

IMPACT OF CONTENT MARKETING, BRAND IMAGE, AND SOCIAL MEDIA ON BUYING BEHAVIOR

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Abstract: This research aims to investigate the influence of content marketing, brand image, and social media on purchase intention and purchase decision for Sambal Ning Niniek, a small and medium-sized enterprise (SME). A quantitative research method was employed, with three independent variables, namely content marketing, brand image, and social media, and two dependent variables, namely purchase intention and purchase decision. A total of 216 respondents were included in the study. The analysis involved both outer model and inner model assessments. The results revealed that content marketing did not have a significant positive impact on purchase intention. However, brand image and social media demonstrated a positive and significant impact on purchase intention for sambal Ning Niniek. Furthermore, purchase intention was found to have a positive and significant effect on purchase decisions at Sambal Ning Niniek. Regarding the influence on purchasing decisions, content marketing, and brand image were identified as significant and positive factors for Sambal Ning Niniek. However, social media did not exhibit a significant positive impact on purchasing decisions.

Keywords: content marketing, brand image, social media, purchase intention, purchase decision

INTRODUCTION

Sambal Ning Niniek is an SME which was established in 2017 as a business entity named UD by Mrs. Sri Wahyuni or who is familiarly called by the name Mrs. Niniek which is engaged in Food and Beverage. The idea of fish floss chilli sauce first emerged in 2000 from the personal experience of Mrs. Sri Wahyuni as the founder of the business who disliked fish since childhood. With the hope that the same thing did not happen to her children. So, because of that, Mrs. Sri created a processed recipe from fish floss chilli sauce which turned out to be well-received by the market and among housewives who bought Sambal Ning Niniek (Niniek, personal communication, September 20, 2022).

The products owned by Sambal Ning Niniek focus on processed klotok fish and tuna made into chilli sauce. Products from Sambal Ning Niniek consist of sambal klotok, sambal tuna, sambal klotok floss, sambal tuna floss, bumbu ireng, sambal cumi, sambal udang, chilli oil, and Sambal Ning Niniek sambal roa has superior products in the form of sambal klotok floss and sambal tuna floss. The products have their own uniqueness because it is considered more practical than chilli products in general (Niniek, personal communication, September 20, 2022).

Sambal klotok floss and sambal tuna floss can be the hallmark of Sambal Ning Niniek because most of the chilli sauce is wet but the products sold by Sambal Ning Niniek have their own advantages, namely Sambal Ning Niniek

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creates dry chilli sauce products which are rarely found by chilli sauce fans. The production process of Sambal Ning Niniek is carried out at the home of the owner of this SME itself which is located at Jalan Siwalankerto Timur No. 151, Surabaya. One of the marketing activities carried out by Sambal Ning Niniek is by using social media as a means of promoting its products. The social media owned by Sambal Ning Niniek are Instagram, Facebook, and TikTok.

During the pandemic, Sambal Ning Niniek had experienced a decrease in purchases, although not too significant. Based on information from the business owner, Mrs. Niniek, in a month Sambal Ning Niniek can sell up to 2000–3000 bottles of chilli sauce production, but because of the pandemic which occurred, these sales had decreased to touch the sales figure of only 100 bottles per month (Niniek, personal communication, September 20, 2022).

In addition, the engagement rate of social media owned by Sambal Ning Niniek is still in a fairly low category as evidenced by the number of likes and comments from social media owned by Sambal Ning Niniek. The low engagement rate can be caused by the lack of interaction between audiences and social media owners (Mukti, 2020). Through social media, Sambal Ning Niniek can conduct promotions to introduce various kinds of products by using social media official accounts such as Instagram, Facebook, and Tiktok or using other intermediaries. One type of intermediary which is currently trending and widely used is an intermediary through influencers.

An influencer is a famous person who is considered to have an influence on many people because influencers are synonymous with having many followers and representing the online community (Shadrina & Sulistyanto, 2022). The

influencer will usually create content by reviewing or posting a product through various social media platforms of which they have. The reviews and posts turn out to be able to attract attention to potential customers and foster buying interest. The influencer makes themselves a content marketer by creating content which can attract the right audience, then encourages them to become customers (Huda, Karsudjono, & Darmawan, 2021).

Content Marketing can also attract customer attention by creating an engagement between customers. What distinguishes Content Marketing from other things is that promotional advertisements only contain the promotion of a product. Content Marketing is used to promote a brand by distributing content which is useful for many people (Huda, Karsudjono, & Darmawan, 2021). However, based on the facts which have occurred in the field, Sambal Ning Niniek has not carried out several stages of distribution, planning, and creating content in a structured manner, this is only content which can be created at any time so not everyday Sambal Ning Niniek can create content. Content Marketing can also be defined as a marketing strategy in creating and disseminating valuable, relevant, and consistent content to attract the attention of the intended audience as target consumers to buy their products (Shadrina & Sulistyanto, 2022). With the intermediary of the influencer as Content Marketing who introduces Sambal Ning Niniek products by making product review videos telling online citizens about the taste, uniqueness of Sambal Ning Niniek, price, attractive packaging, and showing how to buy through social media platforms and e-commerce owned by Sambal Ning Niniek. So that the impact of Sambal Ning Niniek's product introduction can increase sales turnover.

Marketing which occurs at Sambal Ning Niniek is generally done directly through social media. However, it should be noted that the facts in the field show that not all of Sambal Ning Niniek products sold in the market and social media can be sold every day. Therefore, it is necessary to have an advantage related to the product packaging technique produced from Sambal Ning Niniek so that the product is superior in quality compared to other chilli products on the market. An attractive packaging display is needed to support the marketing of Sambal Ning Niniek products which are durable and packaged with an attractive appearance so that they can be marketed in all regions in Indonesia. When the competition is increasingly competitive, the solution to solving the problem is to strengthen the label which is useful for defending a product from competitors, namely by creating a superior Brand Image for Sambal Ning Niniek products. Forming a Brand Image is an effort to create an emotional connection between customers and product brands and to differentiate themselves from competitors. By having a positive Brand Image, it is easier to create a strong first impression on buyers (Aeni & Ekhsan, 2020).

Brand Image an interpretation of the brand which reflects consumers' memories of the associations associated with the brand. One way to gain a competitive advantage in influencing consumer purchasing decisions is to create a positive Brand Image in the eyes of buyers and customers (Abi, 2020). The presence of a brand which has built a positive image in the hearts of consumers can have a significant influence on a person's purchasing decisions. Brand Image could influence a person in choosing a place to make a purchase, because before making these decisions, consumers usually carefully consider the brands they like or favor. Therefore, the existence of Brand Image is very influential to make consumers have an interest in purchasing and making purchasing decisions for Sambal Ning Niniek products.

Marketing techniques using social media or social media marketing are techniques or strategies in the marketing process which use social media as a means to promote products or services more specifically (Rahadi & Zainal, 2016). Based on the data obtained from Hootsuite (we are social) website, it explains that the most widely used social media platform in Indonesia as of February 2022 was Whatsapp with

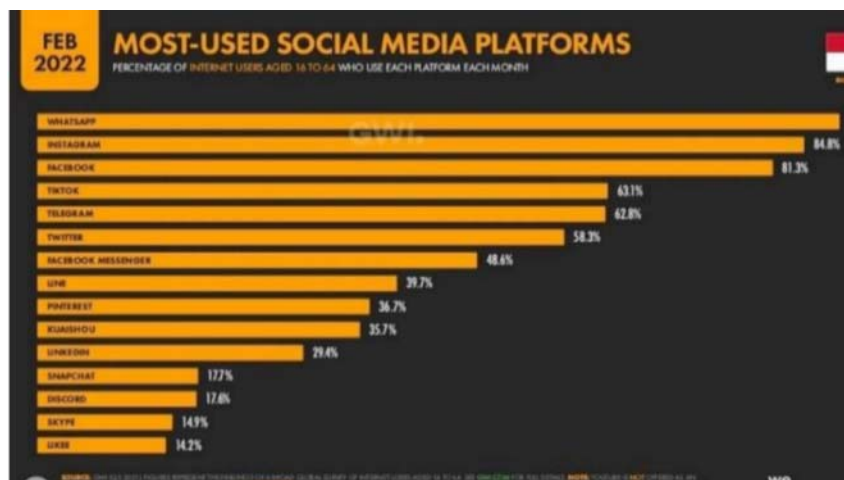


Figure 1 Most Used Social Media Platforms February 2022
Source: We Are Social (Riyanto, 2022)

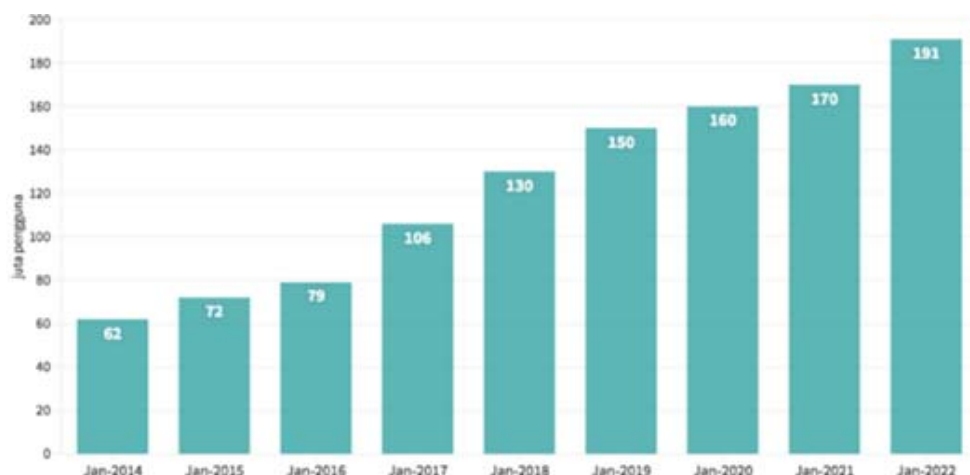


Figure 2 Number of Active Social Media Users in Indonesia 2014-2022
Source: DataIndonesia.id (Mahdi, 2022)

users totaling 87.7% of the total population in Indonesia, then Instagram with users totaling 8.0% of the total population in Indonesia, then Facebook with users totaling 85.5% of the total population in Indonesia and TikTok with users totaling 38.7% of the total population in Indonesia (see Figure 1). The data is in line with the number of social media users which increases every year, this can be seen from the number of active social media users which increased in 2022 to 191 million people, an increase of

12.6% from the previous year, which was 170 million people (see Figure 2).

With the large number of active social media users in Indonesia, this can be seen from the amount of time intensity of the average number of users aged 16-64 years in using social media in February 2022 from the device, which amounted to 3 hours 17 minutes (see Figure 3). With the large number of users who are active in social media and the average time of using existing social media, it can be the

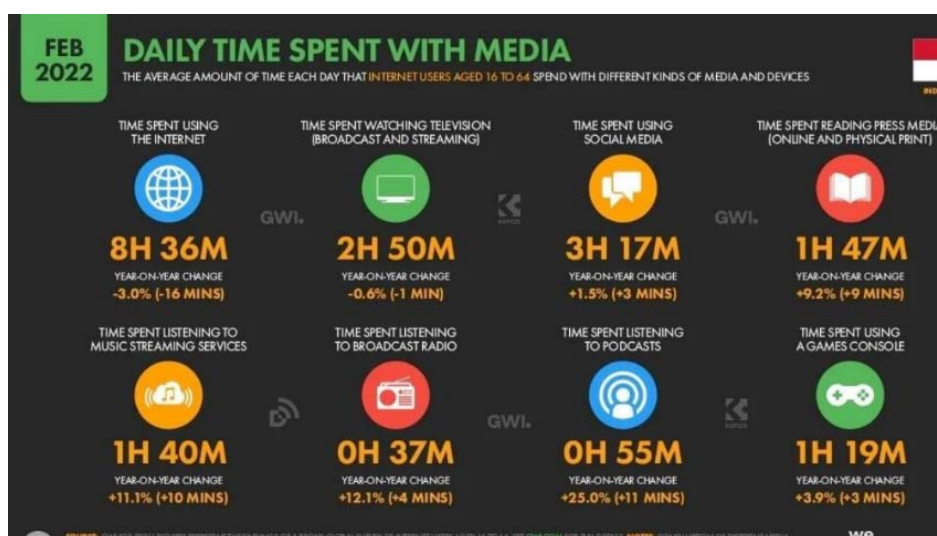


Figure 3 Daily Time Spent with Media in February 2022
Source: We Are Social (Riyanto, 2022)

right opportunity for businesses to promote and expand their market reach.

The existence of social media has many benefits for business people. The benefits which can be felt by business owners who use social media are that it provides a very effective communication space, can increase market share, and can be used to help make business decisions.

The existence of social media is also able to expand new marketing space for micro-business actors to develop their business (Rafitrandi & Fadhil, 2018). However, the fact is that on Sambal Ning Niniek social media, there are still many people who do not know it, not only that, the number of followers, the number of likes, and comments is very unbalanced. This requires better strategies and innovations in marketing on social media, one of

which is Sambal Ning Niniek's Instagram (see Figure 4).

Based on the picture above, it shows that Sambal Ning Niniek has Instagram with 11.8k followers, this shows that Instagram can have an impact which can increase promotion. Sambal Ning Niniek's Instagram has several contents such reviews from several influencers in the form of videos, the benefits of Sambal Ning Niniek products in the form of images, recipes for making processed foods combined with Sambal Ning Niniek products in the forms of videos.

The existence of factors of purchasing interest carried out by potential consumers of Sambal Ning Niniek has a positive impact on sales, namely the occurrence of purchasing decisions. Purchase interest is the stage of the respondent's tendency to act before the buying



Figure 4 Instagram Promotion Conducted by Sambal Ning Niniek
Source: Sambal Ning Niniek's Instagram

decision occurs and is carried out (Al'asqolaini & Musthofa, 2020). Through the purchase interest, which is built, it is hoped that after consumers have an interest in purchasing a product, consumers can enter the stage of making purchasing decisions (Bisma & Pramudita, 2020). Purchase interest is described as one of the stages of making purchase decisions. Consumers who do not decide to make a purchase will enter one of the stages as a decision not to make a purchase or change to consumer buying interest (Bisma & Pramudita, 2020).

Literature Review

The theory of customer behaviour is rooted in a complex web of psychological, sociocultural, and economic influences that dictate consumer purchasing decisions. Various scholars have articulated that these decisions are often a delicate balance between personal preferences and social influences, with the latter having a substantial impact on the individual's buying choices (Solomon, 2014). Furthermore, the economic conditions and market trends play a vital role in shaping consumer perceptions and attitudes towards products and services (Kotler & Keller, 2016). As the digital landscape continues to evolve, understanding the intricate nuances of customer behavior becomes increasingly pivotal in crafting marketing strategies that resonate with the target audience, thus fostering a more personalized and engaging consumer experience (Lamberton & Stephen, 2016).

Purchase interest is an individual's intention to purchase a product or service. So, it can be concluded that the higher the purchase interest, the stronger the consumer's determination to make a purchase decision purchase intention to buy a product. Purchase interest is a

consumer's desire to buy a product which comes from external factors of the product. When consumers already have a positive purchase interest, it can form a positive brand commitment which encourages consumers to act on actual purchasing decisions. Purchase interest will arise after receiving stimulation from something of which consumers see. Purchase interest is an impulse that arises from a person's personality to buy goods which aim to fulfil needs (Novagusda, 2019).

Based on the results of research from Meli, Arifin, & Sari (2022), this study aims to explain the effect of buying interest on purchasing decisions using the Genusian Card. The type of data collected used quantitative data using a questionnaire method with a sample of 100 respondents and was analyzed using simple regression analysis. The results of this analysis show that the purchase interest variable has no direct and insignificant effect on the purchasing decision variable.

The occurrence of purchase interest is an action before the consumer makes a purchase decision on the Sambal Ning Niniek product. Purchasing decision is a decision made because of the interest felt by someone in a product, and wants to buy, try, use, or own the product. In the decision to buy goods, consumers often have more than two parties involved in the exchange or purchase process (Marlius, 2017). According to Kotler (2010), purchasing decisions are steps taken by consumers to decide whether to buy or not buy a product. When making purchasing decisions, consumers always consider factors such as quality, price, and product compatibility with their need's ton ensure they do not feel disappointed after buying the product. Consumers will choose products which can meet their needs, but the product selection

and decision-making process will be influenced by their perceptions of the many brands available (Ramadayanti, 2019). In general, consumers tend to buy brands of which they like, but there are two factors which can influence purchasing decisions. The first factor is the influence of other people's attitudes. Other people's opinions and recommendations can influence consumer purchasing decisions. The second factor is unexpected situations. Purchasing decisions can be influenced by factors such as urgency, promotion or special offers, or sudden changes in needs (Wandanaya, 2012).

This study discusses how the influence of Content Marketing, Brand Image, and social media on purchase interest and purchase decisions at Sambal Ning Niniek. This research is important so that all SMEs in Indonesia, especially in East Java, one example is Sambal Ning Niniek, can find out what factors are most important in influencing consumer purchasing decisions which can affect sales turnover at Sambal Ning Niniek, so that Sambal Ning Niniek develops and maintains its existence in food SMEs in Indonesia.

METHOD

The approach in this research uses a quantitative approach. Quantitative approach is a research based on the philosophy of positivism which is used in examining certain samples. According to Kuncoro (2017), in creating a research design, researchers need to consider several points of view of the research to be carried out. The population in this study were consumers of Sambal Ning Niniek products. In the last month where the number reached 470 buyers. Determination of the sample with an explanation of the slovin formula can be seen

that the results of the calculation of the sample size obtained a number n of 216 respondents. The criteria for respondents used in this study are as follows: (1) Chili sauce buyers in the last month, because in the last month (February) sales experienced a decline in sales; (2) Sambal Ning Niniek repeater buyers who have bought two times. Because in the implementation of purchase interest and purchasing decisions, at least two transactions have been made so that it is classified as a purchase decision.

Based on the results of the respondents, it shows that there is a measurement of the characteristics of the respondents. These measurements include measurements of age, gender, highest level of education and profession. The following is an explanation of the results of the respondents' characteristics.

This research used data analysis method using SmartPLS software. This research hypothesis testing was carried out using a Structural Equation Model (SEM) approach based on Partial Square (PLS). There are two stages in the PLS test analysis, namely the measurement model testing (outer model) and the structural model testing (inner model).

RESULTS

Outer Model

In this study, the presentation of the data studied and also the calculations on the hypothesis testing proposed by the researchers used data analysis in the form of Partial Least Square Analysis (PLS) (Figure 5).

Construct Validity Test

The construct validity test is a tool to find out the size of the research indicators, whether they are in accordance with what should be or

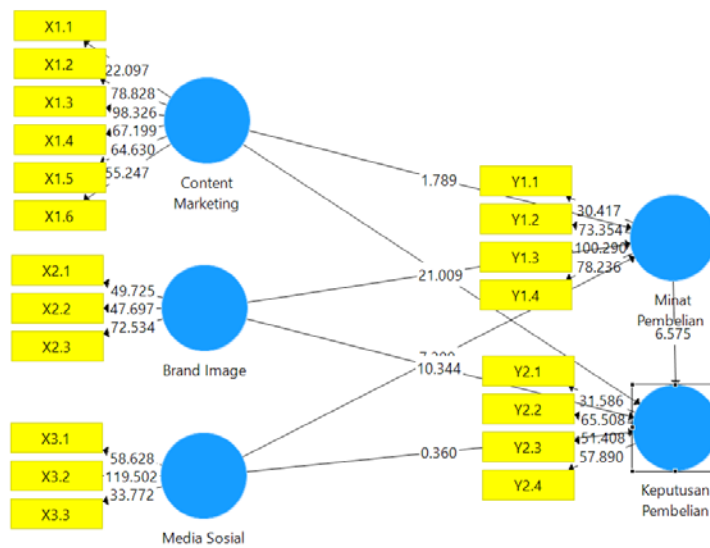


Figure 5 SmartPLS Results

not. The construct validity test conducted by researchers pays attention to the value of convergent validity and discriminant validity.

1. Convergent Validity

Convergent validity is used as a measuring tool for the size of the correlation between indicators and latent variables known from

the loading factor value and average variance extracted (AVE).

a. Loading factor value

Convergent validity can be seen from the loading factor results. The following are the results of the loading factor in this study (Table 1).

Table 1 Loading Factor Value

	Content Marketing	Brand Image	Media Sosial	Minat Pembelian	Keputusan Pembelian
X1.1	0,814				
X1.2	0,918				
X1.3	0,935				
X1.4	0,919				
X1.5	0,910				
X1.6	0,881				
X2.1		0,891			
X2.2		0,887			
X2.3		0,918			
X3.1			0,894		
X3.2			0,940		
X3.3			0,860		
Y1.1				0,852	
Y1.2				0,930	
Y1.3				0,937	
Y1.4				0,925	
Y2.1					0,809
Y2.2					0,892
Y2.3					0,873
Y2.4					0,881

Table 2 Average Variance Extracted (AVE) Value

Variabel	Average Variance Extracted (AVE)
<i>Content Marketing</i>	0,805
<i>Brand Image</i>	0,808
Media Sosial	0,808
Minat Pembelian	0,831
Keputusan Pembelian	0,747

The table of research results above shows that each indicator of this study variable has a loading factor result which is higher 0.70. This means that the indicators of each variable have met convergent validity, because they have a loading factor higher than 0.70.

- b. Average Variance Extracted (AVE) Value
 Convergent validity can be seen from the average variance extracted (AVE) results. The following are the AVE results in this study (Table 2).
 The study conducted by the researcher obtained the AVE results for each con-

struct at a number higher than 0.5. This means that there is no problem with the convergent validity of the model being tested.

2. Discriminant validity

Discriminant validity can be determined through the cross loading value and correlation between latent constructs.

a. Cross Loading Value

The following researchers present the value of discriminant validity by paying attention to the cross loading value (Table 3). The table above shows that the loading results for each indicator on its construct

Table 3 Cross Loading Value

	Content Marketing	Brand Image	Media Social	Purchase Interest	Purchase Decision
X1.1	0,814	0,444	0,630	0,558	0,696
X1.2	0,918	0,629	0,718	0,650	0,877
X1.3	0,935	0,677	0,741	0,689	0,860
X1.4	0,919	0,683	0,680	0,602	0,836
X1.5	0,910	0,724	0,767	0,684	0,865
X1.6	0,881	0,790	0,688	0,636	0,897
X2.1	0,545	0,891	0,561	0,552	0,668
X2.2	0,674	0,887	0,644	0,590	0,735
X2.3	0,753	0,918	0,693	0,681	0,878
X3.1	0,694	0,714	0,894	0,751	0,762
X3.2	0,749	0,708	0,940	0,716	0,779
X3.3	0,676	0,468	0,860	0,640	0,653
Y1.1	0,561	0,649	0,668	0,852	0,683
Y1.2	0,689	0,578	0,762	0,930	0,755
Y1.3	0,696	0,596	0,740	0,937	0,759
Y1.4	0,643	0,668	0,685	0,925	0,764
Y2.1	0,690	0,623	0,738	0,884	0,809
Y2.2	0,875	0,788	0,680	0,624	0,892
Y2.3	0,913	0,625	0,709	0,639	0,873
Y2.4	0,756	0,912	0,702	0,685	0,881

Table 4 Correlation Value between Latent Constructs

	Brand Image	Content Marketing	Purchase Decision	Media Social	Purchase Interest
Brand Image	0,899				
Content Marketing	0,740	0,897			
Purchase Decision	0,855	0,938	0,864		
Media Social	0,709	0,787	0,817	0,899	
Purchase Interest	0,682	0,712	0,813	0,784	0,912

have a higher number than the cross loading results. This means that each construct or latent variable has good discriminant validity. This can be seen from the construct indicator which has a higher number than the indicators in other blocks.

b. Correlation Between Latent Constructs

The correlation between latent constructs will be categorized as valid if each variable has a value between latent variables smaller than the square root value of AVE with the recommended AVE value being higher than 0.50. The following researchers present the value of discriminant validity by paying attention to the correlation between latent constructs (Table 4). The table above shows that the Average Variance Extracted (AVE) results can be said to be valid. Because the variable with its indicator has a higher value than with other indicators. This means that each variable and indicator used has fulfilled the results of the correlation between valid latent constructs.

Reliability Test

In PLS, the reliability test stage is carried out by looking at the composite reliability value. The following are the results of the reliability test (Table 5).

Based on the table above, it shows that the results of the composite reliability of this study can be said reliable because the composite reliability value of each variable is higher than 0.70. In addition, the table shows that the Cronbach’s alpha value for each construct has a value of more than 0.70. This means that each variable in the study that the researchers conducted has positive reliability.

Inner Model

Inner model is a structural model which is used to determine the relationship between latent variables (variables which cannot be measured directly). In this study, inner model was carried out through the test of the coefficient of determination or goodness (R²) and hypothesis testing.

Table 5 Reliability Test Results

Variable	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Content Marketing	0,951	0,955	0,961	0,805
Brand Image	0,882	0,896	0,927	0,808
Media Social	0,881	0,888	0,927	0,808
Purchase Interest	0,932	0,934	0,952	0,831
Purchase Decision	0,887	0,890	0,922	0,747

Table 6 R² Test Results

	R Square	R Square Adjusted
Purchase Interest	0,654	0,649
Purchase Decision	0,956	0,955

Coefficient of Determination or Goodness (R2)

The results of R2 are used to determine the size of the influence of the independent variable on the dependent. The range of R2 values is 0-1, with the criteria of which the number closer to 1 is a better number. In marketing research, the results of R2 which are at more than 0.75 are considered strong, 0.50-0.75 are considered moderate, and 0.25-0.50 are considered weak. The following are the results of the R2 test (Table 6).

Based on the table above, it can be seen that the R2 value of the purchasing decision variable is 0.956 which means the purchasing decision variable can be explained by Content Marketing, Brand Image, and social media by 95.6%, while the remaining 4.4% is explained by other variables outside this research model. The R2 value of the purchase interest variable is 0.654 which means that the purchase interest

variable can be explained by Content Marketing, Brand Image, and social media by 65.4%, while the remaining 34.6% is explained by other variables outside this research model.

Hypothesis Test

Hypothesis testing in the study conducted by researchers is to pay attention to the T-statistic value obtained from the bootstrapping results which is then calculated with the degree of freedom results, which then results in a P-value (significant value) (Figure 6). The following are the results of the hypothesis test (Table 7).

1. First Hypothesis (The Effect of Content Marketing on Purchase Intention)

From the results of the hypothesis testing above, Content Marketing has no effect on Purchase Interest, this can be seen in the p values which are 0.074 > 0.05 so that H0 is accepted and Ha is rejected. This means that

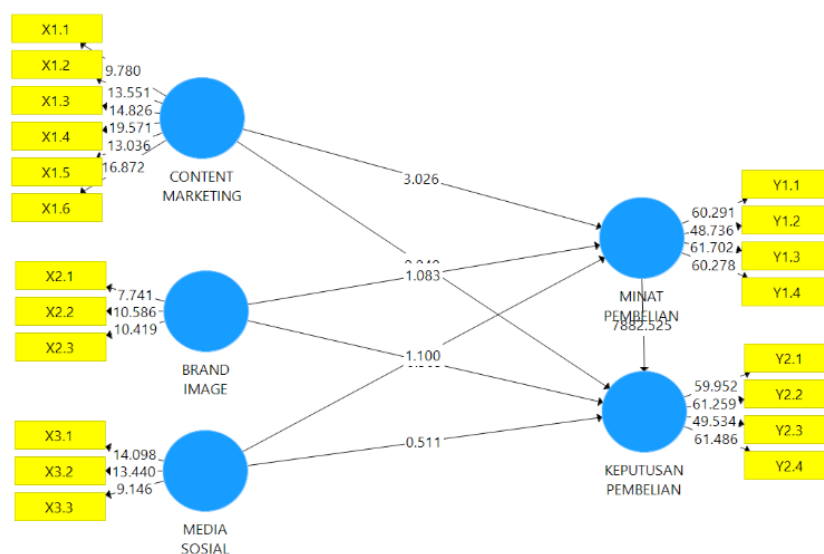


Figure 6 Output Bootstrapping Results

Table 7 Direct Hypothesis Test Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Content Marketing -> Purchase Interest	0,156	0,155	0,087	1,789	0,074
Brand Image -> Purchase Interest	0,196	0,197	0,063	3,115	0,002
Media Social -> Purchase Interest	0,522	0,521	0,072	7,209	0,000
Content Marketing -> Purchase Decision	0,586	0,588	0,028	21,009	0,000
Brand Image -> Purchase Decision	0,288	0,287	0,028	10,344	0,000
Media Social -> Purchase Decision	-0,012	-0,011	0,034	0,360	0,719
Purchase Interest -> Purchase Decision	0,208	0,207	0,032	6,575	0,000

the better the Content Marketing, it does not necessarily affect an interest in the purchase interest given and vice versa. So, it can be concluded that the first hypothesis of this study which reads Content Marketing has a significant effect on Purchase Intention is not fulfilled and is not proven true.

2. Second Hypothesis (The Effect of Brand Image on Purchase Intention)

From the results of the hypothesis testing above, Brand Image has an effect on Purchase Intention, this can be seen in the p values which are $0.002 < 0.05$ so that H_0 is rejected and H_a is accepted. This means that the better the Brand Image, the better the Purchase Interest is. So, it can be concluded that the second hypothesis of this study which reads Brand Image has a significant effect on Purchase Intention is fulfilled and proven correct.

3. Third Hypothesis (The Effect of Social Media on Purchase Intention)

From the results of the hypothesis testing above, Social Media has an effect on Purchase Interest, this can be seen in the p values which are $0.000 < 0.05$ so that H_0 is rejected and H_a is accepted. This means that the better the Social Media, the higher the Purchase Interest is and vice versa. So, it can be concluded that the third hypothesis of

this study which reads Social Media has a significant effect on Purchase Intention is fulfilled and proven correct.

4. Fourth Hypothesis (The Effect of Content Marketing on Purchasing Decisions)

From the results of the hypothesis testing above, Content Marketing has an effect on Purchasing Decisions, this can be seen in the p values of $0.000 < 0.05$, so H_0 is rejected and H_a is accepted. This means that the better the Content Marketing, the better the Purchasing Decision is. So, it can be concluded that the fourth hypothesis of this study which reads Content Marketing has a significant effect on Purchasing Decisions is fulfilled and proven correct.

5. Fifth Hypothesis (The Effect of Brand Image on Purchasing Decisions)

From the results of the hypothesis testing above, Brand Image has an effect on Purchasing Decisions, this can be seen in the p values which are $0.000 < 0.05$ so that H_0 is rejected and H_a is accepted. This means that the better the Brand Image, then of course it can determine the Purchasing Decision. So, it can be concluded that the fifth hypothesis of this study which reads Brand Image has a significant effect on Purchasing Decisions is fulfilled and proven correct.

Table 8 Gender

No.	Gender	Total	Percentage
1	Men	17	8%
2	Woman	199	92%

6. Sixth Hypothesis (The Effect of Social Media on Purchasing Decisions)

From the results of the hypothesis test above, Social Media has no effect on Purchasing Decisions, this can be seen in the p values which are $0.719 > 0.05$ so that H_0 is rejected and H_a is accepted. This means that the better the existence of Social Media, the higher the Purchasing Decision is and vice versa. So, it can be concluded that the sixth hypothesis of this study which reads Social Media has no significant effect on Purchasing Decisions is not fulfilled and is not proven correct.

7. Seventh Hypothesis (The Effect of Purchase Interest on Purchasing Decisions)

From the results of the hypothesis testing above, Purchase Interest has a positive effect on Purchasing Decisions, this can be seen in the p values which are $0.000 < 0.05$ so that H_0 is rejected and H_a is accepted. This means that the better the Purchase Interest, the higher the Purchase Decision given is and vice versa. So, it can be concluded that the fourth hypothesis of this study which reads Purchase Interest has a significant effect on Purchasing Decisions is fulfilled and proven to be true.

DISCUSSION

The following is the data for Sambal Ning Niniek respondents based on the gender.

Based on Table 8, it shows that the respondents who answered the questionnaire the most based on gender were 17 men and the rest were 199 women, the percentage rate for men was 8%, while for women it was 92% because most of the Sambal Ning Niniek buyers are women and few of men are interested in Sambal Ning Niniek.

The following is sample data based on the age of respondents who have filled out the questionnaire on Sambal Ning Niniek.

Based on the table above, it shows that the respondents who answered the questionnaire the most were aged 20-30 years with a total of 108 respondents with a percentage level of 50% due to interest in Sambal Ning Niniek among young people, especially chili sauce lovers aged 20 to 30 years. Meanwhile, the respondents who answered the questionnaire the least were over 40 years old with a total of 44 respondents with a percentage rate of 19% because respondents that aged 40 years and over did not really like Sambal Ning Niniek because on average Sambal Ning Niniek products have a spicy taste. The following is educa-

Table 9 Age

No.	Age	Total	Percentage
1	20–30 years	108	50%
2	31–40 years	66	31%
3	>41 years	44	19%

Table 10 Education

No.	Education	Total	Percentage
1	Bachelor’s degree	26	12%
2	High School Graduate	190	88%

tion data of respondents based on the highest level of education.

Based on the table above, it shows that the respondents who answered the questionnaire the most in terms of their last education were high school graduates with 190 respondents or 88% percent because the average number of people interested in Sambal Ning Niniek were housewives who had at least a high school graduates. For Bachelor Degree respondent, there were 26 respondents with a percentage of 12% because buyers in this group also liked Sambal Ning Niniek products, but there were still more buyers among housewives who had at least a high school education.

Data Respondents based on the Employment

Based on the Table 11, it shows that the respondents who made the most purchases were housewife that have 136 respondents with a percentage of 63%. Meanwhile, the lowest were among those who worked in other agencies such as (BUMN, civil servants, teachers, traders and students) that have 30 respondents with a percentage of 14%. This is because housewife respondents prefer Sambal Ning Niniek products because they are practical and safe for consumption by their husbands and children.

Content Marketing on Purchasing Interest in Sambal Ning Niniek

Based on the analysis which has been carried out by researchers, it was found that does not have an influence on purchase intention. From these findings, it can be concluded that the Content Marketing efforts made by Sambal Ning Niniek have not succeeded in generating purchase interest. Therefore, it can be assumed that the Content Marketing implemented by Sambal Ning Niniek has not provided a significant increase in purchase intention.

The facts in the field show that the Content Marketing presented by Sambal Ning Niniek lacks more interest so that new consumers who see the Content Marketing have not resulted in purchase interest and have not received an increase in sales. Content marketing is generally considered an effective tool for influencing customer purchase interest. A content marketing strategy involves creating and disseminating content which is informative, interesting, or entertaining to the target audience.

Based on the results of the study, it shows that Content Marketing has no effect on buying interest, this is in line with research from Hardiyana & Hidayati (2012) with the results of this study stating that: (1) Content Marketing has no significant effect on buying interest, (2)

Table 11 Employment

No.	Employment	Total Respondent	Percentage
1	Housewife	136	63%
2	Private Employer	50	23%
3	Others	30	14%

sales promotion has a positive and significant effect on buying interest, (3) personal selling has no significant effect on buying interest, (4) Brand Image has a positive and significant effect on purchase intention, (5) Content Marketing, sales promotion, personal selling, and Brand Image simultaneously affect buying interest.

Brand Image Affects the Purchase Interest in Sambal Ning Niniek

Based on the results of the analysis conducted by researchers, it was found that Brand Image has a positive and significant impact on purchasing interest in Sambal Ning Niniek. From these findings, it can be concluded that the Brand Image owned by Sambal Ning Niniek has succeeded in influencing purchase intention. Therefore, it can be assumed that the Brand Image of Sambal Ning Niniek provides a significant increase in purchase intention.

Based on the results of the study, it shows that Brand Image has an influence on buying interest, this is in line with previous research from Halim & Darasta (2023). The results showed that Brand Image has a significant positive effect on consumer buying interest in purchasing Lion Air flight tickets as a Low Cost Carrier. Brand image affects consumer buying interest by 33.1% and the remaining 66.9% is influenced by other factors.

Social Media on Purchasing Interest in Sambal Ning Niniek

Based on the results of the analysis conducted by researchers, it was found that social media has a positive and significant impact on purchasing interest in Sambal Ning Niniek. From these findings, it can be concluded that the use

of social media by Sambal Ning Niniek has succeeded in increasing purchasing interest. Therefore, it can be assumed that the social media used by Sambal Ning Niniek provides a significant increase in purchase intention.

Based on the results of this study, it shows that social media has an influence on purchasing interest, this is in line with research from Adenia (2019). The purpose of this study was to determine the effect of Instagram social media on consumer buying interest. The results showed that Instagram social media has a positive and significant effect on consumer buying interest, indicated by the calculated t coefficient value of Instagram social media with T table with a value of $(4.298 > 0.05)$. And the amount of influence obtained from the coefficient of determination of 0.631 is equal to 63.1%. This value indicates that 63.1% of consumer buying interest is influenced by Instagram social media while the remaining 36.9% is influenced by other factors.

Purchase Interest in Purchasing Decisions at Sambal Ning Niniek

Based on the results of the analysis conducted by researchers, it was found that purchase interest has a positive and significant impact on purchasing decisions at Sambal Ning Niniek. From these findings, it can be concluded that purchasing interest in Sambal Ning Niniek succeeded in increasing purchasing decisions. Therefore, it can be assumed that purchasing interest in Sambal Ning Niniek provides a significant increase in purchasing decisions.

Based on the results of the study, it shows that purchase interest has an influence on purchasing decisions, this is in line with research from Purwati & Cahyanti (2022). The research

population was Scarlett consumers whose total was not known with certainty. Sampling using purposive sampling technique and obtained 73 samples. The data analysis technique used path analysis. The results showed that brand ambassadors had no effect on purchase intention. Brand Image has a positive and significant influence on purchase intention.

Purchase interest has a positive and significant effect on purchasing decisions. Brand ambassadors have a positive and significant effect on purchasing decisions. Brand Image has no effect and is significant on purchasing decisions. Purchase intention cannot mediate the relationship between brand ambassadors and purchasing decisions. Purchase interest can mediate the relationship between Brand Image and purchasing decisions. This research can be utilized for companies in deciding policies and developing strategies in maintaining a good brand image from consumer perceptions and using brand ambassadors to promote products.

Content Marketing on Purchasing Decisions at Sambal Ning Niniek

Based on the results of the analysis conducted by researchers, it was found that Content Marketing has a positive and significant impact on purchasing decisions at Sambal Ning Niniek. From these findings, it can be concluded that the Content Marketing uploaded by Sambal Ning Niniek succeeded in increasing purchasing decisions. Therefore, it can be assumed that the Content Marketing used by Sambal Ning Niniek provides a significant increase in purchasing decisions.

It is important to note that successful content marketing involves a good understanding of the target audience, the creation of quality content, and the use of the right distribution

channels. Through data analysis and monitoring of results, companies can continuously refine their content marketing strategies to influence purchasing decisions more effectively.

Based on the results of the study, it shows that Content Marketing has an influence on purchasing decisions, this is in line with research from Triwardhani (2020). The results of the test obtained: (1) there is a positive and significant effect of Content Marketing on purchasing decisions by 57.1%, (2) there is a negative and insignificant effect of e-mail marketing on purchasing decisions by 52.9%, (3) there is a positive and significant influence of Facebook ads on purchasing decisions.

Brand Image on Purchasing Decisions at Sambal Ning Niniek

Based on the results of the analysis conducted by researchers, it was found that Brand Image has a positive and significant impact on purchasing decisions at Sambal Ning Niniek. From these findings, it can be concluded that the existing Brand Image at Sambal Ning Niniek has succeeded in increasing purchasing decisions. Therefore, it can be assumed that the Brand Image used by Sambal Ning Niniek provides a significant increase in purchasing decisions.

Based on the results of the study, it shows that Brand Image has an influence on purchasing decision, this is in line with the research from Mahiri (2020). This research was conducted at BUMDES Mart Banjaran Majalengka and aimed to find out how Brand Image and Store Atmosphere has an influence on Purchasing Decision on the consumers of BUMDES Mart Banjaran to increase the competitiveness of village companies in the era of globalization. The results of the research showed that Brand

Image has a positive and significant effect on purchasing decision, and store atmosphere has a positive and significant effect on purchasing decision.

Based on the results of the analysis conducted by researchers, it was found that social media did not have a positive and significant effect on purchasing decision at Sambal Ning Niniek. From these findings, it can be concluded that the use of social media by Sambal Ning Niniek failed in increasing purchasing decisions. Therefore, it can be assumed that the social media used by Sambal Ning Niniek does not provide a significant increase in purchasing decisions.

Based on the results of the study, it shows that social media has no influence on purchasing decision, this is in line with the research from Fatimah (2020). The results of the research showed that electronic word of mouth, brand image, and purchasing variables had a positive and significant effect on purchasing decisions. Meanwhile, social media variables have no positive and significant effect on purchasing decisions. The results of the path analysis test show that purchase intention can mediate the influence of social media, electronic word of mouth, and brand image on purchasing decisions.

Based on the results of the study, it shows that social media has no effect on purchasing decisions, this is in line with the research from I Made Wira Bimantara (2021). This study aims to examine (1) the simultaneous effect of social media and price on purchasing decisions, (2) the partial effect of social media on purchasing decisions, and (3) the partial effect of price on purchasing decisions for recording services at Demores Music House. The research design used is a causal quantitative research design.

The data was collected using an instrument in the form of a questionnaire which has a total of 13 statements, which were then analyzed using multiple regression with classical assumption tests. The sample in this study were consumers of Demores Music House who had used its services more than two times, had made recordings other than at Demores Music House involving 54 respondents. The results of this study indicate that (1) social media and price have a significant effect on purchasing decisions, (2) social media has no effect on purchasing decisions, and (3) price has a positive and significant effect on purchasing decisions for recording services at Demores Music House.

CONCLUSION

Content Marketing does not have a positive and significant effect on purchase intention. From these findings, it can be concluded that the Content Marketing efforts made by Sambal Ning Niniek has not succeeded in generating purchasing interest. Therefore, it can be concluded that Content Marketing implemented by Sambal Ning Niniek has not provided a significant increase in purchase intention.

Brand Image has a positive and significant effect on purchasing interest in Sambal Ning Niniek. From these findings, it can be concluded that Brand Image owned by Sambal Ning Niniek has succeeded in influencing purchase intention. Therefore, it can be assumed that Brand Image of Sambal Ning Niniek provides a significant increase in purchase intention.

Social media has a positive and significant effect on purchasing interest in Sambal Ning Niniek. From these findings, it can be concluded that the use of social media by Sambal

Ning Niniek has succeeded in increasing purchasing interest. Therefore, it can be assumed that social media used by Sambal Ning Niniek provides a significant increase in purchase intention.

Purchase intention has a positive and significant on purchasing decisions at Sambal Ning Niniek. From these findings, it can be concluded that purchasing interest in Sambal Ning Niniek has succeeded in increasing purchasing decisions. Therefore, it can be assumed that purchasing interest in Sambal Ning Niniek provides a significant increase in purchasing decisions.

Content Marketing has a positive and significant effect on purchasing decisions at Sambal Ning Niniek. From these findings, it can be concluded that Content Marketing uploaded by Sambal Ning Niniek has succeeded in increasing purchasing decisions. Therefore, it can be concluded that Content Marketing used by Sambal Ning Niniek provides a significant increase in purchasing decisions.

Brand Image has a positive and significant impact on purchasing decisions at Sambal Ning Niniek. From these findings, it can be concluded that Brand Image at Sambal Ning Niniek has succeeded in increasing purchasing decisions. Therefore, it can be assumed that Brand Image used by Sambal Ning Niniek provides a significant increase on purchasing decisions.

Social media does not have a positive and significant effect on purchasing decisions at Sambal Ning Niniek. From these findings, it can be concluded that the use of social media by Sambal Ning Niniek failed in increasing purchasing decisions. Therefore, it can be assumed that social media used by Sambal Ning Niniek does not provide a significant increase in purchasing decisions.

The results obtained for the purchase decision are 95.6%, which means that the Purchase decision is influenced by the variables content marketing, brand image, social media, purchase interest, and the remaining 4.4% is influenced by other variables not hypothesized in the model structure.

The result of this research is expected to be used increasing engagement rate from social media that be owned by sambal Ning Niniek, so that it can increase the company performance. Moreover, Sambal Ning Niniek can get content of social media including Instagram to promote its products.

For the next researchers are suggested to add more variables other than content marketing, brand image, social media, purchase interest, purchase decision, or implementing in other businesses such as trust, payment system, etc. The next researchers also suggested to enlarge the sample to get more holistic results. It is also important to enlarge population scope to get more specific results.

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