



THE EFFECT DIGITAL CONTENT MARKETING AND PRODUCT QUALITY ON PURCHASING DECISIONS THROUGH BUYING INTEREST AS INTERVENING VARIABLE

Hilda Faradita Chasanah¹, Saino²

¹Business Education Department, Faculty of Economics and Business, Surabaya State University, Ketintang, Surabaya of City, 60213, Indonesian

²Business Education Department, Surabaya State University, Ketintang, Surabaya of City, 60213, Indonesian

E-mail: hilda.18004@mhs.unesa.ac.id

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ABSTRACT

Social media is a means of selecting and seeking information, including in the form of products and services needed. This is used by business people as a marketing opportunity in reading consumer behavior when searching, choosing, and considering a product online. This study aims to examine the effect of digital content marketing and the product quality on purchasing decisions for Scarlett products through buying interest as an intervening variable. The population of this research is the people of Surabaya, with a sampling technique using purposive sampling for 108 respondents. Processing data using path analysis technique with SmartPLS version 3.3.9. The results of this study are that there is a direct influence of digital content marketing on buying interest, product quality on buying interest, product quality on purchasing decisions, and buying interest on purchasing decisions stated to have a positive and significant effect. The direct influence of digital content marketing on purchasing decisions has no effect. In addition, the indirect effect of digital content marketing on purchasing decisions through buying interest as an intervening mediation variable shows no effect. The influence of product quality on purchasing decisions through buying interest as an intervening mediation variable has a positive and significant influence partially (partial mediation).

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1. Introduction

Internet users in Indonesia are growing every year as access to social media and so on (Insights, 2021). Users are dominated by the island of Java with a percentage of 56.4%, where the increase is due to the continuous development of internet infrastructure (Rif'an & Soemartono, 2020). Especially in East Java, there was an increase of about 13%. So it can't be denied that the largest population in East Java, namely Surabaya, is consciously and unconsciously dragged down by the swift currents of development which has resulted in the lifestyle of the people of Surabaya becoming more modern with almost every day using social media to find information, communicate, interact, and do activities. transactions that do not rule out also as a medium to entertain and overcome their boredom.

Social media is a means of selecting and seeking information, which can be in the form of products or services needed. This can be used by marketers as an opportunity to read consumer behavior when searching, choosing, and considering a product online. According to (Peter & Olson, 2013) marketing theory needs to be applied when running a business. Simply explained, marketing theory is an execution that is applied by a company or business person by trying to meet the needs and desires of consumers. Another theory explains that marketing strategy (Tjiptono, 2015) is one of the determinants of success in sales, where marketers try to



provide information, convince, remind, and make consumers aware of brands and products. The existence of social media, consumers can interact between various thoughts and feelings towards a product, as well as as a supporter who can influence the online purchasing decision process. As a businessman, it is necessary to take advantage of the various opportunities that exist to increase sales by adjusting to changes in consumer behavior that are more selective when choosing and buying products in online media to meet their needs and desires (Rahman, 2019). One of the goals of using social media is as an attraction to influence interest and convince buyers of a product in making purchasing decisions.

Changes in consumer behavior can cause businesses or companies to compete to meet consumer needs and desires, including by creating new advertising models through social media called digital content marketing. Marketing content on social media that is favored by teenagers includes beauty content which contains procedures for applying make-up and various reviews of beauty products (Mumtaz & Saino, 2021). The application of an attractive marketing strategy certainly needs to be balanced with good product quality so that the products offered are able to provide solutions to the needs and desires of buyers so that buyers can change buying interest into purchasing decisions by considering product quality. One of the brands that consistently maintains the quality of standardized products and tries to move quickly to read marketing prospects and increase the creativity of marketing strategies by adjusting various social media platforms is Brand Scarlett. The success of the brand in reading opportunities can be seen from the increase in product sales so that the Scarlett brand becomes the number one market for domestic beauty products for the August 2021 period in well-known e-commerce, and gets a higher percentage than other brands (Rizaty, 2021).

The Scarlett brand is a beauty product that has many variations of products ranging from treating hair, face, and body. Scarlett is a domestic product that has good product quality and quite varied product variations to suit the use and skin type of each user. This beauty product belongs to soap opera actress Felicya Angelista. The relationship between the owner's popularity, product quality, and the wisdom of using social media by cooperating with various relatives in the entertainment world, made the Scarlett brand known and spread quickly and widely.

In the 1990s beauty products were only a wish, but in the 2000s era with the development of technology as well as the rapid and widespread dissemination of information about the importance of taking care of the face and body, most women consider beauty products as a secondary need. According to (Adanna, 2019) states that if someone thinks that skin care is a necessity in his life, it doesn't matter, because there will be benefits for him, namely skin health in the long term. Seeing the importance of skin health in the long term and the opportunity for an advertising model based on digital content marketing, Scarlett brand marketers took action in introducing their various beauty products by packaging them in attractive content to attract visitors, and improve product quality. Companies or business people are expected to be able to understand consumer needs and expectations (Rosanti et al., 2021)

Based on the events and studies that have been described, it was found that research gaps in research journals (Ekasari & Mandasari, 2021) stated that digital content marketing had an influence on purchasing decisions. Meanwhile, research journals (Maulidiyah, 2021) state that digital content marketing has no influence on purchasing decisions. The most prominent difference from this research is regarding the object of research. So based on the research gap that has been found by the researcher, it has succeeded in growing the interest of researchers to research with the idea of the title "The Effect of Digital Content Marketing and Product Quality on Purchase Decisions through Purchase Intention as an Intervening Variable." The results of the study can be used by business people or companies as a reference for effective and efficient digital marketing strategies carried out to revive the product brand image as a representation of visitors by fostering a sense of buying interest and giving confidence to be willing to make purchasing decisions.

2. Literature Review

Content marketing (Rahman, 2019) is a process of implementing digital marketing that has a focus from creating to distributing consistent and relevant content. Digital content marketing is the application of marketing strategies by utilizing digital media and presenting interesting content to reach the target market in an effective, efficient, and not limited by time. The researcher uses the measurement of research variable indicators based on (Abdul Aziz, 2020), where marketing content has 6 elements, namely: informative, educative content, interaction, entertainment, inspiration, and promotion.

Digital content marketing is one of the planning concepts for the right marketing ideas on various social media platforms, where the marketing strategy has the aim of attracting consumer interest in a product by



presenting interesting and relevant content to the products/services offered. In accordance with the results in (Abdurrahim & Sangen, 2019) also (Rahman, 2019) states that content marketing variables have an influence on buying interest.

H1: suspect that digital content marketing affects buying interest

One of the current marketing strategy trends that are attractive to consumers is digital content marketing. The consistency of marketers in presenting product marketing content has succeeded in generating potential for consumers to own or consume products by making purchasing decisions. In accordance with the results in the journals (Fadhilah & Saputra, 2021) and (Prabowo et al., 2022) that the content marketing variable has an influence on purchasing decisions.

H2: suspect that digital content marketing affects purchasing decisions

Product quality (Rosnaini, 2019) needs to be given special attention by companies or business people, where product quality has a strong relationship with customer satisfaction which is one of the successes of the marketing process. Product quality can be interpreted as one aspect that must receive special attention in order to produce products that can have high value and can satisfy consumer expectations in consuming the product. The researcher uses the measurement of research variable indicators based on (Rosnaini, 2019), where product quality has 2 dimensions, namely: 1) Level (performance quality) includes comfort, durability, design, quality, 2) Consistency includes free from defects and failures and is consistent.

Product quality needs to be the focus of a company or business person. By offering superior product quality and being able to try to fulfill what consumers need, it will be able to build a sense of consumer buying interest to have the product. In accordance with the results in the journals (Satria, 2017) and (Hartati, 2021) that the product quality variable is able to have a positive and significant influence on buying interest.

H3: suspect that product quality affects buying interest

The aspect that needs special attention to a product is quality, with high product quality it will get a superior value as a factor to convince consumers when making purchasing decisions. In accordance with the results in the journals (Anam et al., 2020) and (Ekasari & Mandasari, 2021) that the product quality variable is able to have a positive and significant influence on purchasing decisions.

H4: suspect that product quality affects purchasing decisions

Buying interest (Abdurrahim & Sangen, 2019) is a sense of interest felt by consumers before making a purchase decision, where consumers submit their feelings of interest by digging up as much product information as possible as an impetus to strengthen their belief in buying the product. Buying interest is a person's tendency to have a product that is influenced by factors that encourage the emergence of a sense of interest before making a purchase decision. The researcher uses the measurement of research variable indicators based on (Raga et al., 2021), where buying interest consists of 4 aspects, namely: transactional, referential, preferential, and explorative interest.

Interest tendencies felt by someone before making a purchase decision, where the influence of these tendencies can come from factors from within (internal) namely the influence of oneself, as well as factors from outside (external) such as social, cultural, other people, and so on. This theory is in accordance with the results of research in journals (Hermanto et al., 2021) and (Maulidiyah, 2021) that the buying interest variable has a positive and significant influence on purchasing decisions.

H5: suspect buying interest has an effect on purchasing decisions

The purchase decision (Tanjung, 2020) is a process after assessing goods or services from various alternative options available to determine the decision to buy goods. Purchasing decisions are the final process of someone making a purchase by sacrificing some money to get a product, where the final process is carried out after the individual has identified needs and product research. The researcher used measurement of research variable indicators based on 2 dimensions of purchasing decisions, namely stability in choosing products and product buying habits.

In influencing purchasing decisions, business people need to implement marketing strategies, one of which is digital marketing, which is currently being used by competing to plan, package, and distribute content as attractive as possible. These activities are carried out, of course, solely to attract visitors' buying interest and turn them into buyers. In accordance with the results in the journal (Rahman, 2019) that content marketing through buying interest has a positive and significant influence on purchasing decision variables.

H6: suspect that digital content marketing has a positive effect on purchasing decisions through buying interest as an intervening variable

To make the final purchase decision, each company is expected to be able to provide the best value on product quality in order to become an advantage in competing with competing products. The existence of this value, of course, has a purpose, namely to stimulate consumer buying interest and foster a desire to make a

purchase decision. In accordance with the results in the journal (Tyassari et al., 2022) that product quality through buying interest has a positive and significant influence on purchasing decision variables.

H7: suspect that product quality has a positive effect on purchasing decisions through buying interest as an intervening variable

3. Method

This type of research is quantitative using a survey method. The research population is the people of Surabaya with the following criteria: 1) active users of social media, 2) following Scarlett's information on social media, 3) routine users of beauty products, 4) age limit 16-35 years. Purposive sampling technique was used as a sampling method. Determination of the sample quantity on the basis of theory (Ferdinand, 2006) as many as 108 respondents. The data collection technique used a questionnaire in the form of a google form with a Likert scale of strongly disagree (1), disagree (2), agree (3), and strongly agree (4). Then, to test the data analysis using path analysis techniques with data processing tools SmartPLS 3.3.9.

4. Results and Discussion

Researchers tested the validity and reliability of the questionnaire instrument using SPSS version 22 software. The results of the two tests showed that all questionnaire instruments obtained $r_{table} > r_{count}$, that is, r_{table} results above 0.361, and Cronbach's alpha values above 0.6. Thus, it was concluded that the questionnaire instrument was declared valid and reliable.

Then, to test the data analysis using the SEM-PLS analysis technique with the following results:

4.1 Outer Model Evaluation

a. Convergent Validity Test

Convergent validity is said to be valid or ideally constructively seen from the value of the loading factor or outer loading of > 0.7 and Average Variance Extracted (AVE) > 0.5 . According to (Hair et al., 1998) the value of outer loading > 0.5 can still be tolerated, this study researchers maintain the value of outer loading which is still above > 0.6 .

TABLE 1.
Nilai AVE

Variable	AVE	Standard	Desc.
Digital Content Marketing	0,507	>0,50	Valid
Product quality	0,585	>0,50	Valid
Buying Interest	0,552	>0,50	Valid
Buying decision	0,554	>0,50	Valid

Based on the table of results, the AVE score above shows that it has met the standard of eligibility criteria, so it can be concluded that the indicators are declared convergently valid, which means that each latent variable and indicator has a valid relationship.

b. Discriminant Validity Test

Discriminant validity is said to be valid or feasible if the cross loading results on the indicator are lower than the outer loading value. Then, if the \sqrt{AVE} quadratic result is greater than the other correlation values, then the results indicate that discriminant validity is fulfilled. In this study, from the results of the PLS algorithm processing, the cross loading values and the square root of AVE were obtained as follows:

TABLE 2.

Indicator	Cross Loading Value			
	X ₁	Y	X ₂	Z
X _{1,2}	0,677	0,393	0,580	0,468
X _{1,3}	0,697	0,383	0,694	0,527
X _{1,4}	0,724	0,479	0,580	0,533
X _{1,5}	0,644	0,354	0,495	0,406
X _{1,6}	0,795	0,589	0,683	0,577
X _{1,7}	0,700	0,401	0,573	0,532
X _{1,8}	0,760	0,439	0,583	0,505
X _{1,11}	0,750	0,648	0,595	0,615
X _{1,12}	0,688	0,538	0,590	0,516
X _{1,14}	0,674	0,434	0,612	0,575
X _{2,2}	0,712	0,710	0,811	0,645
X _{2,3}	0,635	0,580	0,790	0,595



X _{2,4}	0,594	0,562	0,743	0,579
X _{2,5}	0,662	0,520	0,779	0,595
X _{2,7}	0,640	0,485	0,725	0,572
X _{2,8}	0,654	0,574	0,778	0,580
X _{2,9}	0,632	0,556	0,780	0,586
X _{2,11}	0,599	0,457	0,726	0,571
X _{2,12}	0,605	0,631	0,739	0,603
X _{2,13}	0,607	0,530	0,770	0,631
Y ₁	0,537	0,737	0,529	0,489
Y ₂	0,530	0,806	0,566	0,584
Y ₃	0,361	0,722	0,452	0,456
Y ₄	0,550	0,705	0,608	0,608
Y ₅	0,478	0,749	0,567	0,491
Z ₁	0,669	0,565	0,682	0,752
Z ₂	0,605	0,507	0,633	0,722
Z ₃	0,378	0,439	0,427	0,644
Z ₄	0,506	0,376	0,451	0,699
Z ₅	0,549	0,487	0,595	0,674
Z ₆	0,477	0,582	0,575	0,746
Z ₇	0,589	0,515	0,614	0,778
Z ₈	0,550	0,552	0,554	0,744
Z ₉	0,465	0,584	0,479	0,738

The results of the cross loading above can be interpreted that each indicator obtains a value greater than the comparison of other correlation values, so it can be concluded that the value of the research indicators is declared to be fulfilled in a discriminant manner.

TABLE 3.

Variable	\sqrt{AVE} Square Value	Standard	Desc.
Digital Content Marketing	0,712	>0,50	Valid
Product quality	0,765	>0,50	Valid
Buying Interest	0,723	>0,50	Valid
Buying decision	0,744	>0,50	Valid

The results of the square root value of all variables show numbers above the standard discriminant validity provisions, which are above 0.5. It can be concluded that the results of the research indicator instrument answers were not confused by the respondents, so that they were declared eligible and met discriminant validity.

c. Composite Reliability Test

Composite reliability can be accepted if the value of the composite variable is reliable and cronbach's alpha shows > 0.7. In this study, from the results of the PLS algorithm processing, reliable composites and Cronbach's alpha were obtained as follows:

TABLE 4.

Variable	cronbach's alpha	composite reliabel
Digital Content Marketing	0,892	0,911
Product quality	0,921	0,934
Buying Interest	0,886	0,908
Buying decision	0,799	0,861

The table results show the overall value of each variable above 0.7. It can be interpreted that the indicators of this study are declared reliable and pass the composite reliability test.

4.2 Inner Model Evaluation

a. R-Square Uji Test

The feasibility test of the model was carried out to determine the magnitude of the strength of the influence of the independent variable on the dependent variable through the R² test. The R-square value in this study is as follows:

TABLE 5.

	R-Square
Buying Interest	0,639
Buying decision	0,596

Based on the results table above, the R-square value of buying interest is 0.639 and purchase decision is 0.596. Thus, it can be interpreted that the variables of buying interest and purchasing decisions have a predictive relevance or influence on the independent variables, and are stated to have a moderate effect.

b. Q-Square Test

This test is used to see the level of strength of the predictions of a research model, through the calculations below:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R1^2) (1 - R2^2) \\
 &= 1 - (1 - 0,639) (1 - 0,596) \\
 &= 1 - (0,361) (0,404) \\
 &= 1 - 0,146 \\
 &= 0,854 \text{ or } 85,4\%
 \end{aligned}$$

The results of the Q-square calculation show a value of 85.4%, so it can be concluded that the research model is feasible and predictable with a Q-square value >0%. In another sense, the model says that 85.4% of the dependent variable is explained by the research independent variables, while the remaining 14.6% is explained by other independent variables.

c. F-Square Uji Test

The F-square test was carried out to see the magnitude of the effect of the coefficient value given from the independent variable to the dependent variable. The results of these quantities are obtained as follows:

TABLE 6.
F-Square

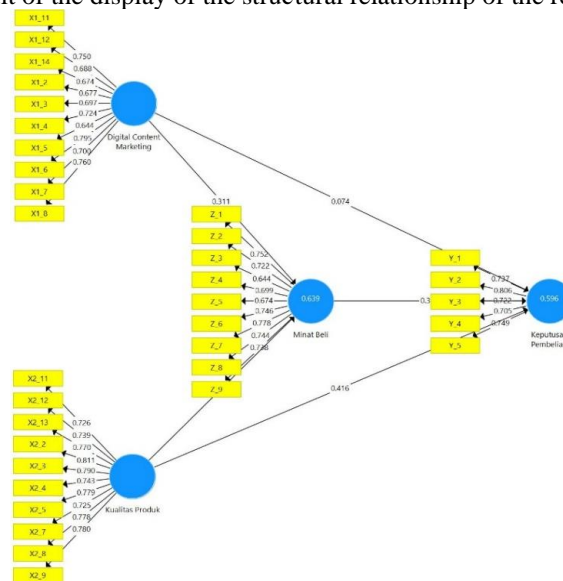
	Buying decision	Buying Interest
Digital Content Marketing	0,004	0,083
Product quality	0,108	0,234
Buying Interest	0,100	
Buying decision		

Based on the coefficient value of F-square, it can be concluded that the direct relationship of digital content marketing to buying interest, product quality to purchasing decisions, and buying interest to purchasing decisions shows that the amount of influence given is included in the small category because it gets a value range between 0.02 - 0,15. The direct relationship of product quality to purchase intention shows that the magnitude of the effect is in the medium category because it has a value range between 0.15 – 0.35. Meanwhile, the direct relationship of digital content marketing to purchasing decisions has not had an effect with a value below 0.02.

d. Goodness of Fit (GOF) Test

The feasibility test of this model can be seen from the results of the calculation of the GOF value. The calculation that has been done gets the final result with a value of 0.583 which means that the fit or suitability of the model is high because it has a criterion range of values between 0.38 to 1.

The following is the result of the display of the structural relationship of the research model:



Picture 1.
SmartPLS Research Model



e. Hypothesis test

Direct Influence

TABLE 7.
Path Coeffisients

Hypothesis	Variable	T-statistic	P-value	Desc
H ₁	X ₁ → Z	2,751	0,003	Effect and significant
H ₂	X ₁ → Y	0,460	0,323	No effect and not significant
H ₃	X ₂ → Z	4,739	0,000	Effect and significant
H ₄	X ₂ → Y	2,952	0,002	Effect and significant
H ₅	Z → Y	2,012	0,022	Effect and significant

The first hypothesis obtained a T-statistic greater than T-table, namely $2.751 > 1.982$ and obtained a p-value smaller than the conditional value, namely $0.003 < 0.05$, these results indicate that the digital content marketing brand Scarlett managed to have a positive and significant influence on consumer buying interest by presenting various interesting and informative content ideas related to attributes, benefits, how to use it, to product prices so as to make it easier for consumers to find various product-related information, so that H₁ can be accepted. These results are in line with previous research stated in (Abdurrahim & Sangen, 2019) and (Prabowo et al., 2022) showing that content marketing has a direct and significant effect on buying interest.

The second hypothesis obtained a T-statistic value smaller than the T-table, namely $0.460 < 1.982$ and obtained a p-value greater than the conditional value, namely $0.323 > 0.05$, these results indicate that Scarlett's digital content marketing brand has no direct and insignificant effect on Surabaya people's purchasing decisions. This shows that digital content marketing alone is not enough to move consumers to decide to buy a product, but it is necessary to have several other supporting factors that can convince consumers to make a purchase decision, so H₂ is rejected. These results are in line with previous research proposed by (Huda et al., 2021) and (Maulidiyah, 2021) showing that content marketing cannot have a direct and significant influence on purchasing decisions.

The third hypothesis obtained a T-statistic value greater than T-table i.e. $4.739 > 1.982$ and obtained a p-value smaller than the conditional value i.e. $0.000 < 0.05$, these results indicate that the quality of the Scarlett brand product has succeeded in providing a positive and significant influence on interest buy by providing advantages including product functions, product benefits, as well as ease and effectiveness in using products that can meet the needs of various consumer skin problems, so that H₃ can be accepted. The results of this study are in line with previous research stated in (Satria, 2017) and (Hartati, 2021) showing that product quality has a direct and significant effect on buying interest.

The fourth hypothesis obtained a T-statistic value greater than the T-table, namely $2,925 > 1,982$ and obtained a p-value smaller than the conditional value, namely $0.002 < 0.05$, which stated that the quality of the Scarlett brand product had a positive and significant influence on purchasing decisions. by presenting a variety of quality products according to consumer needs in caring for the face, hair, and body which is useful for convincing consumers to use the product, so that H₄ can be accepted. These results are in line with previous research proposed by (Astuti et al., 2021), (Anam et al., 2020) and (Ekasari & Mandasari, 2021) showing that product quality can have a direct and significant influence on purchasing decisions.

The fifth hypothesis obtained a T-statistic value greater than the T-table, namely $2.012 > 1.982$ and obtained a p-value smaller than the conditional value, namely $0.022 < 0.05$, indicating that Surabaya people's buying interest has a significant and significant effect on purchasing decisions on the Scarlett brand with presenting attractive digital content marketing and superior product quality to encourage purchasing decisions, so that H₅ can be accepted. These results are in line with previous research proposed by (Hermanto et al., 2021) and (Maulidiyah, 2021) showing that buying interest has a direct and significant effect on purchasing decisions.

Indirect Influence

TABLE 8.
Spesific Indirect Effect

Hypothesis	Variable	T-statistic	P-value	Desc
H ₆	X ₁ → Z → Y	1,426	0,077	No effect and not significant
H ₇	X ₂ → Z → Y	1,992	0,027	Effect and significant

The sixth hypothesis obtained a T-statistic value smaller than the T-table, namely $1.426 < 1.982$ and obtained a p-value greater than the conditional value, namely $0.077 > 0.05$, these results indicate that Scarlett's digital content marketing brand has no effect and is not significant for the decision. purchases

through Surabaya people's buying interest as an intervening variable. This is due to several factors that are considered by consumers before making a purchase decision, so H_6 is rejected. These results are in line with previous research proposed by (Maulidiyah, 2021) showing that content marketing through the mediating variable of buying interest has no effect and is not significant on the purchasing decision variable.

The seventh hypothesis obtained a T-statistic value greater than T-table, namely $1.992 > 1.982$ and obtained a p-value smaller than the conditional value, namely $0.027 < 0.05$, these results indicate that the quality of the Scarlett brand has an effect and is significant on purchasing decisions through buying interest. the people of Surabaya as an intervening variable. Where the Scarlett brand has a fairly good value, namely providing quality facial, body, and hair care products by offering a variety of uses according to the needs of each consumer's skin, so that H_7 is acceptable. These results are in line with previous research proposed by (Tyassari et al., 2022) showing that product quality through purchase intention has a direct and significant effect on purchasing decisions.

5. Conclusion

This research was conducted to determine the effect of digital content marketing and the quality of the Scarlett brand beauty product on purchasing decisions through Surabaya people's buying interest as an intervening variable. The research conducted concluded that the direct influence of digital content marketing on buying interest, product quality on buying interest, product quality on purchasing decisions, and buying interest on purchasing decisions had a positive and significant influence. However, the direct influence of digital content marketing on purchasing decisions has no effect and is not significant. In addition, the indirect effect of digital content marketing on purchasing decisions through buying interest as an intervening mediation variable shows no effect and is not significant. However, for the effect of product quality on purchasing decisions through buying interest as an intervening mediation variable, it has a positive and significant effect partially (partial mediation).

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