



Content marketing efforts in improving consumer purchase decision in Titip Weh

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ABSTRACT

The The purpose of this research is to find out: (1) How does marketing content describe and Titipin Weh consumers' purchasing decisions, (2) How does content marketing influence Titipin Weh's consumer purchasing decisions. This study uses 2 variables to test its influence, namely content marketing (X) purchasing decisions (Y). The objects in this study were 19 consumers from Titipin Weh. This study uses a quantitative research method with a descriptive and verification approach. From the results of the R test (Coefficient of Determination) the value of R Square (R²) obtained is 0.830, which means that the influence of marketing content on purchasing decisions is 83%, the remaining 17% is influenced by other factors not examined by the author.

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INTRODUCTION

Purchasing decision is a selection stage that is carried out by consumers in making decisions to buy a product. Purchasing decision is the stage in the decision-making process where consumers actually buy (Kotler & Armstrong, 2018). According to Kotler and Armstrong (2018) there are six indicators of purchasing decisions, namely: Product choice, brand choice, dealer choice, purchase amount, purchase time and payment method.

According to Kotler & Armstrong (2018), there are several factors that influence purchasing decisions influenced by marketing stimuli consisting of product, price, distribution and promotion. Similar to Kotler and Armstrong (2018), Diyatma's research (2017) shows that the use of promotions offered through Instagram social media influences purchasing decisions by 83%. Zanjabila and Hidayat (2017) conducted research on the impact of social media marketing on purchasing decisions at Bandung Techno Park and found that the effect of social media marketing on purchasing decisions was 75.9%. Arief and Heppy Millianyani (2015) also support Kotler and Armstrong's (2018) research which analyzes the impact of social media marketing on consumer intentions to buy the Sugar Tribe brand, which is one of the players in the food industry. Past researchers concluded that social media Instagram had an impact of 56% on Sugar Tribe consumers' purchase intentions. Muslihah (2018) revealed research that also supports Kotler and Armstrong's theory that social media marketing has

a significant impact on purchasing decisions. The social media used are Facebook, Twitter and Instagram.

Indonesian people are very active in using Instagram. According to the research institute, people in Indonesia visit Instagram more than 5-10 times a day. 72% of this time is spent scrolling. And most interestingly, 75% want an assistant account from Instagram. (Rapada, 2021).. Business people see the popularity of Instagram as an effective way to market their company's products. The analysis institute SumAll named Instagram the most effective social media platform in boosting business (Diyatma, 2017).

Instagram offers 15x more user engagement than Facebook and 25x more user engagement than Twitter. Given this fact, many businesses use Instagram to engage their customers. The company uses a social media communication strategy to communicate with existing customers. This is in line with the statement "Where lifestyle and consumer attitudes are considered and taken into account when shopping online in Indonesia." (Ramadanty, 2020).

Titipin Weh was founded in 2020 when the covid 19 pandemic hit Indonesia. Titipin Weh is an MSME engaged in the service sector. The services offered are quite diverse, starting from the safekeeping of goods, the transfer of goods, the packaging of goods and the delivery of goods to various regions in Indonesia, in TitipinWeh sales promotions using Instagram social media. Titipin Weh is here to be a solution and an answer to the anxiety of students who return home but still have to pay rent. The growth of this business is quite promising even though its operations are experiencing challenges. The business challenge that occurs at Titipin Weh is the difficulty of attracting attention (awareness) and trust in convincing consumers to make purchasing decisions on the services offered.

In convincing consumers to make purchasing decisions, a marketing effort must be made. Keeping up with the times and advances in technology and the internet, Titipin Weh uses social media marketing as a means to attract consumers and promotions. Social media marketing is a system that enables marketers to engage, collaborate, interact and utilize the people who participate in it for marketing purposes. Through social media Instagram, Titipin Weh promotes and publishes information about its service business with content marketing to get an overview of the influence on Titipin Weh (X) consumers' purchasing decisions, as well as find out how content marketing influences Titipin Weh (Y) consumers' purchasing decisions. The formulation of the problem of this research is to find out how the marketing content and purchasing decisions of Titipin Weh consumers are described and to find out how content marketing influences the purchasing decisions of Titipin Weh consumers. This research is important so that business actors, especially in the service sector, can use this research as a reference in determining the selection of marketing through social media, especially Instagram stories, in marketing their products. Therefore, a research must be carried out in order to find out the output of content marketing efforts in increasing purchasing decisions.

Understanding Purchasing Decisions According to Kumar (2015) decision making by consumers to purchase a product is represented by an awareness of the fulfillment of needs and desires. After the consumer is aware of these needs and desires, the consumer will then follow up to fulfill these needs and desires. According to Kotler and Armstrong (2018), there are six metrics for making a buying decision: product choice, brand choice, dealer choice, purchase amount, purchase time, and payment method. The following are six indicators of understanding: 1) Product choice, namely: consumers consider product selection with their choices. 2) Brand choice, namely choosing a brand between other brands. 3) The choice of dealer/seller, namely the consideration of consumers making purchases with other sellers. 4) Number of Purchases, namely determining the amount of purchases based on needs. 5) Time of purchase, namely purchase decisions based on time or conditions. 6) Payment Method, namely making decisions when paying with available transactions.

Marketing is a social process and by which individuals or organizations obtain what they need and want through creating and exchanging value with others (Kotler and Armstrong, 2019).

Marketing is an activity carried out by companies or individuals to introduce goods or services using various media such as newspaper advertisements, magazines, tabloids, brochures, the internet and many others. Content Marketing According to Pulizzi (2014), content marketing is a marketing strategy approach that focuses on creating and disseminating valuable, relevant, and consistent content to attract and retain a clearly defined audience so as to encourage customers to take profitable actions.

According to Milhinos (2015), the indicators that content marketing must have in order to measure content are: 1) Relevance, namely the delivery of relevant information related to problems faced by consumers. 2) Accuracy, namely displaying accurate information based on facts according to the reality of what happened. 3) Value, namely the delivery of information that is useful and beneficial to consumers. 4) Easy to understand, namely the delivery of information that is easily understood by consumers. 5) Easy to find, namely the convenience within the reach of consumers to obtain their needs. 6) Consistent, namely maintaining the quantity with the accuracy of needs.

Instagram is a photo or video sharing application that allows users to take photos or videos, apply digital filters, and share them on various social networking services (Wikipedia). Atmoko (2012) said in his book entitled Instagram Handbook explaining that the Instagram application has five main menus which are all located at the bottom, which are as follows: 1) Home Page 2) Comments, 3) Explore, 4) Profile 5) News Feed. Furthermore Atmoko (2012) said. Even though it's called a photo sharing service, Instagram is also a social network. Because here the book of Isa interacts with fellow users. As for some of the activities we can do on Instagram, namely: 1) Follow, 2) Like 3) Comments, 4) Mentions.

RESEARCH METHOD

The object of this research is Titipin Weh located on Jl. Tubagus Ismail XVII No. 6, Ex. Sekeloa, Kec. Coblong, Bandung City. This research is a quantitative research with a descriptive and verification approach. The population of this research is Titipin Weh consumers as many as 19 people. The sampling technique in this study was by non-probability sampling. The data used in this study is primary data in the form of questionnaires that ask a series of questions and are processed to draw conclusions. as many as 19 questionnaires. This study uses a simple linear regression test by previously carrying out the classic assumption test consisting of a normality test, multicollinearity test. As for determining the magnitude of the influence of content marketing on purchasing decisions using the coefficient of determination test

RESULTS AND DISCUSSIONS

The results of the study show that the classical assumption test is normally distributed and does not show multicollinearity, the data is valid and reliable, as well as the hypothesis test which states that marketing content has an effect on purchasing decisions.

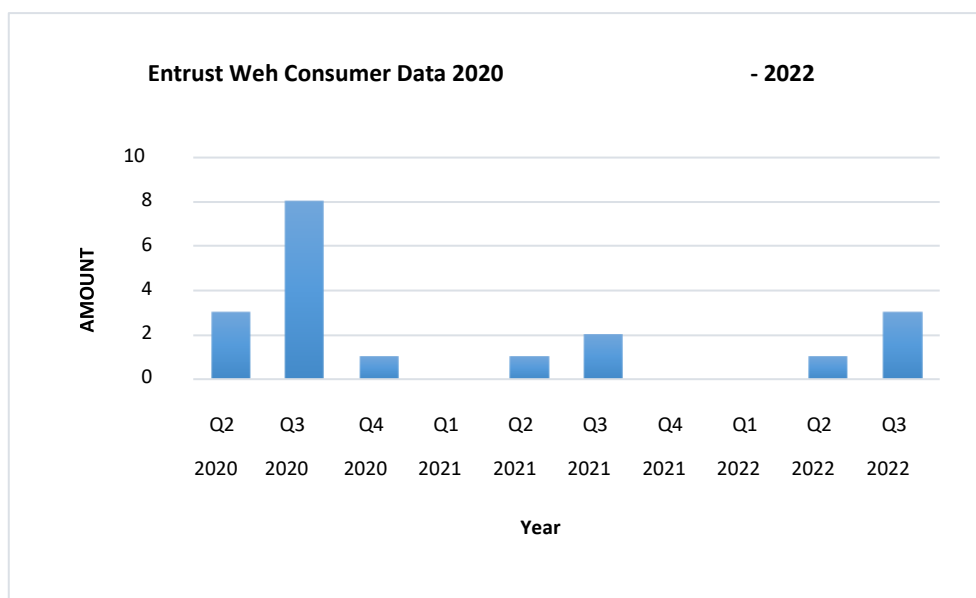


Figure. 1 Titipin Weh Consumer Sales in quarters 1,2,3 and 4
Source: Documents for the Sales of Goods Custody Services, Titipin Weh (2022)

According to Graph 1 above, it shows that sales of Titipin Weh safekeeping services have increased and decreased sales. In the first year in 2020, it got 12 consumers out of a total of 19 consumers. However, in the second and third years 2021 and 2022, Titipin Weh Goods Custody Services experienced a decline in sales. This is because in 2021 Indonesia itself has entered a new normal era where people's activities take place at home. In that year, they have started their activities in offices or schools, thus of course causing Titipin Weh's consumers to be affected.

The results of the validity of the statement items in the questionnaire were declared valid and met the test criteria, where the results of the comparison of *r* counts with *r* tables, where *df* = *n*-2 with sig 5%. If *r*count < *r*table then it is valid. So the significance level used is 0.05 or 5%. Based on the results of the validity test that the researchers carried out on 19 respondents, it showed that all question items of variable X were declared valid because all question items had a value of *r*count > *r*table. Based on the results of the reliability test using SPSS 20 the overall reliability is more than 0.60, the result is reliability, conversely if the value on the reliability result is smaller than 0.60 then the result is not reliable.

The consequence of the traditional suspicion test makes sense that the relapse model is exempt from autocorrelation, multicollinearity, and heteroscedasticity.

Normality test

Table 1. Data Normality Test
 One -Sample Kolmogorov-Smirnov Test
Tests of Normality

	Kolmogorov-Smirnov ^a		
	Statistic	df	Sig.
<i>Content Marketing</i>	.064	19	.200 ^b

^a. Test distribution is Normal.

^b. Calculated from data.

Based on table 1. it is known that the significance value of the Kolmogorov Smirnov normality test (0.200) is greater than 0.05, so the data is normally distributed.

Heteroscedasticity Test

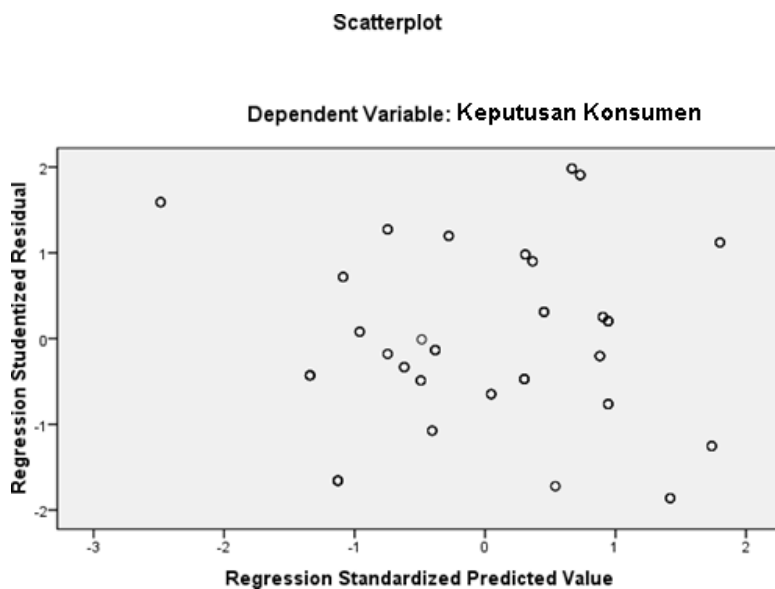


Figure 2. Heteroscedasticity Test

From the scatter plots (figure 2) it can be seen that the dots spread randomly and are scattered either above or below 0 on the Y axis and do not form a particular pattern. It can be concluded that there is no heteroscedasticity in the regression model so that the regression model is suitable for predicting consumer decisions.

Multicollinearity Test

Table 2. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Marketing Content	.820	5.120

(Source: Questionnaire processed using SPSS 20, 2022)

The results in table 2 show that the VIF value is 5.120 < 10 and the tolerance value is 0.820 > 0.1 so it can be concluded that the regression is free from multicollinearity.

Simple Linear Regression Test

The results of simple linear regression analysis in this study are as follows:

Table 3. Hypothesis Testing Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.509	1.841		3.689	.000
Konten Marketing	.912	.062	.795	12.702	.000

(Source: Questionnaire processed using SPSS 20, 2022)

From the results of the regression analysis in table 1.3 using the help of SPSS software, the equation is obtained, namely:

$$\hat{Y} = 15.509 + 0.912X.$$

This formulation means:

The value of the constant a in the regression line is 15.509. This shows a constant price, that is if the variable X is equal to 0, then the consumer's purchase decision remains at 15.509

Table 4. R Square (R^2)

Model	R	R Square	Adjusted RSquare	Std. Error of the Estimate
1	.841 ^a	.830	.791	.28397

(Source: Questionnaire processed using SPSS 20, 2022)

$$R \text{ square } 0.830 \times 100 = 83\%$$

This means that content marketing affects purchasing decisions. Results From the results of the calculations carried out, the results are in accordance with the research hypothesis that has been made, namely that there is a significant influence between the variables of the use of promotions through content marketing on consumer purchasing decisions at Titipin Weh. From the results of the R test (Coefficient of Determination) the value of R Square is obtained (R^2) or the coefficient of determination (KD) which shows how well the regression model is formed by the interaction of the independent variables and the dependent variable. The coefficient of determination obtained is 0.830, the use of promotion through content marketing has an effect of 83% on consumer purchasing decisions at Titipin Weh and the remaining 17% is influenced by other factors not examined by the author.

According to Kotler and Armstrong (2018), there are several factors that influence purchasing decisions which are influenced by marketing stimuli consisting of product, price, distribution and promotion. In this study, content marketing as an independent variable which in Kotler's theory is reflected in the promotion factor. Marketing content itself influences purchasing decisions, this is in line with previous research studies which show that the use of promotions through Instagram social media has an effect on purchasing decisions. (Diyatma, 2017; Zanjabila and Hidayat, 2017; Arief and Heppy Millianyani, 2015; Kotler and Armstrong, 2018; Muslihah, 2018). Meanwhile, other factors that influence purchasing decisions include product, price, and distribution (Kotler and Armstrong, 2018). By doing this research, it is hoped that it can provide an overview of the influence of content marketing on purchasing decisions, especially at Titipin Weh. With the hope that in future studies, other factors that influence purchasing decisions besides content marketing can be studied more deeply to get a more comprehensive picture. This research also support Asnawati et al (2022) brand image mediates the effect of perceived ease of use, electronic word of mouth and content marketing towards ticket purchasing decisions, Content marketing had a negative and significant impact on purchasing decisions, while indirectly through brand image had a positive and significant impact.

The role of brand image was very important in increasing the effect of perceived ease of use, electronic word of mouth and content marketing towards purchasing decisions. greater awareness of more conclusive evidence of the effect of content marketing on online consumer behavior can guide marketers to produce and share digital brand content on social media that will resonate more with consumers. In this regard, the results provide more insights into what content online consumers expect from brands with which they interact on digital platforms; and how brands can benefit when these consumer expectations are met (Hollebeek & Macky, 2019; Mathew & Soliman, 2020). This study also shows the different areas in which content marketing can influence online consumer behavior. In addition, the results also confirm that content marketing is a valuable long-term investment for brands because consumers will eventually make a purchase because of a trusting relationship that was formed with resonating digital brand content (Ho et al., 2020).

CONCLUSION

Based on the formulation of the problem and the results of the research that has been done, the use of promotions through content marketing has an effect on consumer purchasing decisions on Titipin Weh products. The use of promotions through content marketing has an effect of 83% on consumer purchasing decisions at Titipin Weh and the remaining 17% is influenced by other factors not examined by the authors. The factors that influence purchasing decisions according to Tjiptono (2017) are the emotional bonds that exist between customers and producers after customers use products and services from companies and find that these products or services provide added value. Kotler also added several factors that influence purchasing decisions other than those examined in this study such as cultural factors which include, values, namely the norms adopted by society, perceptions, namely the way of looking at things, preferences, namely liking one product compared to other products, behavior, namely habits. . Factors outside this research can be material for further research to be able to add to the variables studied so that they can add new information for consumers, producers and scientists.

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