital marketing and purchase intentions, ultimately affecting the sales performance of dealers across various regions.

2.5. Honda Dealer Sales Level

As one of the market leaders, Honda motorcycle dealers were not immune to the impact of the COVID-19 pandemic. Before implementing content marketing strategies, these automotive dealers experienced a significant decline in sales during the early stages of the 2020 pandemic, mainly due to activity restrictions and reduced consumer purchasing power. To adapt and remain competitive, dealers began adopting digital strategies such as content marketing to reach consumers online and boost sales. By utilizing platforms like TikTok, sales teams were able to create engaging and creative content that showcased products effectively. The role of Electronic Word of Mouth (E-WOM) in this marketing approach can be measured using several key indicators (Bagas et al., 2023): the number of positive and negative reviews or comments, the extent to which consumers adopt information from E-WOM, the impact of reviews on consumer trust and purchasing interest, and the overall contribution of E-WOM to improving sales performance. Guided by these success indicators, content marketing efforts can lead to increased customer testimonials and more attractive promotions for potential buyers. Combining strong visuals and direct interaction with the audience through comments, video sharing features, and engaging marketing content on TikTok provides an opportunity to build a practical market presence. It enables the more effective implementation of content strategies.

III. Research Method

3.1. Type of Research

This study employs a quantitative research design with a survey approach to assess the effectiveness of content marketing and E-WOM strategies on TikTok in increasing motorcycle sales at Honda dealerships. A quantitative design was chosen for its ability to provide objective measurements by collecting numerical data, which can be processed statistically. Additionally, the study incorporates a mixed-methods approach by integrating qualitative elements, such as in-depth interviews, to complement the survey findings. This qualitative component will help better understand TikTok users' experiences and how their interactions with content and E-WOM influence their purchasing decisions. The analytical approach for evaluating content marketing and E-WOM strategies involves examining various types of content produced by Honda motorcycle dealers on TikTok. This analysis focuses on user interaction metrics, such as likes, comments, and shares, which are correlated with sales performance at the dealerships. Additionally, the study examines the impact of E-WOM by analyzing reviews and comments on the content, exploring how positive or negative feedback affects brand reputation and consumer purchasing decisions. As a result, this research design incorporates quantitative and qualitative evaluation elements for a comprehensive analysis.

The analytical approach for the marketing strategy focuses on E-WOM and the various marketing content produced by Honda motorcycle dealers on TikTok. This analysis examines user interaction metrics, such as likes, comments, and shares, which can be linked to dealership sales. Research by Pongratte et al. (2023) shows that interaction metrics on social media platforms like TikTok can significantly influence consumer purchasing decisions (Jesika Pongratte et al., 2023). The sample will be selected using a purposive sampling method, where respondents are chosen based on specific criteria relevant to the research objectives. TikTok users who interact with automotive content, particularly Honda motorcycles, will be the primary respondents (et al., 2023). Therefore, selecting the appropriate sample is crucial in marketing research to ensure representative and valid results.

Data collection techniques used in this study include interviews, surveys, questionnaires, and digital content analysis. Interviews will be conducted with Honda motorcycle dealers to gain insights into the content marketing strategies they implement on TikTok. Additionally, questionnaires will be distributed to TikTok users who engage with Honda motorcycle marketing content, aiming to measure the impact of E-WOM and marketing content on their purchasing decisions (Nur et al., 2023). This approach suggests that data collected through questionnaires and digital content analysis can provide a clear understanding of the influence of

social media marketing (Nur et al., 2023). By referring to these references, the study aims to offer a comprehensive perspective on marketing strategies on TikTok and their effect on consumer behavior.

The sample will be selected using a purposive sampling method, where respondents are chosen based on specific criteria relevant to the research objectives. The primary respondents will be TikTok users who engage with automotive content, particularly related to Honda motorcycles. Additionally, the study will involve interviews with buyers who have purchased at Honda motorcycle dealerships to gather insights on how TikTok content and E-WOM influence their purchasing decisions. The sample will consist of at least 100 respondents to ensure representative results that can be analyzed statistically.

3.2. Data Collection Technique

The techniques employed in this study include structured interviews, surveys, questionnaires, and digital content analysis. Interviews will be conducted with Honda motorcycle dealers to explore their content marketing strategies on the TikTok platform, focusing on the techniques, frequencies, and creative elements used in their sales campaigns. In addition, surveys will be distributed to TikTok users who actively engage with Honda motorcycle marketing content to measure how much E-WOM and content marketing influence their interest in the products offered. These metrics are analyzed using social media tools, including TikTok analytics, to provide a more accurate picture of engagement and marketing impact. Combining questionnaires, surveys, and content analysis, this study offers a comprehensive understanding of the effectiveness of marketing content and E-WOM on TikTok, particularly regarding the trend of followers who purchase after viewing the marketing content. The questionnaire is designed with a Likert scale to gather both quantitative data and qualitative insights. Additionally, digital content analysis will be conducted by collecting data from Google Forms, including metrics such as likes, comments, shares, and reviews related to Honda motorcycle dealer content.

3.3. Research Data

The primary data used in this study were collected directly from respondents through surveys. The questionnaire was distributed online via Google Forms. The first section of the questionnaire included demographic questions about the respondents, such as gender, age, and occupation. The second part contained several Yes/No questions related to the respondents' characteristics as TikTok users and their use of clothing products. The core component of this questionnaire consists of questions using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) (Novitasari, 2023), which will be selected based on respondents' perceptions of the variables, namely content marketing strategy and E-WOM. The sample for this study included 100 respondents, randomly selected from TDM Pramuka dealer customers in 2024, who numbered over 100 in total. From this group, 100 samples were chosen using the Slovin method with a significance level of 5%.

3.4. Measurement of Variables

The operational definition of variables is crucial to ensure that variables are measured objectively and can be replicated by other researchers in the same research context. This definition allows researchers to measure and obtain valid and reliable data. In this study, the independent variables are content marketing strategies on TikTok (X1) and E-WOM (X2), while the dependent variable is sales at the Honda TDM Pramuka dealership (Y). When submitting a research paper to a reputable journal, the research methods section is a critical component that must be thoroughly detailed and well-documented. This section should provide a clear and comprehensive explanation of how the study was conducted, enabling readers to evaluate the validity and reliability of the research findings and enabling others to replicate the study. (Damme et al., 2007) (Kallet, 2004). The research methods section should begin with a description of the setting and participants

involved in the study. This should include information about the study location, the characteristics of the sample population (e.g., age, gender, socioeconomic status), and the recruitment and

IV. Results and Discussion

This study uses a quantitative research design with a survey approach to assess the effectiveness of content marketing strategies and E-WOM on TikTok in increasing motorcycle sales at Honda dealerships. The quantitative design was chosen because it allows for objective measurement by collecting numerical data, which can be processed statistically. Koob (2021) explains that a quantitative approach in marketing research enables a more detailed analysis of the effectiveness of marketing strategies, including content marketing and E-WOM. Additionally, this study incorporates a mixed-methods approach by including qualitative elements, such as in-depth interviews, to complement the survey results.

This qualitative approach aims to understand better TikTok users' experiences and how their interactions with content and electronic word-of-mouth (E-WOM) influence their purchasing decisions. Combining both quantitative and qualitative methods, as suggested by Shahbaznezhad et al. (2022), offers comprehensive insights into user behavior on social media. It also sheds light on various data related to content marketing strategies and the role of E-WOM in influencing motorcycle sales at Honda dealers through the TikTok platform. Data obtained from surveys and digital content analysis show that interactive visual content, such as videos highlighting superior motorcycle features and challenges involving users, significantly increases user engagement. In addition, interactions such as the number of likes, comments, and shares positively correlate with increased consumer interest in the featured products.

The findings of this study align with digital marketing theory, as anticipated. Effective content marketing, combined with the power of E-WOM, has significantly influenced consumer purchasing decisions in the digital era. The theory suggesting that visual and interactive content can enhance user engagement (Deep, 2023) is supported by the high engagement levels observed in TikTok content produced by Honda motorcycle dealers. Furthermore, the E-WOM theory, which asserts that consumer reviews are more trusted than traditional advertising, is confirmed by survey data and content analysis (Che et al., 2017). The following are the results of the T-test and F-test from this study, presented in the form of an SPSS table 1:

Table 1. t-Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.301	1.256		1.832	.070
	TOTAL_X1	.320	.040	.523	7.969	.000
	TOTALX2	.290	.044	.432	6.589	.000

a. Dependent Variable: TOTAL_Y

To determine whether one variable affects another, the significance value must be less than 0.05, or the calculated t-value must be greater than the t-table value. If these conditions are met, variable X influences variable Y. Conversely, if the significance value is greater than 0.05 or the calculated t-value is less than the t-table value, it suggests that variable X does not influence variable Y.

Table 2. F-Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	665.408	2	332.704	115.031	.000 ^b
	Residual	280.552	97	2.892		
	Total	945.960	99			

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
a. Dependent Variable: TOTAL_Y					
b. Predictors: (Constant), TOTALX2, TOTAL_X1					

In the F-test, to determine whether one variable affects another, the significance value must be less than 0.05 simultaneously, indicating an influence of variable X on variable Y. Conversely, if the significance value is greater than 0.05, it suggests no influence of variable X on variable Y. The results of this study indicate that the content marketing strategy and Electronic Word of Mouth (E-WOM) on TikTok have a significant impact on increasing motorcycle sales at the Honda TDM Pramuka dealer.

Based on the results of the T-test, the significance value for the content marketing variable is 0.000 with a t-count of 7.969, while for the E-WOM variable, the significance value is 0.000 with a t-count of 6.589. Since the significance value is less than 0.05 and the t-count is greater than the t-table, it can be concluded that both independent variables significantly affect the increase in Honda motorcycle sales. The regression coefficient (β) for content marketing is 0.523, higher than the 0.432 for E-WOM, indicating that content marketing has a greater influence on sales than E-WOM. In other words, although reviews and recommendations from TikTok users play a role in purchasing decisions, a compelling and consistent content strategy is more dominant in attracting consumer interest.

The F-test results show that the content marketing and E-WOM variables significantly affect Honda motorcycle sales, with an F-count value of 115.031 and a significance value of 0.000. Since the significance value is less than 0.05 and the F-count is greater than the F-table, the alternative hypothesis is accepted, indicating that both independent variables simultaneously affect the dependent variable. This finding supports the notion that the effectiveness of digital marketing on TikTok does not rely on a single factor, but rather on a combination of complementary marketing strategies. With engaging content marketing, potential buyers are drawn to explore further, while E-WOM acts as a supporting element, confirming product quality through testimonials from other users.

Overall, the results of this study confirm that TikTok is an effective platform for boosting sales, particularly in the automotive industry. Using creative and consistent content marketing strategies, supported by strong E-WOM, can build consumer trust and influence purchasing decisions. From a managerial perspective, Honda motorcycle dealers should continue optimizing their digital marketing strategies by enhancing the quality of interactive content and leveraging customer reviews to strengthen brand credibility. By understanding consumer behavior patterns on TikTok, dealers can develop more effective and efficient strategies to capture the attention of potential buyers, thereby increasing competitiveness in this digital age.

V. Conclusion

The conclusion of this study indicates that content marketing and Electronic Word of Mouth (E-WOM) strategies on TikTok have a significant impact on increasing motorcycle sales at Honda dealerships. Data gathered from surveys and digital content analysis reveal that interactive visual content, such as videos showcasing the superior features of motorcycles and user-involved challenges, is highly effective in boosting user engagement. Furthermore, interactions like likes, comments, and shares positively correlate with increased consumer interest in the products. Positive comments about a product encourage potential buyers to consider purchasing, while well-managed negative comments do not significantly diminish interest. These findings support digital marketing theory, highlighting the importance of engaging and authentic content in reaching consumers on social media platforms. Additionally, the results reinforce previous research on the role of E-WOM in building consumer trust within the automotive market. From a practical standpoint, Honda motorcycle dealers can harness the power of content and E-WOM features on TikTok as an effective marketing

tool to reach a broader audience. Building on prior research, this study is expected to provide a comprehensive understanding of TikTok marketing strategies and their influence on consumer behavior.

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