



Influence of Instagram Content Marketing and e-wom on Consumer Purchase Decisions Through Buying Interest (Study on Ayucitra Gallery Consumers By Monokrom Jombang)

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ABSTRACT

Social media is a tool for searching and selecting information in the form of products and services. The use of social media in Indonesia continues to grow every year, therefore it is widely used by marketers as an opportunity to introduce and offer products. One of them is by creating content marketing and e-WOM. Content marketing and e-WOM are strategies that are considered quite effective in marketing and introducing products to consumers. The purpose of this study was to determine the impact of Instagram content marketing and e-WOM on consumer purchasing decisions through the purchase interest variable. The population in the study were consumers of the Ayucitra gallery by monochrome jombang, with a sampling technique using purposive sampling of 120 respondents. Data analysis using path analysis with SEM (Structural Equation Modeling) using smartPLS.3.0 software. The findings concluded that content marketing (X1) has a positive and significant effect on consumer buying interest (Z), e-WOM (X2) has a positive and significant effect on consumer buying interest (Z), buying interest has a positive and significant effect on consumer purchasing decisions (Y), content marketing (X1) has a positive and significant effect on consumer purchasing decisions (Y), e-WOM (X2) has a positive and significant effect on consumer purchasing decisions (Y). content marketing (X1) has a positive and significant effect on consumer purchasing decisions mediated by consumer buying interest (Z) at Ayucitra by Monochrome gallery, e-WOM (X1) has a positive and significant effect on consumer purchasing decisions mediated by consumer buying interest (Z) at Ayucitra by Monochrome gallery.

Keywords: Content Marketing, Purchase Intention, Purchase Decision

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INTRODUCTION

The use of social media, especially in Indonesia, continues to grow every year, from a survey report by APJI Indonesia (2022) shows that active social media users in Indonesia in 2022 amounted to 191.4 million with a total increase of 12.6% from the previous year of 170 million (Asman et al., 2023). The increase in social media users is influenced by infrastructure development and the increasing number of internet service providers that reach remote areas (Minarti et al., 2023). The results of the APJI Indonesia report (2022) state that Instagram social media is ranked second out of the top 6 most used social media at 84% of users after WhatsApp 88%, then followed by Facebook 81%, TikTok 63.1%, Telegram 62.8% and Twitter as many as 58.3% of users (Yeltriana et al., 2023). This is an opportunity for policy makers, especially in the field of marketing, to change and utilize social media platforms to introduce and offer products.

One of the objectives of using social media for business actors is as an attraction to influence interest and convince consumers of a product in making purchasing decisions (Roshayanti et al., 2023). Today, changes in consumer behavior make marketers compete to develop their marketing communication strategies and activities effectively and efficiently in order to maintain their business, one of which is by creating a new advertising model through social media in the form of creating interesting, creative and relevant content or commonly referred to as content marketing (Mustajab et al., 2023). Content marketing is the process of delivering information about a business or product indirectly and directly through valuable text, video, or audio content, both online and offline (Ulum et al., 2023). The application of an attractive marketing strategy through content marketing certainly needs to be balanced and supported by various product reviews or reviews (e-WOM) available on electronic media from active or former consumers on the quality of a product so that the products offered are able to provide solutions to the needs and desires of buyers and increase trust or confidence, so that buyers can turn buying interest into purchasing decisions with various considerations.

One of the fashion galleries in Jombang that consistently maintains product quality and moves quickly to read marketing prospects and increase the creativity of marketing strategies by utilizing social media platforms is the Ayucitra by Monokrom gallery (Pamungkas & Halimah, 2023). The success of the Ayucitra by Monokrom gallery in reading digital marketing opportunities can be seen from the large number of followers and the number of reviewers who dominate compared to their competitors (Mutalib & Dylan, 2021), this can mean that the Ayucitra by Monokrom gallery is increasingly in demand and visited by consumers.

Table 1. List of competitors

No	Daftar kompetitor	Alamat	Jumlah follower	Jumlah ulasan
1	Ayucitra by Monokrom	Jl. Gubernur Suryo no.A15	123 ribu	423
2	Ayushop_Jombang	Jl. Gubernur Suryo no.A7	931	2
3	Hijab Quarter	Jl. Gubernur Suryo no.A.37	15 ribu	-
4	Infinity	Jl. Gubernur Suryo no.A.34	784	4
5	HnD	Jl. Gubernur Suryo no.A.16	425	-
6	DHY Hijab	Jl. Gubernur Suryo no.A.5	23 <u>ribu</u>	71

Source: data processed, 2023

Vermes (2022), states that the State of B2B Digital Marketing and statistics show that the majority of B2B marketers now call social media (50%) the most effective digital marketing channel in terms of driving revenue followed by content marketing (47%) and email (41%) (Mudinillah & Rizaldi, 2021). The data is a result of research that shows that content marketing is a strategy that has great potential to attract consumer attention. This shows that marketers in the digital era have now understood that relevant content can influence consumer behavior through useful information wherever consumers are and hopefully the process towards a purchase decision.

Based on the phenomena and studies that have been described, it shows that there are several gaps in the findings, such as the findings of Kajtazi & Zeqiri (2020) who argue that content marketing affects consumer purchasing decisions, this opinion is also supported by the findings of Sudarsono et al., (2020) (Arsul et al., 2021). However, contrary to the findings of Asnawati et al., (2022) and Chasanah & Saino (2022) who argue that content marketing does not affect consumer purchasing decisions. Based on the findings of Prasad et al., (2019) and Kamil & Albert, (2020) explain that e-WOM has a positive and significant effect on consumer purchasing decisions, but at odds with Zhao et al., (2020) and Zahratu & Hurriyati, (2020) who say that e-WOM has no effect on consumer purchasing decisions (Gusvita & Alon, 2021). From the summary of the findings of previous research which shows the inconsistency of the findings, for this reason, researchers are interested in reviewing it again by adding the purchase intention variable as a mediating variable.

RESEARCH METHODOLOGY

This research method uses a quantitative approach (Nida et al., 2023). The population is consumers of the Ayucitra by Monokrom Jombang gallery, the sampling technique uses purposive sampling method by determining a sample size of 120 respondents (Zarnuji, 2023). Data analysis using path analysis techniques with the SEM (Structural Equation Modeling) method with the help of smartPLS.3 software. Data collection techniques using a questionnaire, using a Likert scale measurement of 1 - 5.

RESULT AND DISCUSSION

Of the 120 questionnaires, it can be identified that all respondents are Ayucitra by Monokrom Instagram followers who fit the criteria, namely having visited and purchased products from the Ayucitra by Monokrom gallery, as well as respondents over 15 years old (Farid, 2023). The majority of respondents are women at 84% with an age range of

16-23 years, with respondents being students or students at 43% and private employees at 39% with the intensity of using Instagram social media > 5 times a day.

Convergent validity test

Each variable obtained the results of the Average variant extracted (AVE) above the required value > 0.50 which means that each variable is declared valid or acceptable.

Table 1. Construct Reliability and Validity

	<u>Cronbach's Alpha</u>	<u>rho_A</u>	Composite Reliability	AVE
CM	0.969	0.969	0.972	0.655
EW	0.888	0.892	0.918	0.692
KP	0.942	0.942	0.951	0.658
MB	0.920	0.921	0.940	0.758

Source: data processed 2023

Discriminant Validity Test

Each indicator of the variable obtained a loading factor value > 0.70, which means that the research instrument is valid for use or passed the discriminant validity test.

Table. 2 outer loadings

<u>Indikator</u>	CM	EW	MB	KP
X1.1	0.787			
X1.10	0.802			
X1.11	0.801			
X1.12	0.864			
X1.13	0.829			
X1.14	0.852			
X1.15	0.812			
X1.16	0.814			
X1.17	0.853			
X1.18	0.805			
X1.2	0.808			
X1.3	0.785			
X1.4	0.807			
X1.5	0.761			
X1.6	0.774			
X1.7	0.773			
X1.8	0.811			
X1.9	0.825			
X2.1		0.802		
X2.2		0.785		
X2.3		0.879		
X2.4		0.896		
X2.5		0.791		
Y1.1			0.767	
Y1.10			0.812	
Y1.2			0.792	
Y1.3			0.847	
Y1.4			0.823	
Y1.5			0.799	
Y1.6			0.785	
Y1.7			0.816	
Y1.8			0.821	
Y1.9			0.847	
Z1.1				0.903
Z1.2				0.899
Z1.3				0.895
Z1.4				0.831
Z1.5				0.821

Source: data processed, 2023

Reliability Test

Each variable obtained composite reliability results > 0.70 and Cronbach's alpha results > 0.70, which means that all research variables have met the requirements and can be said to be reliable.

Tabel 3. Reliabilitas dan Validitas Konstruk

	<u>Cronbach's Alpha</u>	<u>Composite Reliability</u>	<u>AVE</u>
CM	0.969	0.972	0.655
EW	0.888	0.918	0.692
KP	0.942	0.951	0.658
MB	0.920	0.940	0.758

Source: data processed, 2023

R - Square

From table 5, it can be explained that the R-square in the purchasing decision variable obtained a result of 0.814, which means that the purchase decision can be explained by 81% of the content marketing (Teguh et al., 2023), e-WOM and purchase intention variables. Meanwhile, the purchase interest variable obtained an R-square value of 0.744, which means that purchase interest can be explained by 71% of the content marketing and e-WOM variables.

Table 4. R-Square

	<u>R Square</u>	<u>R Square Adjusted</u>
<u>Keputusan Pembelian</u>	0.814	0.809
<u>Minat Beli</u>	0.744	0.739

Sumber : data diolah, 2023

Hypothesis Test

The hypothesis can be accepted if it has a t-statistic value $> t$ -table (t -statistic > 1.96), while the hypothesis is rejected if the t -statistic $< t$ -table (t -statistic < 1.96) (Hair et al., 2018). The hypothesis test results can be seen in the following table:

Table 6. Path Coefficients

	<u>Hipotesis Variabel</u>	<u>T Statistik</u>	<u>P Values</u>	<u>Ket</u>
H1	<u>Content Marketing -> Minat Beli</u>	2.167	0.031	<u>Diterima</u>
H2	<u>E-Wom -> Minat Beli</u>	4.172	0.000	<u>Diterima</u>
H3	<u>Content Marketing -> Keputusan P</u>	3.005	0.003	<u>Diterima</u>
H4	<u>E-Wom -> Keputusan Pembelian</u>	2.790	0.005	<u>Diterima</u>
H5	<u>Minat Beli -> Keputusan Pembelian</u>	2.951	0.003	<u>Diterima</u>
H6	<u>Content M -> Minat Beli -> Keputusan pembelian</u>	2.147	0.020	<u>Diterima</u>
H7	<u>e-WOM -> Minat Beli -> Keputusan pembelian</u>	2.247	0.025	<u>Diterima</u>

Source: data processed, 2023

Based on the data from the table above, it can be explained that there are five hypothesis results from the influence between variables directly, and there are 2 hypotheses from the influence through mediating variables (Afifah et al., 2023). The following is an explanation and discussion of each hypothesis:

The first hypothesis, the effect of content marketing on consumer buying interest, obtained a t -statistic of $2.167 > 1.96$ and obtained a p -value of $0.031 < 0.05$, which means that there is a direct influence on the content marketing variable and the purchase interest variable on Ayucitra gallery consumers by Monokrom Jombang (Amirudin et al., 2022). In every content created by the Ayucitra by Monokrom gallery, it always presents interesting, informative and educational content ideas related to attributes, benefits, product usage tutorials, prices and product quality, making it easier for consumers to find

various information (Muhammadong et al., 2023). In every content presented by the Ayucitra by Monokrom gallery, it does not always offer its products, but there is also content that contains knowledge and entertainment for its followers, such as how to care for types of clothing, how to dress for formal and casual events, educational games and many others (Pathurohman et al., 2023). This was deliberately created to maintain and follow the trend of its followers, so that they remain loyal to the Ayucitra by Monokrom gallery and are not easily bored with content that only contains continuous product promotion (Alberty et al., 2023). The results of this study support the findings of Kajtazi & Zeqiri, (2020) and Rinuastuti et al., (2022) which show that the more interesting and informative content marketing is created, the more it affects consumer buying interest.

The second hypothesis, the effect of e-WOM on consumer buying interest, obtained a t-statistic of $4.172 > 1.96$ and obtained a p-value of $0.000 < 0.05$, which means that there is a direct influence between e-WOM and consumer buying interest in the Ayucitra by Momokrom Jombang gallery (Sitinjak et al., 2023). Electronic media provides space or opportunity for each user, to exchange information and opinions. This can be felt by the Ayucitra by Monokrom gallery, by establishing good relations with its consumers and maintaining and always prioritizing the quality of each product, it can create positive e-WOM shared by consumers and customers through electronic media, this can increase consumer confidence and buying interest (Arumi Sunarta et al., 2023). Today, consumers are getting smarter in choosing a product they want, before making a purchase decision they first look for as much information as possible about the product they are going to buy and if consumers have felt the benefits of one of the brands or products they will automatically give positive comments and provide recommendations to colleagues or share them on electronic media (Hassan et al., 2023). The results of these findings agree with the findings of Erkan & Evans, (2016) saying that one of the key drivers of consumer buying interest comes from the results of reviews or electronic conversations that occur on electronic media or social media.

The third hypothesis, namely the effect of content marketing on consumer purchasing decisions, obtained a t-statistic of $3.005 > 1.96$ and obtained a p-value of $0.003 < 0.05$, meaning that the third hypothesis is accepted that there is a direct influence between content marketing and purchasing decisions at the Ayucitra by Momokrom Jombang gallery (Arifuddin et al., 2023). In every content created by the Ayucitra by Monokrom gallery, it always presents interesting, informative and educational content ideas related to attributes, benefits, product usage tutorials (Adema et al., 2023), prices and product quality, making it easier for consumers to find various kinds of information (Hardana et al., 2023). This is one of the causes that can influence consumer purchasing decisions. These findings are in line with the findings of Abdurrahim & Sengen, (2019) that content marketing that is created interestingly and relevantly affects consumer purchasing decisions.

The fourth hypothesis, the effect of e-WOM on consumer purchasing decisions, obtained a t-statistic of $2.790 > 1.96$ and obtained a p-value of $0.005 < 0.05$, which means that there is a direct influence between e-WOM and consumer purchasing decisions at the

Ayucitra by Momokrom Jombang gallery. Electronic media provides free space or opportunities for each user, to exchange information and opinions. This can be felt by the Ayucitra by Monokrom gallery, by establishing good relations with its consumers and maintaining and always prioritizing the quality of each product, it can create positive e-WOM shared by consumers and customers through electronic media, this can increase confidence in consumer purchasing decisions. These findings agree with the findings of Almana & Mirza, (2020) e-WOM which says that e-WOM in the form of positive reviews and experiences of consumer satisfaction can be a cause before consumers make purchasing decisions.

The fifth hypothesis, the effect of buying interest on consumer purchasing decisions, obtained a t-statistic of $2.951 > 1.96$ and obtained a p-value of $0.003 < 0.05$, which means that there is a direct influence between buying interest and consumer purchasing decisions at the Ayucitra by Momokrom Jombang gallery. The presence of interesting and relevant content marketing and the results of positive reviews or reviews through electronic media can encourage consumer purchasing decisions at the Ayucitra by Monokrom gallery. The results of these findings support the findings of Chasanah & Saino, (2022) which say that buying interest affects consumer purchasing decisions.

The sixth hypothesis, the effect of content marketing on purchasing decisions through consumer buying interest, obtained a t-statistic of $2.147 > 1.96$ and obtained a p-value of $0.020 < 0.05$, which means that there is an indirect influence between content marketing on purchasing decisions through consumer buying interest in the Ayucitra by Momokrom Jombang gallery. Creative and informative ideas packaged through content in the Ayucitra by monochrome gallery can influence consumer purchasing decisions through encouraging buying interest.

The seventh hypothesis, the effect of e-WOM on purchasing decisions through consumer buying interest, obtained a t-statistic of $2.247 > 1.96$ and obtained a p-value of $0.025 < 0.05$, which means that there is an indirect influence between content marketing on purchasing decisions through consumer buying interest in the Ayucitra by Momokrom Jombang gallery. The presence of e-WOM in the form of positive or negative reviews can provide benefits to consumers and sellers, so that it can increase consumer confidence and influence buying interest and end in purchasing decisions.

CONCLUSION

This study aims to determine the effect of content marketing instagram and e-WOM on consumer purchasing decisions through variables of buying interest in Ayucitra gallery consumers by Monokrom Jombang. The findings concluded that there is a positive and significant influence on the variables of content marketing instagram and e-WOM on consumer purchasing decisions directly, and there is also an indirect influence between content marketing instagram and ewom on consumer purchasing decisions at ayucitra gallery by monokrom jombang through the purchase interest variable. Meanwhile, the direct effect of the purchase interest variable on consumer purchasing decisions also has a positive and significant effect.

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