



The role of search engine optimization, content marketing and influencer marketing in something purchasing decision making

Ade Thessa Dwiyantri¹, Nida Nafila², Rahmadi³

^{1,2,3} Fakultas Ekonomi dan Bisnis Program Studi Manajemen, Universitas Swadaya Gunung Jati, Cirebon, Indonesia

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ABSTRACT

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The skincare industry is experiencing rapid growth with intense competition and shifts in online shopping behavior. This study aims to examine the role of search engine optimization, content marketing, and influencer marketing on purchasing decisions. This research seeks to provide insight into marketing effectiveness in the digital age. By using causal associative quantitative methods to analyze the relationship between variables. Primary data was collected through questionnaires from 150 respondents, namely consumers or potential consumers of Somethinc products in Cirebon. Sampling was done by purposive sampling technique. Data analysis using SEM PLS with SmartPLS 3.0 software. The results showed that influencer marketing has the most influence on purchasing decisions for Somethinc products in Cirebon, followed by content marketing, while SEO has the least influence. SEO can ensure products are easy to find, Content Marketing creates a good impression, and Influencer Marketing provides a strong impetus for customers to make purchasing decisions.

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Corresponding Author:

Ade Thessa Dwiyantri,
Management,
Swadaya Gunung Jati University,
Jl. Pemuda Raya No. 32, Sunyaragi, Kesambi, Cirebon, Jawa Barat 45132
Email: adethessa27@gmail.com

1. INTRODUCTION

The cosmetics industry, especially skincare, is experiencing rapid growth worldwide due to increased awareness about the importance of skincare and evolving product innovations. According to Statista, the skincare market is projected to reach US\$196.70 billion by 2025. With an average annual growth rate of 3.61 percent during the period 2025 to 2029. Based on Exploding Topics, dataskincare has a larger target market than haircare and makeup. Currently, the Asia-Pacific region is the global leader with more than forty percent of the market share.

The skincare industry in Indonesia in recent years has shown a positive trend and significant increase. In addition to being driven by innovation, this development was

triggered by the rise of beauty trends on social media and increasing consumer awareness of skin care, which is dominantly supported by the younger age group. According to data from the Republic of Indonesia's Coordinating Ministry for Economic Affairs, by 2023, the nation's cosmetics market had expanded by 21.9 percent. This growth is reinforced by GoodStat data which estimates the projected growth of the cosmetics market in Indonesia to average 4.4 percent until 2028. The Indonesian Internet Service Providers Association (APJII) recorded data that from 2022 to early 2023 as many as 178.9 million people in Indonesia made online purchases, indicating e-commerce platforms are achieving widespread adoption among the public. Consumers tend to refer to the process of comparing and choosing to purchase goods from an e-commerce website. Need recognition leads to information search, which can lead to users making purchasing decisions.

After the pandemic, consumer preferences have changed, as evidenced by the increased use of technology and online shopping. Therefore, search engine optimization, content marketing, and influencer marketing have become crucial to addressing the changing needs and behaviors of consumers (Chaffey, 2022). This is because modern users rely more heavily on search engines to find products and services, seek relevant and useful information through content, and consider recommendations from influential individuals before making purchasing decisions. In the case of Somethinc products in Cirebon, a well planned digital approach, which includes search engine optimization to enhance visibility, content marketing to build trust and provide knowledge, and influencer marketing to influence purchasing decisions, can be crucial to meeting customer needs and maintaining competitiveness amid post-pandemic preference shifts.

Sales of beauty products in Indonesian e-commerce in the first semester of 2024 reached twenty-six trillion. Facial care is the best-selling type of beauty product with 36.8 percent of the total sales value (Databoks, 2024). Although relatively new, Somethinc is able to compete with other beauty product brands. In May 2022, Somethinc was ranked number one, achieving 58.11 percent of sales value. The local brand Somethinc entered the top ten list of best-selling beauty brands ahead of Eid al-Fitr 2024 based on *compas.co.id* data from March 13 to April 2, 2024 with 168,181 products sold. Somethinc conducts marketing strategies by actively campaigning on social media, collaborating with famous influencers, following the latest trends, and creating interesting social media content.

In the current digital era, marketing is now essential to a company's success. Organisations must stay abreast of the advancements and changes in marketing in order to employ the most effective marketing technology and tactics for commercial success. To reach and convert more customers, a business needs a competitive and sustainable marketing strategy. This requires harnessing the power of online content and combining various digital marketing channels with conventional media. A thorough understanding of consumer behavior and market trends is essential, which can only be achieved through the application of careful data analysis. The rapid growth of the cosmetics industry, while offering great opportunities, also poses complex challenges. In the face of fierce competition in the e-commerce space, firms need to keep coming up with new ideas and strategies that will grab consumers' attention. Businesses that wish to remain relevant must now adapt to technology changes; it is no longer an option. The shift in consumer interaction with brands, especially in the age of social media, has fundamentally changed the promotional landscape. Social media-based marketing techniques have the potential to significantly increase revenue. A company can contact many customers through social media without having to meet them in person. Through social media, customers can communicate directly and obtain information about the desired product quickly (Ajmal et al., 2024). Their revenue has improved dramatically as a result of using social media for promotion. As more businesses use social media

channels to interact with clients and reach a wider target demographic, this phenomenon has become rather typical in the digital era (Ajmal et al., 2024).

Search engine optimization is an effort made to improve websites on search engines. One of the important components of a digital marketing strategy that helps businesses expand market reach, increase brand visibility, and get relevant traffic to their website (Mattajang et al., 2022 in (Jusuf, 2023). Search engine optimization is a search engine to be at the top level to be able to spread information about products more widely. SEO is an effective method to maximize the prominence and volume of user traffic, due to the inherent search potential of a particular website or domain (Almukhtar et al., 2021). Increasing website visibility, increasing competition, and increasing sales through search engine rankings are all functions of SEO (Isbandi et al., 2023). SEO plays an important role that contributes to consumers' decision to buy products by making product information reliable and easy to find. In the digital age, where consumers rely on internet information to make purchasing decisions, providing comprehensive and easily accessible product information is essential. Product information can be improved to make it easier for customers to find it by using the right SEO strategy. Consumers usually use search engines like Google to get information about products or services, so ranking highest in search results is essential to increase the likelihood of being found by potential buyers. Customers choose products with easily accessible information and reviews, hence this affects their decision to buy the product. Thus, SEO helps increase brand trust in addition to bringing in traffic. A website that shows up in the search results page is more likely to be trusted by customers. Moreover, SEO contributes to the availability of credible and easily available product information. As the foundation of online visibility, SEO plays a crucial role in increasing organic traffic through keyword optimization and website structure. Improving website ranking will increase visits and business activity (Wirawan & Lumban Batu, 2024). By ranking highly in search engine results, certain goods can raise brand recognition and immediately connect with potential customers who are actively searching for skincare products. Previous research shows that purchase decisions on Amazon and Flipkart platforms significantly increase as a result of good product listing optimization (Ponselvi K & MurugesanSV, 2024).

Customers can benefit from educational blog posts, practical video tutorials, or engaging social media posts. Content Marketing is a marketing technique that requires developing persuasive content for marketed products (Hidayat et al., 2023). Planning, distributing, and producing information to appeal to specific demographics and turn them into consumers is known as content marketing (Prianto et al., 2024). Customers are more likely to interact with and purchase from brands that they believe are interested in their wants and needs. Additionally, consumers' perceptions of a brand's credibility and dependability can be enhanced by showcasing it as an authority in its field through relevant and high-quality content. Not only does it attract attention, quality content can build trust and relationships between brands and consumers, which can influence purchasing decisions. As a result, a successful content marketing plan can provide customers with a satisfying experience, which will increase sales and foster loyalty. So it can be said that content marketing is a way to promote goods through videos that explain in detail about the product to be sold. Content marketing can act as an important medium for businesses to excel from their competitors in situations where there are many competitors in the market, because a content can communicate messages and convince customers to buy, not from competitors (Hamdan et al., 2021). Content marketing is considered a highly effective communication tool, thus influencing purchasing decisions (Za et al., 2021).

One of the company's marketing techniques is influencer marketing, which involves asking influencers to collaborate with them to increase sales and brand awareness among specific target markets (Anggoro Wilis & Faik, 2022). A strategy of

choosing public figures who are perceived to have a significant impact on the general public or a business's target market is known as influencer marketing (Ishomi et al., 2025). Influencers can be seen as helping to shape the opinions of others and encouraging others to act based on their number of followers and interactions with their audience (Karakaš & Zovko, 2024). Influencers often have the power to impact both the target audience and the community's needs and ambitions, namely how they select a product to fulfil their requirements. Influencers are maximally required to create attractive and relevant content in building relationships with consumers (Rafikah, 2023). Influencers who regularly interact with their followers can build better relationships, which can then influence purchasing decisions (Julianti et al., 2023). Influencers have the ability to influence the purchasing decisions of others because of their ability to help others determine specifications and offer product information as an alternative evaluation (Kotler et al., 2020). It not only promotes goods but also shapes consumer perceptions and choices (Schaffer, 2020). Influencer marketing utilizes the influencer's credibility and reach in influencing consumer perceptions and preferences. When a product or service is recommended by an influencer, his or her followers are more likely to trust the recommendation. This is especially true if the influencer is perceived as an authority or has relevant experience with the product or service being advertised. In addition, by generating relevant content, influencers can establish rapport with customers and persuade them to buy. Influencer marketing may help a brand in numerous ways, but most significantly, it can increase product sales. However, consumers don't have to be positively influenced, and businesses who decide to use this tactic should be mindful of the dangers associated with collaborating with influencers (Zak & Hasprova, 2020).

Seeing the dynamics of the skincare market that continues to grow rapidly with increasingly fierce competition and a shift in consumer behavior towards online shopping. Understanding marketing strategies is very important in increasing marketing effectiveness in the digital era. This study intends to investigate how search engine optimization, content marketing, and influencer marketing affect consumers' decisions to buy certain products based on these factors. This study adds to the growing body of knowledge on consumer decision-making theory by incorporating three increasingly significant elements of digital marketing: influencer, content, and SEO marketing. Kotler & Keller (2016) five-stage purchase decision model approach is extended in this study, especially at the information search and alternative evaluation stages, which are now significantly impacted by Google search results, social media brand content, and public figures' opinions on digital platforms. In the context of Indonesia's evolving digital landscape, where 221 million people use the internet (Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), 2024), this method offers a contextual understanding of how digital information influences modern consumers' decisions to buy products, particularly in the fiercely competitive and visually appealing beauty industry.

2. RESEARCH METHOD

Quantitative causal associative research is the research methodology employed in this study to examine the causal relationship between the variables under investigation. The responses of participants to the research questionnaire provide the study's main source of data, which asked questions about the research variables. This questionnaire previously contained a number of items pertaining to the identified research factors. Before being used in the study, the questionnaire was tested statistically for validity and reliability using SmartPLS. The SmartPLS test included convergent validity, discriminant validity, and composite reliability. The test results showed that the questionnaire met the requirements. The clue of each question item, which is transformed into a score range using a Likert scale, will determine each variable in this study. Data for this study was

gathered using a non-probability sampling technique called purposeful sampling. Because researchers employ certain criteria to find respondents who are deemed pertinent to the study's goals, this approach was selected. Customers or prospective customers of certain products in Cirebon made up the population of this study. Hair et al. (2017) state that ten times the maximum number of indicators for a latent variable is the minimal sample size. However, they also recommend a sample range of 100 to 150 respondents to increase statistical power and model stability. To increase the validity and stability of the model, this study used 150 respondents, which is within the recommended range in SEM-PLS-based research, with women making up the majority of responders (80%). Because they are the primary consumers of digital skincare products in Indonesia, female respondents predominate in the market. Women are the demographic with the largest demand and involvement on digital beauty platforms, according to (Euromonitor International, 2023). According to (Oktarina et al., 2025), gender stereotypes continue to have a significant impact on skincare use in Java, supporting this finding. According to Statista data from 2023, women are more likely than men to purchase face cream (34.9%), whilst men are more likely to purchase facewash (41.7%). Consequently, rather than being a methodological bias, the study's preponderance of female respondents is thought to be reflective of the target demographic. The researcher is aware, nevertheless, that the results might not apply entirely to the male consumer sector, whose purchase intentions might differ. To balance the gender distribution in the sample, more study is advised. Modelling Structural Equations (SEM) The direct association between independent and dependent variables was tested in this study using PLS, with SmartPLS 3.0 software that includes validity and reliability tests in addition to structural model evaluation.

3. RESULTS AND DISCUSSIONS

3.1 Result

Respondent Demographics. In light of the findings from the distribution of questionnaires on indicators for every variable that was eliminated, the goal was to ascertain the general description of respondents' responses, 150 respondents with a range of demographics, including age, gender, and e-commerce usage, were gathered for this study. This data is displayed to determine the demographic background of respondents, the following is an attachment to the data on the demographic attributes of the study's respondents:

Table 1. Respondent Demographics

Category	Description	Total	Percentage
Gender	Female	120	80
	Male	30	20
Age	< 20 years	12	8
	20 - 27 years old	137	91,33
	28 - 35 years	1	0,67
E-commerce Users	Shopee	116	77,33
	Tiktok Shop	31	20,67
	Lazada	1	0,67
	Blibli	-	-
	Tokopedia	2	1,33

Source: Data processed, 2025

The characteristic results in table 1 above show that the characteristics of the respondents based on gender are dominated by female respondents, numbering 120 or 80%, while male respondents only account for 30 or 20%, indicating that the product under study is more relevant to female consumers. Meanwhile, the characteristics based

on the age of those who filled out the questionnaire in this study were dominated by the young age group of 20 to 27 years with a percentage of 91.33. This reflects the high adoption of e-commerce among the young generation who are digitally literate. Meanwhile, the characteristics based on the most frequent e-commerce applications used by respondents were Shopee with a percentage of 77.33, followed by TiktokShop with a percentage of 20.67, which shows its increasing popularity.

Table 2. Convergent validity

Construct	Measurement Item	Loading	AVE
Search Engine Optimization (SEO)	SEO1	0,779	0,587
	SEO2	0,762	
	SEO3	0,718	
	SEO4	0,769	
	SEO5	0,794	
	SEO6	0,772	
Content Marketing	CM1	0,756	0,565
	CM2	0,783	
	CM3	0,788	
	CM4	0,708	
	CM5	0,702	
	CM6	0,761	
	CM7	0,749	
	CM8	0,761	
Influencer Marketing	IM1	0,754	0,582
	IM2	0,829	
	IM3	0,772	
	IM4	0,721	
	IM5	0,753	
	IM6	0,771	
	IM7	0,770	
	IM8	0,763	
	IM9	0,760	
	IM10	0,727	
Purchase Decision	PD1	0,789	0,599
	PD2	0,775	
	PD3	0,717	
	PD4	0,830	
	PD5	0,775	
	PD6	0,718	
	PD7	0,821	
	PD8	0,757	

Source: Data processed, 2025

Using the criterion that each instrument's loading factor value be greater than 0.7 and its AVE value greater than 0.5, convergent validity quantifies how strongly the indicators in a concept are correlated with one another. These requirements must be met by the loading factor value and AVE value for the indicators to be considered highly valid for measuring the desired construct. In the table above, it appears that all loading factor values of each indicator have a value of > 0.7 and the AVE value for each construct is > 0.5. In this study, the AVE values for SEO (0.587), Content Marketing (0.565), Influencer Marketing (0.582), and Purchase Decision (0.599), all constructs meet the criteria for convergent validity, as the Average Variant Extracted (AVE) results for each variable are greater than 0.5. All show good convergence validity, that is, the indicators used effectively measure the concept being studied. According to the findings of the analysis, the AVE values for SEO, Content Marketkng, Influencer Marketing, and Purchase Decision all show adequate convergent validity. All things considered, the AVE values collected for this study indicate that the indicators used to measure each construct have

good convergent validity. So it can be said that the constructs and variable indicators in this study are declared valid and suitable for use in further analysis.

Table 3. Composite Reliability

Construct	Composite Reability
Search Engine Optimization (SEO)	0,895
Content Marketing	0,912
Influencer Marketing	0,933
Purchase Decision	0,923

Source: Data processed, 2025

Table 3 above indicates that each construct's composite reliability results this indicates that the respondents' answers to the questions are consistent, which leads to the conclusion that all constructions have a high degree of dependability. This implies that each construct's indicators-buying decisions, content marketing, influencer marketing, and search engine optimization-have reliable internal consistency. According to the findings, each variable has a composite dependability value higher than 0.89, with SEO scoring 0.895, content marketing scoring 0.912, influencer marketing scoring 0.933, and purchase decision scoring 0.923. The results of the analysis show that the composite reliability of each construct is greater than 0.7, indicating that the constructs used are reliable and can be relied upon as measurement tools.

Table 4. Discriminant Validity Analysis Result

Variable	SEO	CM	IM	PD
Search Engine Optimization (SEO)	0.766			
Content Marketing (CM)	0.834	0.752		
Influencer Marketing (IM)	0.769	0.791	0.763	
Purchase Decision (PD)	0.791	0.810	0.849	0.774

Source: Data processed, 2025

The latent variables (Search Engine Optimization, Content Marketing, Influencer Marketing, and Purchase Decision) have good discriminant validity, as seen in Table 4 above, where the correlation between the latent variables outside the diagonal is less than the square root value of Average Variance Extracted (AVE) on the diagonal. Influencer marketing is worth 0.763, SEO is worth 0.766, content marketing is worth 0.752, and purchase decision is at 0.774, all of which are higher than the correlations between variables such as the correlation between SEO and Content Marketing of 0.834, between SEO and Influencer Marketing of 0.769, between SEO and Purchase Decision of 0.791, between Content Marketing and Influencer Marketing of 0.791 between Content Marketing and Purchase Decision of 0.810, and between Influencer Marketing and Purchase Decision of 0.849, so it can be concluded that each construct is unique and various substantiating the authenticity and dependability of the study findings. The square root of the AVE for each construct is greater than their correlations with each other, indicating that each construct is unique and distinguishable from the others. Therefore, discriminant validity is fulfilled.

Table 5. Path coefficient

	Purchase Decision
Search Engine Optimization (SEO)	0,198
Content Marketing	0,250
Influencer Marketing	0,499

Source: Data processed, 2025

Based on table 5 above, although SEO has a relatively small impact on consumers' decisions to buy certain products, the Search Engine Optimisation (SEO) variable has an influence on the purchasing decision variable of 0.198, meaning that the better the SEO optimisation, the more likely consumers are to make purchases, other factors such as product or service quality may have a greater influence. Purchase decisions are influenced by the content marketing variable. of 0.250 which indicates that quality content can increase consumer interest and trust in buying Somethinc products. An effective content marketing strategy can build trust which then drives purchasing decisions. Meanwhile, the influencer marketing variable has the greatest influence on purchasing decisions, which is 0.499, this shows that promotions made by influencers are able to influence consumers in making purchasing decisions. This greatest influence shows the growing trend in digital marketing, where influencer recommendations significantly influence consumer behavior, purchasing decisions can be significantly influenced by the authority and trust held by influencers. These three digital marketing strategies namely SEO, Content Marketing and Influencer Marketing have an important role in driving purchasing decisions, However, other considerations must also be taken into consideration.

Table 6. R Square

	R Square
Purchase Decision	0,783

Source: Data processed, 2025

According to table 6, the latent variable of purchasing decisions has a R Square value of 0.783, showing that the variability of content marketing, influencer marketing, and search engine optimization (SEO) influences purchasing decisions by 0.783, or 78.3 percent. It suggests that the study model is highly predictive in elucidating the elements that impact purchasing decisions. Other factors account for the remaining 21.7 percent. Therefore, it can be said that the purchasing decision variable has a moderate R Square. This indicates that the digital marketing technique being tested has a significant impact on purchasing decisions, even in the face of other influences.

Table 7. Model Fit

	Saturated Model	Estimated Model
SRMR	0,068	0,068
NFI	0,735	0,735

Source: Data processed, 2025

Based on the model fit analysis, the SRMR value recorded is 0.068, given that it is below the limit value of 0.08 this suggests that the model fits data well. The Normal Fit Index (NFI), which ranges from 0 to 1, is obtained by comparing the suggested model with a certain independent model. The better the model is built, the closer the number is to 1.

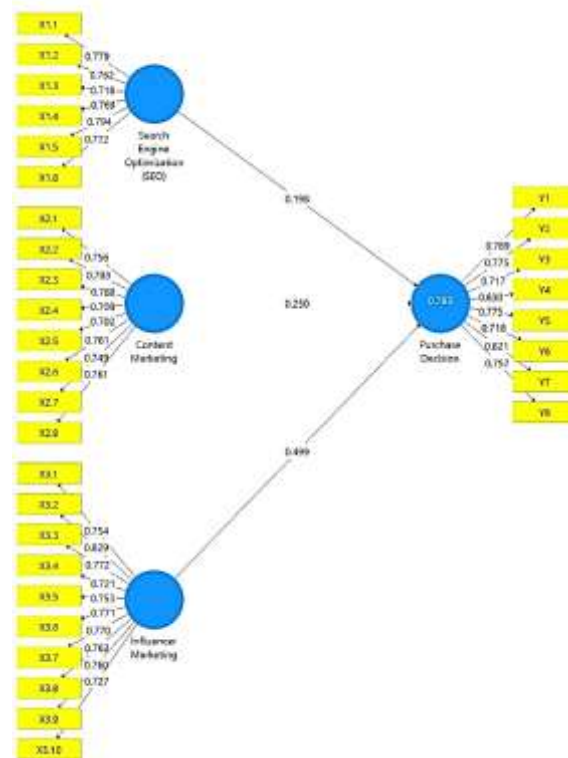


Figure 1. Evaluation of the Measurement Model (Outer Model - Measurement Model)

The connection between SEO, content marketing, influencer marketing, and purchasing decisions is depicted in the above image. SEO has the least influence on buying decisions, according to the analysis's findings (0.198). This statistic indicates that SEO influences decisions, but not as much as the other marketing tactics examined in this model. In the meantime, SEO is less influential than content marketing by 0.250. This indicates that content marketing has a greater impact on customer purchasing decisions. While Influencer Marketing has the greatest influence (0.499). Which is the highest value of the three variables in the study. This value indicates a strong and considerable influence, highlighting how well the strategies on Influencer Marketing work to influence consumer decisions. Good validity is indicated by the high factor loadings of the indicators used in each variable. Based on the results above, Influencer Marketing techniques outperform SEO and Content Marketing in terms of influencing consumer decisions to purchase Somethinc products.

Hypothesis testing is a procedure used to test significance, which shows the influence between variables using the bootstrapping method. To ascertain whether the relationship in the model is significant or not, it is obtained from the t-statistic value and the p-value. The hypothesis is supported if the t-statistic value is more than 1.96 or the p-value is less than 0.05 at the 5% significance level (Hair et al., 2017).

Table 8. Hypothesis Testing

	H	T Statistics	Result
Search Engine Optimization (SEO) > Purchase Decision	H1	2,000	Accepted
Content Marketing > Purchase Decision	H2	2,606	Accepted
Influencer Marketing > Purchase Decision	H3	4,788	Accepted

Based on the findings of bootstrapping calculations, it can be said that H1 is approved because Search Engine Optimisation (SEO) significantly influences purchasing decisions, as indicated by a t value of $2.000 > 1.971$ or a P -value of $0.046 < 0.05$. In addition, Content Marketing also shows a significant influence on Purchasing Decisions, with a t value of $2.606 > 1.971$ or a P -value of $0.009 < 0.05$, this indicates that H3 is approved. Likewise with Influencer Marketing on Purchasing Decisions, which has the most significant influence with a t value of $4.788 > 1.971$ or with a P -value of $0.000 < 0.05$, which means H3 is accepted. Based on the analysis above, the two most effective strategies to influence consumer decisions to buy Somethinc products in Cirebon are marketing through Influencer Marketing and Content Marketing, with Influencer Marketing having the greatest influence. SEO showed a more moderate level of effectiveness, but still quite substantial. This shows that maximizing marketing through Influencer Marketing and Content Marketing can be done and can be an effective option, while still utilizing SEO to increase product visibility to optimize search results.

3.2 Discussion

a. Search Engine Optimization (SEO)

The t test hypothesis test findings demonstrate that the SEO variable (X1) significantly and favourably influences purchase decisions (Y) for Somethinc products on the e-commerce platform in Cirebon even though the effect is relatively small. SEO contributes to increasing customers to buy Somethinc products after searching for information through search engines. Customers may find it simpler to obtain information from organic search results if SEO is implemented. This phenomenon shows that in an increasingly complex digital ecosystem, SEO serves as an important foundation for increasing visibility. SEO serves as a gateway that leads customers to a product through search engine optimization, facilitates the search for relevant information, and increases conversion rates. The relatively small influence suggests that SEO may interact with other more significant factors in influencing the final purchase decision. For example, product quality, price, customer service, and promotions may have a greater impact on consumers. Effective SEO optimization can increase product visibility in Google searches which can have an impact on decision making before buying a product. The conclusions of this investigation are consistent with earlier research by (Gede et al., 2024).

b. Content Marketing

The results of hypothesis testing show that Content Marketing (X2) affects the purchase decision (Y) of Somethinc products on the e-commerce platform in Cirebon. This is indicated by the t test results, which show that content marketing significantly and favourably affects consumer decisions to buy products even though the effect is not too large. Content Marketing can play a significant part in consumer purchasing decisions, especially since customers are more likely to buy goods after getting complete and convincing information through various content marketing channels. Although not as powerful as Influencer Marketing, Content Marketing is a powerful instrument for education and persuasion due to its ability to present comprehensive and compelling information. Brands can improve relationships with consumers, increase trust, and boost conversions by producing relevant, engaging, and educational content. Content Marketing can be crucial in educating customers and assisting them in making better decisions when it comes to Somethinc products, which may include details on composition, benefits, and instructions for use. An engaging content marketing strategy can help audiences get more information about the product and increase their engagement. The study's findings are consistent with previous research conducted by (Afriansyah et al., 2024) and (Siddiqui et al., 2025).

According to (Agrawal & Mittal, 2022), audience engagement can be measured not only quantitatively, such as the number of likes or views, but also qualitatively, such as video viewing duration and the emotional tone reflected in comments. Subtle, detailed, and emotional comments, along with longer viewing durations, are considered more relevant and insightful measures of how effectively the content engages the audience. However, this study has some limitations, as more detailed engagement metrics, such as viewing duration and emotional tone, cannot be analyzed directly. As a result, future research should adopt a qualitative approach to gain a deeper understanding of the emotional aspects and quality of the content.

c. Influencer Marketing

The findings of the hypothesis test indicate that the Influencer Marketing variable (X3) affects consumers' decisions to buy certain products on Cirebon's e-commerce platforms (Y). The most effective marketing is done by influencers, according to the results of the t test, which means that people are more likely to be interested in and persuaded to purchase certain goods after seeing endorsements or promotions from influencers they follow. This most important factor shows that recommendations and marketing from people they trust have a huge impact on modern customers. Due to their fame and reputation, influencers can act as a liaison between companies and customers, fostering trust and increasing interest in trying or buying goods. Influencer Marketing may be a particularly successful tactic when it comes to beauty products like Somethinc, where personal recommendations and trust are important factors. Influencers can increase brand exposure, generate conversions and introduce products to a larger audience by producing original and engaging content. It is crucial to remember that choosing the right influencer, one that is credible and relevant to the brand's target audience is a major factor in how effective influencer marketing is. The use of Influencer Marketing helps brands to reach a wider audience and increase consumer confidence in the product. Influencers, with their popularity and credibility, can shape consumer perceptions and trigger a desire to try or own the promoted product. The findings of this investigation align with earlier studies carried out by (Evania et al., 2023) and (Mahmud et al., 2023).

4. CONCLUSION

The analysis's conclusions indicate that search engine optimisation (SEO), content marketing, and influencer marketing together have a positive influence and significantly influence consumer decisions to buy Somethinc products in Cirebon. Somethinc products are more visible on digital platforms thanks to SEO, which also makes it easier for potential buyers to find product details and make a decision on what to buy. Through relevant, educational, and engaging material, effective content marketing can increase consumer interest in Somethinc products and create a favorable perception. Customers' favorable opinions of influencers correlate strongly with their purchase decisions, making influencer marketing the most dominant force in influencing decisions. Businesses can increase organic traffic and build a strong online presence by optimizing keywords, strengthening site structure, and improving the user experience. Search engines can find products, which act as a foundation. When done well, content marketing improves SEO by offering consistent, valuable, and relevant information that attracts and retains target markets. In addition to improving search engine rankings, high-quality content can increase credibility and trust among consumers. The effects and reach of SEO and content marketing are enhanced through influencer marketing. A brand can access new communities and leverage social proof by collaborating with influencers who have the power to influence crowds. Influencers have the ability to produce original content that

increases engagement, leads, and conversions. These three digital marketing techniques complement each other: SEO ensures that things are easy to find, Content Marketing creates a good impression, and Influencer Marketing gives customers a strong push to buy.

This study has limitations in the coverage area that only focuses on Somethinc products in Cirebon, so the results may not be generalizable to other regions or brands. In addition, external elements such as competitor trends and strategies were not examined, and the quantitative approach does not adequately reflect the emotional quality of customers. These limitations can be an opportunity for future research to broaden the scope and deepen the analysis.

Future studies should examine how factors like customer engagement, brand trust, or perceived value mediate or moderate the relationship between SEO, content marketing, influencer marketing, and consumer decisions to buy Somethinc items in Cirebon. Future research could also expand its geographic scope and use a mixed-method approach to provide a more thorough understanding of these effects, given the limitations of this study, which was restricted to Cirebon and did not take competitor trends or qualitative aspects of consumer behaviour into account.

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