



INNOVATIVE: Journal Of Social Science Research

Volume 4 Nomor 4 Tahun 2024 Page 13536-13551

E-ISSN 2807-4238 and P-ISSN 2807-4246

Website: <https://j-innovative.org/index.php/Innovative>

## The Influence Of Firm Generated Content On Purchasing Decisions With Product Quality As A Moderating Variable

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### Abstrak

Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori, yaitu pendekatan yang menggunakan sejumlah penelitian terdahulu sebagai acuan dan landasan dalam penelitian yang dilakukan. Data yang digunakan dalam penelitian ini merupakan data primer yang peneliti peroleh dari 400 pegawai Bank Mega Syariah yang tersebar di seluruh Indonesia. Data dari kuesioner berisi pernyataan sangat setuju, setuju, normal/normal, tidak setuju, dan sangat tidak setuju. Data ini dianalisis menggunakan alat analisis smart PLS 4.0. Hasil dalam artikel ini menunjukkan variabel Firm Generated Content dapat mempunyai arah hubungan positif dan pengaruh signifikan terhadap variabel Keputusan Pembelian karena P-Values bernilai positif dan mempunyai pengaruh signifikan terhadap Keputusan Pembelian. Hal ini dikarenakan P-Values bernilai positif dan dibawah taraf signifikansi 0,05 yaitu 0,026. Hal ini dikarenakan Konten Pemasaran yang dikemas secara sistematis dan terstruktur dapat mempengaruhi Konsumen dalam memutuskan pembelian. Pada baris berikutnya tabel ketiga Koefisien Jalur pada penelitian ini terlihat bahwa variabel Kualitas Produk dapat memperkuat pengaruh Konten Pemasaran. variabel yang dihasilkan secara sistematis dan terstruktur lebih signifikan terhadap Keputusan Pembelian. Hal ini dikarenakan P-Values berada di bawah taraf signifikansi 0,05 yaitu 0,000 lebih signifikan dibandingkan pengujian langsung sebesar 0,026. Dengan demikian hipotesis pertama dan kedua dalam penelitian ini dapat diterima.

#### Abstract

This research is a quantitative study with an explanatory approach, namely an approach that uses a number of previous studies as a reference and foundation in the research being conducted. The data used in this study are primary data that researchers obtained from 400 Bank Mega Syari'ah employees spread throughout Indonesia. The data from the questionnaire contains statements of strongly agree, agree, normal/normal, disagree, and strongly disagree. These data were analyzed using the smart PLS 4.0 analysis tool. The result in this article show the Firm Generated Content variable can have a positive relationship direction and a significant influence on the Purchase Decision variable because the P-Values are positive and have a significant influence on the Purchase Decision. This is because the P-Values are positive and below the significance level of 0.05, namely 0.026. This is because Marketing Content that is packaged systematically and structured can influence Consumers in deciding to purchase.. In the next row of the third table of Path Coefficients in this study, it shows that the Product Quality variable can strengthen the influence of the Marketing Content variable that is generated systematically and structured more significantly on the Purchase Decision. This is because the P-Values are below the significance level of 0.05, which is 0.000, which is more significant than direct testing of 0.026. Thus, the first and second hypotheses in this study can be accepted.

Keyword: *Firm Generated Content, Purchasing Decisions, Product Quality*

#### INTRODUCTION

(Keller, 2016) explains that content marketing is a form of marketing that involves content creation, accuracy, distribution, and strengthening interesting and informative content that is relevant and useful for the audience in creating interactions. According to Irianto (2021), content marketing is a form of marketing strategy to create and distribute a marketing concept through content with relevant, interesting, and consistent content to attract the audience. Rowley (2008) in (Philip, 2013) content marketing is a form of process management where a company will analyze and identify audience interests, then it will be adjusted to the content that includes product information made by the company.

According to (P. T. Kotler, 2017) content marketing is a form of marketing strategy that creates content that has value, is relevant, and is consistent in creating concepts to attract and maintain audiences, so that in the end it will encourage consumers to be interested in taking actions that benefit the company. So from the opinions above, it can be concluded that content marketing is a form of marketing management in planning, identifying audience interests, creating content with the right accuracy and presented with information about a product from a company (Kotler, 2019).

According to (P. Kotler, 2008) content marketing indicators consist of: 1. Reliability Reliability can be identified as the company's ability to provide services through content regarding the truth of information that is in accordance with the target audience accurately, reliably and consistently. 2. Disbelief Disbelief is a feeling that arises from the minds of consumers regarding trust in the truth of the content regarding information that has been created and conveyed by the company. 3. Persuasion Knowledge Persuasion Knowledge is a form or method of delivering content that has been built by the company previously. Each company when delivering content has a different marketing style so that it becomes one of the characteristics created by the company and can be remembered by the audience (Lupiyoadi, 2014).

Content marketing is a form of marketing using a digital platform that can be accessed by anyone and anywhere. For this reason, companies must provide correct, accurate information so that consumers do not feel disadvantaged by the inconsistency between the product and the information conveyed by the company, and can be accounted for (Tjiptono, 2015). Slightly different from the explanation of Content Marketing above, the Marketing Content referred to in this article is Content Marketing produced by a company that is more structured and systematic. Researchers believe that Content Marketing produced by a company will have a more significant influence compared to Content Marketing produced personally (Fadhillah, 2021).

According to Kotler & Keller (2014), "purchase decision is a process in which consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchase decision and post-purchase behavior". According to (Adeliasari et al., 2014), "Purchase Decision is the final process stage of a series of process stages that occur in consumer behavior". Consumer decision making is an interaction process between affective attitudes, cognitive attitudes, behavioral attitudes with surrounding factors, namely, the environment where humans exchange in all aspects of their lives (Hardiansyah et al., 2019).

According to (Kurniawan & Saputra, 2022) When buying a product, consumers will follow the process or stages of decision-making. There are 5 stages of decision-making, namely, 1. Recognition of needs "Recognition of needs occurs when consumers face a mismatch between expectations and reality. Recognition of needs is triggered when consumers are exposed to internal or external stimuli. Examples of internal stimuli are thirst and hunger, while external stimuli have examples, such as, car color, brand names mentioned by others, television advertisements and so on. Consumers can recognize

unfulfilled desires in various ways. The two most common things that happen are when the latest product does not appear as it should and when consumers look for something to be in their hands. In addition, unfulfilled desires can also be recognized when consumers realize the characteristics of a product exceed the specialties they usually feel, such desires are often created by advertising and other promotional activities".

## 2. Information Search

"Consumers will proceed to the next stage after recognizing their needs or desires, namely looking for information on various alternatives that exist to satisfy their needs. This information search can occur internally, externally or both. Internal information search is the process of recalling some information contained in memory. This information mostly comes from past shopping experiences for a product. While external search is a search for information in the environment outside the consumer. There are two sources of external information, namely; nonmarketing-controlled and marketing-controlled. Nonmarketing-controlled is a source of information which means it is not controlled by marketing, namely, it is not related to product promotions carried out by the company, such as product recommendations from friends who have previously used the product and then liked it. Furthermore, marketing-controlled information sources are more directed at specific products because they start with how marketers promote the product, this can include advertising mass media, sales promotions, salespeople, product labels and packaging (Nurpriyanti & Hurriyati, 2016).

Consumers will conduct external research depending on the consumer's perceived risk, knowledge, previous experience and level of consumer interest in goods and services. When the consumer's perceived risk increases, the consumer will expand the search and consider more alternative brands. Consumer knowledge about a product, whether it is goods or services, will also affect the scope of information search for the product, the good and bad of the product that he will buy. The more good information that consumers receive, the more likely he will choose the product. In addition, positive experiences also affect external information searches, consumers who have had positive experiences with a product before will limit their information search to the good experiences they have had before (Ilahiyyah & Harti, 2022).

This consumer information search will then produce a group of brands that are sometimes referred to as an evoked set (a series of considerations) which are the alternatives that consumers like the most. Consumers will also re-evaluate the alternatives and will make a choice on one product. Consumers will also not consider a series of fewer product brands.

## 3. Alternative evaluation

"After obtaining information and designing a number of considerations from available alternative products, consumers are ready to

make a decision. Consumers will use the information available in memory, coupled with information obtained from outside to build a certain criterion. This standard helps consumers to evaluate and compare these alternatives. One way to narrow down the number of choices in several existing considerations is to select product attributes and then remove all products that do not meet the criteria and do not have the desired attributes (Rahman, 2019).

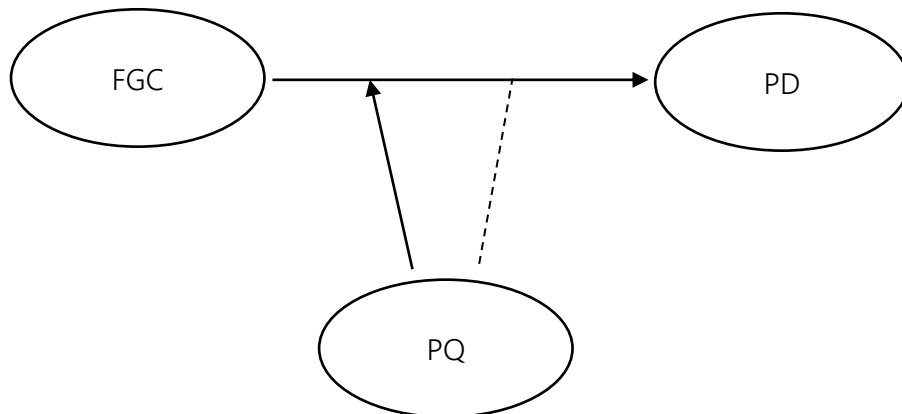
Another way to narrow down the product alternatives is to use shortcuts, or minimum-maximum levels of the number of attributes that the alternatives should really consider. A final way to narrow down the choices is to rank the attributes in order of importance and evaluate the products based on how well they perform on the most important attributes. The marketer must be able to estimate the attributes that influence the consumer's choice." 4. Purchase "The purchase of the product is made when the consumer has drawn a conclusion from the evaluation of the alternatives (Abimanyu & Samapta, 2023).

If the consumer decides to make a purchase, then the next step in the process is to evaluate the product after the purchase". 5. Post-purchase Behavior "Consumers expect an impact from purchasing a product. How these expectations are met determines whether consumers are satisfied or dissatisfied with the purchase. If the product purchased is in accordance with expectations, consumers will feel satisfied and vice versa, if consumer expectations are too high and the product cannot meet these expectations, consumers will not feel satisfied. Things like this must then be immediately evaluated by the company, when consumers face cognitive inconsistencies, namely inconsistencies or doubts between values or opinions and consumer behavior, the company must immediately find a gap in this attitude. This incompatibility occurs when people know that the product they buy has no benefits because what is sought is a product that has superior benefits. Consumers will try to reduce this incompatibility by rethinking their decisions. They must seek new information that can help them generate a positive idea for a purchasing decision, abandon decisions that contradict their decisions, or cancel their original decisions by looking at the product again"(Wahyuningsih, 2019).

There are a number of previous studies that show that Marketing Content can have a positive relationship direction and a significant influence on Purchasing Decisions, namely (Ustadriatul Mukarromah et al., 2022); (WANDA AULYA DEWI, 2023); (Fitriani, 2023); (Shukmalla et al., 2023) and (Purwanto et al., 2022) showing a positive relationship direction and a significant influence on Purchasing Decisions. In contrast to the above studies, this study uses the Firm Generated Content Marketing Concept and adds variables

## RESEARCH METOHDS

Figure 1  
Model



Noted:

FGC: Firm Generated Content

PD: Purchase Decision

PQ: Product Quality

The first image of the article above shows that this study intends to analyze the influence of Firm Generated Content on Purchasing Decisions. This study is similar to a number of previous studies, namely (Ustadriatul Mukarromah et al., 2022); (WANDA AULYA DEWI, 2023); (Fitriani, 2023); (Shukmalla et al., 2023) and (Purwanto et al., 2022) which analyze the influence of Content Marketing on Purchasing Decisions. Unlike the five studies above, this study adds the Product Quality variable as a moderating variable. This research is a quantitative study with an explanatory approach, namely an approach that uses a number of previous studies as a reference and foundation in the research being conducted. The data used in this study are primary data that researchers obtained from 400 Bank Mega Syari'ah employees spread throughout Indonesia. The data from the questionnaire contains statements of strongly agree, agree, normal/normal, disagree, and strongly disagree. These data were analyzed using the smart PLS 4.0 analysis tool with the following hypothesis.

Hypothesis:

H1: Firm Generated Content Variables can influence Purchase Decision

H2: Product Quality Variable can strengthen the influence of the Firm Generated Content Variables can influence Purchase Decision

## RESULT AND DISCUSSION

### Background Analysis

(Keller, 2016) explains that content marketing is a form of marketing that involves content creation, accuracy, distribution, and strengthening interesting and informative content that is relevant and useful for the audience in creating interactions. According to Irianto (2021), content marketing is a form of marketing strategy to create and distribute a marketing concept through content with relevant, interesting, and consistent content to attract the audience. Rowley (2008) in (Philip, 2013) content marketing is a form of process management where a company will analyze and identify audience interests, then it will be adjusted to the content that includes product information made by the company.

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#### Validity Test

In line with the explanation of the Background Analysis above, the validity test stage is the first stage that must be used to reach the final chapter stage, namely the Path Coefficient in this article. This first stage aims to ensure that each data used in this article is valid. (Gujarati, 2013):

Table 1  
Validity Test

| Variable               | Question Item   | Loading Factor |
|------------------------|---|----------------|
| Firm Generated Content | Marketing content can make products more widely known to the public | 0.875          |

|                          |   |       |
|--------------------------|---|-------|
| (X1)                     | Marketing content can make people decide to buy products  | 0.881 |
|                          | Marketing content can make products increasingly popular on the market                            | 0.893 |
|                          | Marketing content can increase product sales  | 0.886 |
|                          | Marketing content can influence purchasing decisions  | 0.872 |
|                          | Structured and systematic marketing content can influence Purchasing Decisions more significantly | 0.895 |
| Purchase Decision<br>(Y) | Purchasing decisions can be influenced by marketing content                                       | 0.932 |
|                          | Purchasing decisions can be influenced by Firm Generated Content                                  | 0.922 |
|                          | Purchasing decisions can be influenced by product quality   | 0.945 |
|                          | Purchasing decisions can increase if the product is increasingly well known to the public         | 0.978 |
|                          | Purchasing decisions can increase if consumers are satisfied with the products offered            | 0.952 |
|                          | Purchasing decisions can increase if marketing  | 0.949 |

|                     |  |       |
|---------------------|--|-------|
|                     | content is managed systematically  |       |
| Product Quality (Z) | Product quality can increase products that sell well on the market   | 0.989 |
|                     | Product quality can influence purchasing decisions   | 0.977 |
|                     | Product quality can strengthen the influence of marketing content created by the company on purchasing decisions | 0.964 |
|                     | Product quality is the key to buying a product   | 0.992 |

Valid > 0.70

#### Reliability Test

The next stage is also the second gate that must be passed to approach the stage of proving each hypothesis used in this article, namely the reliability test stage. The reliability test stage focuses on the variables used in this article, namely the Firm Generated Content variable, the Product Quality variable, and the Purchase Decision variable (Sarstedt et al., 2014):

Table 2  
Reliability Test

| Variable               | Composite Reliability | Cronbach Alfa | Noted    |
|------------------------|-----------------------|---------------|----------|
| Firm Generated Content | 0.885                 | 0.845         | Reliable |
| Purchase Decision      | 0.961                 | 0.920         | Reliable |
| Product Quality        | 0.994                 | 0.955         | Reliable |

Reliable > 0.70

#### Path Coefisien

The last round is the proof round in this article, namely ensuring that the Firm Generated Content variable can have a positive relationship direction and a significant influence on the Purchasing Decision. And the Product Quality variable can moderate the

influence of the Firm Generated Content variable on the Purchasing Decision or not. The following are the results of the Path Coefficient in this article (Ghozali, 2016):

Table 3  
Path Coefisien

|                    | Variable     | P-Values | Noted    |
|--------------------|--------------|----------|----------|
| Direct Influence   | FGC-> PD     | 0.026    | Accepted |
| Indirect Influence | PQ* FGC-> PD | 0.000    | Accepted |

Signifianct Level < 0.05

The results of the third table of Path Coefficients in this article show that the Firm Generated Content variable can have a positive relationship direction and a significant influence on the Purchase Decision variable because the P-Values are positive and have a significant influence on the Purchase Decision. This is because the P-Values are positive and below the significance level of 0.05, namely 0.026. This is because Marketing Content that is packaged systematically and structured can influence Consumers in deciding to purchase. These results are in line with research (Ustadriatul Mukarromah et al., 2022); (WANDA AULYA DEWI, 2023); (Fitriani, 2023); (Shukmalla et al., 2023) and (Purwanto et al., 2022). In the next row of the third table of Path Coefficients in this study, it shows that the Product Quality variable can strengthen the influence of the Marketing Content variable that is generated systematically and structured more significantly on the Purchase Decision. This is because the P-Values are below the significance level of 0.05, which is 0.000, which is more significant than direct testing of 0.026. Thus, the first and second hypotheses in this study can be accepted.

## CONCLUSION

The results of the third table of Path Coefficients in this article show that the Firm Generated Content variable can have a positive relationship direction and a significant influence on the Purchase Decision variable because the P-Values are positive and have a significant influence on the Purchase Decision. This is because the P-Values are positive and below the significance level of 0.05, namely 0.026. This is because Marketing Content that is packaged systematically and structured can influence Consumers in deciding to purchase. These results are in line with research (Ustadriatul Mukarromah et al., 2022); (WANDA AULYA DEWI, 2023); (Fitriani, 2023); (Shukmalla et al., 2023) and (Purwanto et al., 2022). In the next row of the third table of Path Coefficients in this study, it shows that the Product Quality variable can strengthen the influence of the Marketing Content variable that is generated systematically and structured more significantly on the Purchase

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