

**IMPACT OF CONTENT MARKETING ON PURCHASING DECISIONS
OF FASHION PRODUCTS AT UMKM KISA GALLERY**

**PENGARUH CONTENT MARKETING TERHADAP
KEPUTUSAN PEMBELIAN PRODUK FASHION UMKM KISA GALLERY**

Dinda Annisa¹, Donni Juni Priansa²

Manajemen Pemasaran, Universitas Telkom^{1,2}

annisadinda5409@gmail.com¹, donnijunipriansa@telkomuniversity.ac.id²

ABSTRACT

The company's marketing strategy now incorporates social media, particularly for content marketing. This study investigates the impact of content marketing strategies on millennials' fashion purchasing decisions. Through an online survey, a quantitative approach was utilised in this investigation. This study's participants are customers of UMKM Kisa Gallery at Bandung. The data analysis method employs basic linear regression. This study determined that the effect of marketing content on fashion purchasing decisions was 0.646, and the R Square value was 0.411, indicating a classification of strong influence. This research implies that UMKM Kisa Gallery must improve marketing content through interesting, informative, and relevant content. UMKM Kisa Gallery must also design a more comprehensive and effective marketing strategy considering other factors influencing purchasing decisions.

Keywords: Content Marketing, Purchasing Decisions

ABSTRAK

Media sosial adalah platform untuk strategi pemasaran perusahaan, terutama dalam strategi konten pemasaran. Penelitian ini bertujuan mengeksplorasi pengaruh strategi konten marketing terhadap keputusan pembelian fashion pada generasi milenial. Dalam penelitian ini, digunakan metode kuantitatif melalui survei online. Populasi penelitian ini konsumen UMKM Kisa Gallery di Kota Bandung. Teknik analisis data menggunakan regresi linear sederhana. Hasil penelitian ini menemukan bahwa pengaruh konten pemasaran terhadap keputusan pembelian fashion sebesar 0.646 dan nilai R Square sebesar 0.411, yang berada pada klasifikasi pengaruh tinggi. Implikasi penelitian ini yaitu UMKM Kisa Gallery perlu meningkatkan aspek konten pemasaran melalui konten yang menarik, informatif, dan relevan: UMKM Kisa Gallery juga harus mempertimbangkan faktor-faktor lain yang dapat mempengaruhi keputusan pembelian dengan merancang strategi pemasaran yang lebih komprehensif dan efektif.

Kata kunci : Konten Pemasaran, Keputusan Pembelian

INTRODUCTION

Social media has become an important platform in a company's marketing strategy in the ever-expanding digital age. Social media use has changed how companies interact with consumers and promote their products. Social media provides a unique opportunity for companies to build brands, increase consumer engagement, and influence purchasing decisions. According to

research conducted by Smith and Johnson

(2020), social media significantly influences marketing strategies and can be an effective tool in reaching target markets.

Using social media in marketing strategies allows companies to reach a wider audience at a relatively low cost compared to traditional marketing methods. According to research conducted by Brown and Anderson (2019), social media allows companies to access potential consumers across geographical

regions. By engaging audiences through relevant and engaging content, companies can increase their brand visibility and expand their marketing reach.

The growth of social media marketing for fashion products is so rapid. However, this has yet to be accompanied by the amount of related academic research. Examples of social media marketing are as follows. The research by Hasan and Sohail (2020) describes social media marketing and its impact on consumer purchasing interests and brand loyalty. The research also sought to test the influence of moderation of local and non-local brands on the relationship between social media marketing and buying interests.

According to a recent We Are Social and Hootsuite survey, by January 2023, there will be 5.16 billion internet users and 4.76 billion social media users worldwide. Over the past year, the average daily mobile usage has increased by seven minutes per day. Android users use their phones for more than five hours per day.

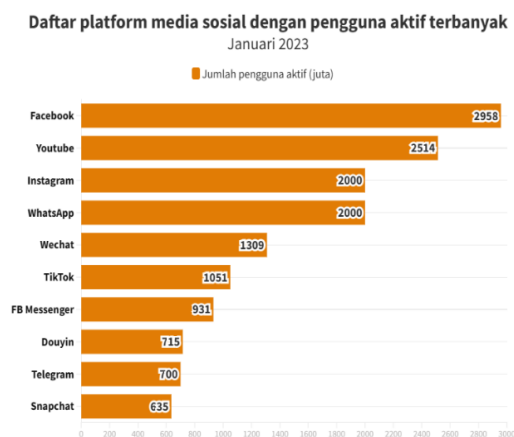


Figure 1 Social media chart with the most users in 2023

Source: goodstats.id

Facebook has the most active users, reaching 2.9 billion by January 2023. Followed by YouTube with 2.2 billion active users. Meanwhile, Instagram and WhatsApp have a balanced number of active users, reaching 2 billion by January 2023.

Purchase interest refers to the possibility of consumer purchases shortly. (Gautam dan Sharma, 2017). According to Sanny et al. (2020), an interest in buying is a

consumer's activity considering the purchase of a service or product. Martín-Consuegra et al. (2018) explain that the desire to purchase a product or service arises when a company offers attributes that satisfy consumer demands. Shahnaz and Wahyono (2016) argue that purchasing interests are hidden in individuals, and consumers will purchase by looking for information from various sources.

LITERATURE REVIEW

According to Diamond (2013), content is one of the basic foundations using digital marketing. It is an important part of the conversion process, so that all products and services must be accompanied with information that helps customers enjoy those products and services. A marketing strategy focuses on creating and distributing valuable, relevant, and consistent content in order to attract and retain targeted audiences and motivate them to take profitable action, according to the author Rose and Pulizzi (2015).

Based on the description of marketing content above, the authors conclude that content marketing is a marketing strategy carried out to promote a product or service relevantly and targeted so that the audience is interested in the products or services communicated.

According to Joe Pulizzi and Robert Rose, content marketing aims to build brand awareness, enhance interaction and engagement with audiences, build trust and authority, influence purchasing processes, and generate profit. According to Handley, a. C. (2014), content marketing aims to attract the audience and encourage the audience to become customers.

Diamond (2015:55-56) in Saputri (2021) explains how to choose content in digital marketing as follows:

1. Selling information so that consumers know that our products have benefits and value for consumers. As it will be displayed on social media, it must be presented in images, graphics or videos so that consumers are interested and easily understand.
2. Products that can be shipped, the company must ensure that the products offered are hand-held and ensure the real existence of such products.
3. Selling apps, that is, by ensuring that consumers evaluate the product and integrate

it into their work.

4. Selling a service or service, i.e. by providing as many photos and videos as possible so that customers can be satisfied with the product or service and then recommend it to others.

The purchase decision is one of the stages in the purchase decision process before the post-purchase behaviour. In entering the previous purchase decision stage, consumers are already faced with several alternatives, so at this stage, consumers will take action to decide to buy products based on the selected options.

According to Philip Kotler (2012), purchasing decisions are when consumers identify needs, seek information, increase brand awareness, build relationships with audiences, add value to them, build trust, and encourage profitable actions.

METHODS

This investigation employs the survey method, with the authors distributing questionnaires for data collection. The quantitative methodology employed in this investigation is described. According to Sugiyono (2019:17), quantitative research is a research method founded on the philosophy of positivism, used to study a particular population or sample; data collection and analysis are quantitative/statistical in order to test the established hypothesis. The population is defined as a region of generalization consisting of objects/subjects with certain qualities and characteristics the researcher defines to be studied and then draws conclusions (Sugiyono, 2017, p. 80). This study's demographic consists of consumers of Umkm Kisa Gallery in Bandung. The quantity of populations is unknown, so 100 samples are collected.

The results of the spread test can perform validity and reliability testing, and then the results can be processed using the classic assumption test. After collecting the lift, perform data analysis using appropriate statistical methods that can use techniques such as descriptive analysis, t-tests, and regression tests.

DISCUSSION

The validity test results of the research instruments are presented in Figure

Variabel	No. Item	R Hitung	R Tabel	Hasil Uji
Konten Marketing (X)	1	0,648	0,195	Valid
	2	0,645	0,195	
	3	0,692	0,195	
	4	0,696	0,195	
	5	0,755	0,195	
	6	0,775	0,195	
	7	0,747	0,195	
	8	0,805	0,195	
	9	0,713	0,195	
	10	0,758	0,195	
	11	0,651	0,195	
	12	0,785	0,195	
Keputusan Pembelian (Y)	13	0,578	0,195	Valid
	14	0,655	0,195	
	15	0,690	0,195	
	16	0,745	0,195	
	17	0,773	0,195	
	18	0,699	0,195	
	19	0,703	0,195	
	20	0,788	0,195	
	21	0,655	0,195	
	22	0,786	0,195	
	23	0,756	0,195	
	24	0,695	0,195	

Figure 2 Validity Test of Content Marketing and Purchase Decisions

Source: Data Processing Results, 2023

Variabel	Cronbach's Alpha	Keterangan
Konten Marketing (X)	0,920	Realiable
Keputusan Pembelian (Y)	0,895	

Figure 2 Reliability Test of Content Marketing and Purchase Decisions

Source: Data Processing Results, 2023

The result from Figure 3 can be inferred from Cronbach's alpha value of magnitude > 0,7. Because the questionnaire in this research is realistic and already reliable, it needs to be used as an instrument.

Uji Normalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Predicted Value
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.14532943
Most Extreme Differences	Absolute	.066
	Positive	.053
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from Data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Figure 4. Testing Normality of Data

Source: Data Processing Results, 2023

The results from Figure 4 show that the non-parametric Kolmogorov-Smirnov statistical test has an Asymp. Sig > 0.05 is 0.200. Then, the residual variable can be distributed because a significant number is greater than the alpha significance level. (0.05).

F Test

ANNOVA

MODEL	Sum of squares	df	Mean Square	F	Sig.
1 Regression	218.0589	1	218.0589	70.145	.000 ^a
Residual	3457.104	99	34.990		
TOTAL	5637.693	100			

Figure 5 Uji-F

Source: Data Processing Results, 2023

The result from Figure 5 can be inferred as the F value that counts is 70.145, and the significance level is 0,000 < 0,05. Then Content Marketing was simultaneously very influential on Buying Decisions consumers at Kisa Gallery in East Jakarta.

T Test

Coefficients ^a					
Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	1.454	.256	5.689	.000
	Konten Marketing	.585	.071	.646	.000

a. Predictors : (Constant), Konten Marketing

Figure 6. Uji T

Source: Data Processing Results, 2023

Figure 6 can be explained with a t value of 8,375 and a t table of 1,664; the t value can be calculated as (8,375) > from the t table (1.664) and the significance level as 0.000 < 0.05. H1 is approved while H0 is rejected. Therefore, Content Marketing (X) has a significant influence on Purchase Decisions. (Y).

Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.417	.411	.46390

a. Predictors: (Constant), Konten Marketing

Figure 7. Determination Coefficient Test

Source: Data Processing Results, 2023

The results from Table 5 can be inferred from the impact of Content Marketing on Purchase Decisions can be shown by a correlation coefficient (R) of 0.646 and the R Square value of 0.411. The following equation can calculate the size of the determination coefficient:

$$Kd = r^2 \times 100\% \quad Kd = 0,417 \times 100\% \\ Kd = 41,7\%$$

This indicates that content marketing influences purchase decisions by 41.7%, while the remaining 58.3% is influenced by other variables that cannot be investigated in this study.

CONCLUSION

Based on research finds that: UMKM Kisa Gallery, located in the city of East Jakarta, can pay attention to and enhance the aspects of Content Marketing, further focusing on the development of content that is interesting, informative, and relevant and can influence positive consumer purchase decisions; In addition to Content Marketing, Kisa Galery should also consider other factors that can affect the Purchase Decision. Although other variables have not been studied in this study, further understanding of these factors can help in designing a more comprehensive and effective marketing strategy; Since 58.3% of variations in purchasing decisions are influenced by other factors that have not been studied, further research can be done to identify

those variables. It can provide a more comprehensive insight into the factors that influence purchase decisions and help make more accurate marketing decisions.

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