



The Influence of Content Marketing Instagram On Consumer Purchase Decisions (Study at Almeera Atelier)

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ABSTRACTS

The purpose of this research is to find out: (1) To find out how the general description related to content marketing and consumer purchasing decisions at the Almeera Atelier company (2) To determine the effect of content marketing on Almeera Atelier consumer purchasing decisions. This study uses 2 variables to test the effect, namely the independent variable, in this study is content marketing (X) and the dependent variable is purchasing decisions (Y). This study uses quantitative data analysis techniques involving 100 samples, namely followers of Almeera Atelier. The result of this research is that there is a positive and significant influence between content marketing and purchasing decisions. This is known by conducting a t-test and one-tailed test which states that there is a positive correlation or significant influence between content marketing (X) on purchasing decisions (Y) at Almeera Atelier. This means that the ability of the independent variable to explain the dependent variable is 44%, the rest is explained by other variables not discussed in this study, such as the influence of influencers, the use of paid advertising and others.

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1. INTRODUCTION

Purchase decision is a form of selection and interest to buy the most preferred brand among a number of different brands (Kotler and Keller, 2016:198). According to Maoyan et al (2014) in their research paradigm, purchasing decisions are influenced by social media which are

carried out through consumer perceptions of products. This is certainly a challenge for business actors who are just starting a business, because it is not easy to increase consumer buying interest. Technological advances also affect the consumer side. Now consumer behavior is changing, where customers are now demanding a product that suits their attractiveness,

needs, and purchasing power (Philip Kotler, 2018).

And in the current digital era, business actors are required to be able to adapt to the use of technology. One of them is the use of social media in the company's marketing activities, because many benefits are obtained by the company after digitizing its business and starting to use Instagram as a means of selling, one of which is brand awareness. And to get satisfactory results in sales on social media, companies must be able to attract the attention of consumers. One way that can be used is through content marketing on Instagram.

Content marketing is a marketing strategy where we plan, create, and distribute content that is able to attract the right target audience, then encourage them to become consumers (Limandono, 2018). Content marketing can attract consumers by creating engagement between consumers (Limando & Dharmayanti, 2018) through sharing accounts and content that is interesting, relevant, meaningful and has value that will be able to become inspirational content.

2. METHODS

The method used in this research is descriptive quantitative method, where information is collected through questionnaires filled out by respondents. This study uses a questionnaire as a data collection tool. The object of this research is Almeera Atelier, Almeera Atelier is a brand that is engaged in the hijab business and other women's clothing accessories. The location of this research is Almeera Atelier Micro, Small and Medium Enterprises (MSMEs) in Bandung City.

The purchase decision is the stage where consumers actively buy a product (Kotler and Keller, 2012: 184) and this

statement is supported by Basu Swastha and Hani Handoko quoted in Priansa's book (2017: 92-93) which says that consumer purchasing decisions are actually is a collection of a number of decisions, namely decisions about the type of product, product form, brand, number of products, time of purchase and method of payment.

Purchasing decisions can be measured by indicators formulated by Kotler & Keller (2009) and Hahn (2008)

- 1) Stability in a product, excellent product quality will build consumer confidence.
- 2) The habit of buying products, is the repetition of something continuously in purchasing the same product.
- 3) Providing recommendations to others, is advice given to one or more people.
- 4) Make a repeat purchase, the individual purchases a product or service and decides to buy it again, then the second purchase and hereinafter is called a repeat purchase.
- 5) The routine of consumers in making purchases, consumers need and use the product regularly so that they will continue to decide to buy the product.
- 6) The quality obtained from a purchase decision, consumers must feel the benefits of the product they buy
- 7) Commitment or consumer loyalty, consumer loyalty is an action so as not to replace the purchasing decisions that have been made and replace those decisions by using competing products.

Content marketing can attract consumers by creating engagement between consumers (Limando & Dharmayanti, 2018) through sharing accounts and content that is interesting, relevant, meaningful and has value that

will be able to become inspirational content. Good content has a clear relevance to the customer's life. Based on the theoretical concept above, content marketing can be measured using the four indicators described by Mcpheat (2011) and four other indicators according to Gunelius (2011), as follows:

- 1) Educates, a content that provides knowledge to the audience.
- 2) Informs, content that contains useful information for the audience.
- 3) Entertains, an alternative entertainment offered to the audience through the content created.
- 4) Creates Trustworthiness, consumer trust that grows due to the content they see.
- 5) Content Creation, the attractiveness of a content in the eyes of consumers
- 6) Content Sharing, dissemination of created content to a wide audience
- 7) Connecting, a relationship that is built because of the same interest.
- 8) Community Buildeng Web, an association of people with the same interests, and content must be able to support this.

3. RESULTS AND DISCUSSION

3.1. General Description

In this study, includes data on content marketing and purchasing decisions. The description of the data presented includes the value of Mean (M), Median (Me), Mode (Mode), Standard Deviation (SD), Range (Range), Minimum value and Maximum value. The results of the data description in this study are as follows:

No.	N	Content Marketing	Purchasing Decisions
		100	100
	0	0	
1	Mean	72,12	53,4
2	Median	73	54
3	Mode	69	55
4	Std. Deviation	5,271	4,757
5	Range	32	25
6	Minimum	53	40
7	Maximum	85	65

Source: Processed data, 2022

Based on tabel 1, the following are conclusions from the data obtained from each variable, namely:

- a) The Content Marketing variable has the highest values of 85 and the lowest values of value 53. Then the Mean Value is 72,120, Median 73, Mode 69 and Standard Deviation 5,271
- b) The Purchasing Decisions variable has the highest value of 65 and the lowest value of 40. Then the Mean value is 53,400, Median 54, Mode 55 and Standard Deviation 4,757

3.2. The Influence of *Content Marketing* Towards Purchase Decisions

The results of data analysis show that there is a positive influence between content marketing and purchasing decisions, so the theory used in this study is the theory of Nicole Gordini (2011) for the content marketing variable and Priansa's theory (2017) for the purchase decision variable which shows a

Tabel 1. Description of statistical Data

relationship or linkage. . A content that is able to attract the attention of consumers will be considered good, if there is a purchase decision made by consumers on the products offered. Consumer buying decisions are influenced by the values held by a content that is created. If the content has great appeal, then the impetus for the purchase decision of the product will be higher. Consumer buying decisions are actually a collection of a number of decisions, namely decisions about the type of product, decisions about the shape of the product, decisions about brands, decisions about the seller, decisions about the number of products, decisions about when to buy and decisions about how to pay” Basu Swastha and Hani Handoko quoted in Priansa's book (2017: 92-93). With regard to the concept of content marketing, companies need to pay attention to the quality of content because content marketing is a marketing strategy where we plan, create, and distribute content that is able to attract the right audience, then encourage them to become customers (Limandono, 2018).

4. CONCLUSION

Based on the results of research and discussion, several conclusions can be drawn as follows:

1) An overview of the concept of content marketing, previously most consumers considered content marketing to be in the very good category. Then the general description of purchasing decisions was categorized as good. This shows that one of them is influenced by the increasingly widespread distribution of content. If the content created is interesting, then the urge to buy the product will be higher. The tendency of consumers to like content that contains useful information is also another factor in a consumer's purchase decision.

2) There is a positive influence and relationship between content marketing and purchasing decisions at Almeera Atelier

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