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The Influence Of Marketing Content On Purchasing Decisions With Electronic-Word Of Mouth As A Moderating Variable

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Abstrak

Penelitian ini bersifat kuantitatif dengan pendekatan eksplanatori, yaitu pendekatan yang menggunakan sejumlah penelitian terdahulu sebagai landasan acuan untuk menemukan unsur kebaruan serta kesenjangan penelitian dalam penelitian ini (Shukmalla et al., 2023). Data yang digunakan dalam penelitian merupakan data primer yang peneliti peroleh dari 500 UMKM yang ada di kota-kota besar di Indonesia. Data yang terdistribusi dianalisis menggunakan alat analisis smart PLS 4.0. Hasil pada artikel ini menunjukkan bahwa variabel Konten Pemasaran dapat mempunyai arah hubungan positif dan pengaruh signifikan terhadap Keputusan Pembelian dapat dibuktikan karena nilai P-Values bernilai positif dan berada dibawah tingkat signifikansi 0,05 yaitu 0,011. Hal ini terbukti karena Content Marketing dapat memberikan informasi yang luas kepada calon konsumen, informasi pengenalan produk, serta dapat memancing calon konsumen untuk mengambil keputusan pembelian. Selain itu hipotesis kedua dalam penelitian ini juga dapat dibuktikan bahwa variabel Electronic-Word of Mouth dapat memperkuat pengaruh variabel Konten Pemasaran terhadap Keputusan Pembelian karena nilai P-Values bernilai positif dan berada di bawah tingkat signifikansi 0,05 yang berarti adalah 0,000 lebih signifikan dibandingkan pengujian langsung. 0,011. Hal ini dapat disebabkan karena Electronic Sword of Mouth mampu memberikan perhatian yang lebih menarik ketika para pelaku UMKM melakukan promosi melalui instrumen Content Marketing yang akan berdampak pada Keputusan Pembelian. Atas dasar tersebut maka dapat disimpulkan bahwa hipotesis pertama dan

kedua dalam penelitian ini dapat diterima dan dibuktikan.

Kata Kunci: *Konten Pemasaran, Keputusan Pembelian, Electronic-Word Of Mouth*

Abstract

This research is quantitative with an explanatory approach, namely an approach that uses a number of previous studies as a reference base for finding elements of novelty as well as a research gap in this research (Shukmalla et al., 2023). The data used in the research is primary data that researchers obtained from 500 MSMEs in big cities in Indonesia. The distributed data were analyzed using the smart PLS 4.0 analysis tool. The result in this article show that the Marketing Content variable can have a positive relationship direction and a significant influence on Purchasing Decisions can be proven because the P-Values value is positive and is below The significance level of 0.05 is 0.011. This is proven because Content Marketing can provide extensive information for potential consumers, product introduction information, and can provoke potential consumers to make purchasing decisions. Apart from that, the second hypothesis in this research can also be proven that the Electronic-Word of Mouth variable can strengthen the influence of Marketing Content variables on Purchasing Decisions because the P-Values value is positive and is below the 0.05 significance level, which is 0.000 more significant than direct testing. 0.011. This can be caused by the Electronic Sword of Mouth being able to provide more attractive attention when MSME stakeholders carry out promotions through Content Marketing instruments which will have an impact on Purchasing Decisions. On this basis, it can be concluded that the first and second hypotheses in this study can be accepted and proven.

Keyword: *Marketing Content, Purchasing Decisions, Electronic-Word Of Mouth*

INTRODUCTION

According to (Keller, 2016) define content marketing as a marketing approach that involves the creation, process of collecting relevant information (curation), distribution, and amplification of content that is interesting, relevant, and useful for clearly defined audience groups in sequence. to create conversation about the content. On the other hand (P. T. Kotler, 2017) defines content marketing as a marketing and business process for creating and distributing valuable and interesting content to invite, obtain and engage a clear target audience with the aim of encouraging profitable customer action. According to (P. Kotler, 2009) , content marketing is the art of communicating with the public without selling anything directly (branded content is part of the scope of content marketing).

Content marketing is also referred to as "non-interruptive" marketing because it is not expected to disturb the customer's public space. Moreover, content marketing is not advertising or door-to-door marketing via certain telecommunications channels, but a marketing method that relies more on content that companies create, collect based on

relevant information (curation), and distribute it to customers. According to (Philip, 2013), content marketing uses various media formats such as text, video, photos, audio, presentations, e- books, and infographics to tell the brand or story of a company (P. Kotler, 2008). Marketing content can be read or viewed on various devices such as computers, tablets, smartphones and others. Content marketing is distributed through company websites, third parties and social media platforms which will provide measurable results through the use of calls to action or promotional codes (Tjiptono, 2015).

Content marketing is publishing content by empowering, involving, educating, and connecting to potential customers/audience. There are five pillars of content marketing, namely (Ustadriatul Mukarromah et al., 2022): 1. Editorial-based Content must be able to tell interesting and relevant stories that can provide information, educate and entertain readers. 2. Marketing-based Content must be able to aim to achieve specific marketing goals. 3. Behavior-Driven Content must be able to influence reader behavior. 4. Multiplatform Content must be published in various media, including print, digital, audio, video and events. 5. Targeted Content must be targeted at a specific audience.

According to (Kotler, 2019) states that companies spend a lot of time compiling and promoting content for customers. Therefore, companies often underestimate the cost of the content the company produces. Therefore, (Ferdiana Fasha et al., 2022) identifies dimensions that companies must evaluate when producing content, including: 1. Reader Cognition. Audiences from content creators always vary in how they digest content, so diversity in the content created includes visual interactions, sound, and kinesthetics are needed to reach all readers. 2. Sharing Motivation Sharing information is very important in the social world to expand a company's reach to a wider and more relevant audience. There are specific reasons why the audience of a piece of content will share the content they read or see. Audiences share content to increase their value to others, create their own identity online, involve themselves in their communities, expand their networks, and bring awareness to certain events. 3. Persuasion This refers to how companies persuade their content audiences to move from one option to the next in the process of becoming customers. 4. Decision Making Each individual is influenced differently by various "supporting criteria" when making a decision. Beliefs, facts, emotions, and efficiency all play a role, in combination. Therefore, having balanced content by paying attention to these "supporting criteria" is a best practice for every piece of content produced by the company. 5. Factors When writing content, companies often do not think about other factors that influence third people outside the content discussed by their audience. Every decision a company makes is not only evaluated personally by the audience but also has the influence

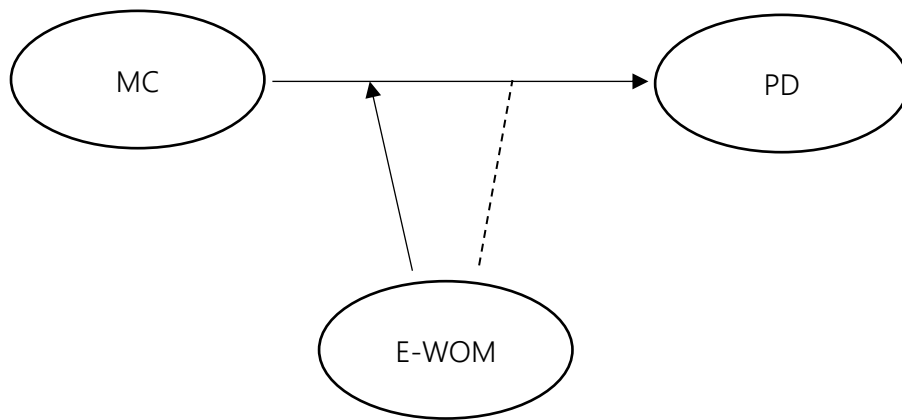
of friends, family and the social environment.

According to (Tjiptono, 2015) the indicators that content marketing must have in order to measure that content are; Relevance, Accuracy, Value, Easy to Understand, Easy to Find, and Consistent. 1. Relevance Marketers can provide content with relevant information. The information produced is in accordance with needs related to problems faced by consumers. 2. Accuracy Marketers can provide content with accurate information. The information displayed is truly based on facts, in accordance with what is happening. 3. Valuable. Marketers can provide content with information that is useful and useful for consumers. Creating content that has selling value is a basic requirement of consumer behavior. 4. Easy to Understand Marketers provide content that consumers can easily understand. Both easy to read and easy to understand 5. Easy to Find Marketers can channel content through the right media so that the information provided can be easily reached by consumers. 6. Consistent Marketers can maintain the quantity of content provided to consumers. Always be on time (updated) to update information regularly.

Based on the explanation above, researchers believe that marketing content can influence purchasing decisions. According to Kotler and Keller (2012) Purchasing Decisions are a process of selecting and evaluating various alternatives according to certain interests by determining an option that is considered the most profitable. Meanwhile, according to Kotler and Armstrong in Priansa (2017: 89) explain that for consumers, actually purchasing is not just one action (for example because of a product), but consists of several actions which are related to each other. From these definitions, it can be concluded that all behavior is deliberately based on desires that are generated when consumers consciously choose one of the available alternative actions. There are a number of studies (ANDIKA, 2022); (Rahman, 2019); (Setiawan, 2021); (Shukmalla et al., 2023) & (Ustadriatul Mukarromah et al., 2022) show a positive relationship and a significant influence on purchasing decisions. In contrast to the apneelitan categories above, this research adds the Electronic Word of Mouth variable as a moderating variable.

RESEARCH METOHDS:

Figure 1
Model



Noted:

MC : Marketing Content

PD: Purchase Decision

E-WOM: Electronic-Word of Mouth

Based on the image presented above and the description, it can be concluded that this research aims to analyze the influence of Marketing Content on Purchasing Decisions (Adeliasari et al., 2014). This research is in line with a number of previous studies, namely (ANDIKA, 2022); (Rahman, 2019); (Setiawan, 2021); (Shukmalla et al., 2023) & (Ustadriatul Mukarromah et al., 2022). The difference with previous research lies in the addition of a moderating variable, namely Electronic-Word of Mouth, which is believed to moderate the influence of the Marketing Content variable on Purchasing Decisions (Ustadriatul Mukarromah et al., 2022). This research is quantitative with an explanatory approach, namely an approach that uses a number of previous studies as a reference base for finding elements of novelty as well as a research gap in this research (Shukmalla et al., 2023). The data used in the research is primary data that researchers obtained from 500 MSMEs in big cities in Indonesia. The distributed data were analyzed using the smart PLS 4.0 analysis tool with the following hypothesis:

Hypothesis:

H1: Marketing Content can influence on Purchase Decision

H2: The Electronic-Word of Mouth variable can moderates Marketing Content can influence on Purchase Decision

RESULT AND DISCUSSION

Validity Test

The use of primary data in the smart PLS 4.0 tool must go through several stages, namely the validity test, reliability test and path coefficient stages. The validity test stage is the first sequential stage, namely the validity test. The following are the results of the validity tests that must be passed in this research (Gujarati, 2013):

Table 1
Validity Test

Variable	Question Item	Loading Factor
Marketing Content (X1)	Marketing content can attract the attention of potential consumers	0.816
	Content marketing can increase employee productivity	0.819
	Marketing content can improve company performance	0.829
	Content marketing can increase the quantity of offers	0.825
	Marketing content can influence purchasing decisions	0.839
	Content marketing is a strategy that a company must continue to develop	0.821
		Purchasing decisions can be influenced by Content Marketing
Purchasing decisions can be influenced by Electronic-Word of Mouth		0.869
Purchasing decisions are		0.891

Purchase Decision (Y)	the most important thing for a company to achieve	
	Purchasing decisions can improve company performance	0.917
	The company must pay attention to purchasing decisions	0.899
	Strategic decisions regarding priorities for marketing	0.895
Electronic-Word of Mouth (Z)	Electronic- Word of Mouth can influence Purchasing Decisions	0.941
	Electronic-Word of Mouth can make the influence of marketing content even stronger	0.956
	Electronic Word of Mouth can make the influence of marketing content even stronger	0.971
	Electronic-Word of Mouth can make company performance better	0.985

Valid > 0.70

Reliability Test

The order is after completing the validity test stage, namely testing the 16 question items used in this research, namely 6 question items for the Marketing Content variable, 6 question items for the Purchase Decision variable, and 4 question items for the Electronic-Word of Mouth variable. The 16 question items have been validated and the next stage is a reliability test with the following results (Sarstedt et al., 2014):

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Marketing Content	0.899	0.860	Reliable
Purchase Decision	0.951	0.901	Reliable
Electronic-Word of Mouth	0.992	0.953	Reliable

Reliable > 0.70

Path Coefisien

The final stage after the researcher has gone through the validity test stage and the reliability test stage is the Path Coefficient. The path coefficient stages aim to prove the hypothesis in this research, namely that the Marketing Content variable can have a positive relationship and a significant influence on Purchasing Decisions and the Electronic-Word of Mouth variable can strengthen the influence of the Marketing Content variable on Purchasing Decisions. The following are the results of the Path Coefficient in this research (Ghozali, 2016):

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	MC-> PD	0.011	Accepted
Indirect Influence	E-WOM* MC-> PD	0.000	Accepted

Signifianct Level < 0.05

The statistical results from the third table in the first row in this study show the researcher's assumption which has been used as a hypothesis in this study, namely that the Marketing Content variable can have a positive relationship direction and a significant influence on Purchasing Decisions can be proven because the P-Values value is positive and is below The significance level of 0.05 is 0.011. These results are in line with previous research, namely (ANDIKA, 2022); (Rahman, 2019); (Setiawan, 2021); (Shukmalla et al., 2023) & (Ustadriatul Mukarromah et al., 2022). This is proven because Content Marketing can provide extensive information for potential consumers, product introduction information, and can provoke potential consumers to make purchasing decisions. Apart from that, the second hypothesis in this research can also be proven that the Electronic-Word of Mouth variable can strengthen the influence of Marketing Content variables on Purchasing Decisions because the P-Values value is positive and is below the 0.05 significance level,

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CONCLUSION

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