

The Synergy of Content Marketing and Social Media: Effect of Consumer Purchase Decision in e-Commerce

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Abstract

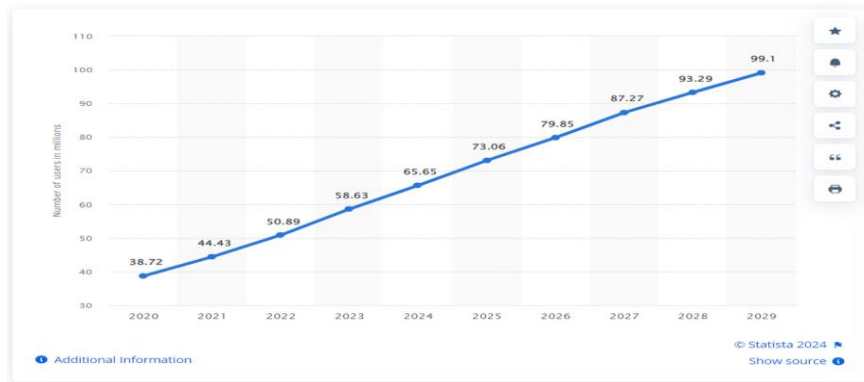
This study aims to analyze the influence of social media use, digital content quality, content marketing strategies, and promotions on purchase decisions on Blibli.com sites. The research method used is quantitative descriptive with data collection using questionnaires. The variables studied include social media, content quality, marketing strategies, promotions, and purchase decisions. This study shows that the use of social media, content quality, marketing strategies, and promotions have a positive effect on purchasing decisions in Blibli.com, with these variables able to influence purchasing decisions by 85.1%. The results of multiple linear regression analysis show that the regression model used in this study is valid and reliable. This study provides recommendations to increase consumer confidence in online shopping in Blibli.com, as well as highlighting the importance of evaluating website quality, digital content, and promotional strategies in influencing consumer purchase decisions in e-commerce.

Keywords: social media marketing, digital content quality, content marketing strategy, promotion, purchase decision

1. Introduction

The rapid development of information technology has resulted in significant changes in various sectors, including people's habits and lifestyles. Community activities that were previously conventional began to move to become all-digital. An efficient lifestyle is increasingly becoming a mushrooming trend. This also applies to community shopping activities. People who initially liked to shop directly began to experience a shift with the presence of online shopping channels. This also has an impact on the increase in e-commerce users in Indonesia. The rapid growth of e-commerce users until 2024 and the prediction of an increase in e-commerce users until 2029 can be seen from the following table. Therefore, currently the e-commerce business has its own attraction that has changed the way people view conventional buying and selling transactions. Some *Marketplace* such as Shopee, Tokopedia, Bukalapak, Lazada, and Blibli.com are competing for market share. Commercial transactions called *e-commerce* occurs digitally between organizations and individuals, where value is exchanged beyond the boundaries of the organization or individual in exchange for goods and services (Tamiliarasi, R., 2017).

Table 1. Data of e commerce user in Indonesia from 2020-2024 (in millions)

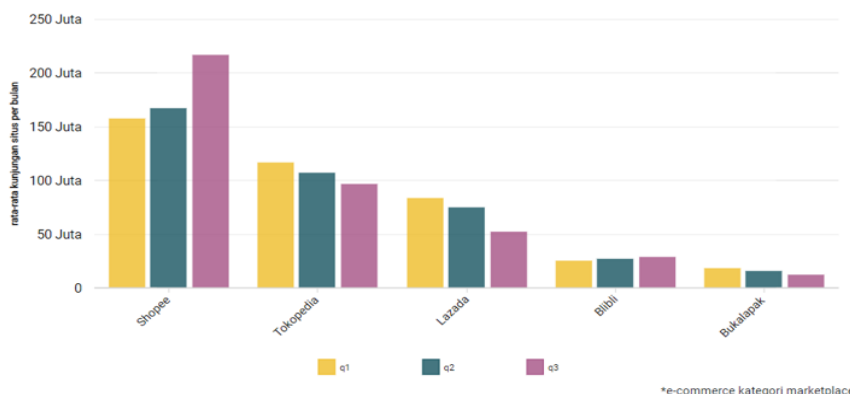


Source: <https://www.statista.com/forecasts/251635/e-commerce-users-in-indonesia>

E-commerce users in Indonesia in 2020 reached 38.72 million and jumped to 66.65 million in 2024. This significant surge indicates that the e-commerce market is very wide open. Moreover, it is predicted that in 2029, e-commerce users in Indonesia will reach 99.1 million.

The following graph shows the average visits of Indonesian biggest e commerce. The average visits from the highest to the lowest are Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. This study focuses on Blibli because some reasons. First, Blibli managed to record positive growth at the Harbolnas 12.12 event in 2019, with an increase in GMV of 1.7 times and the BlibliMart category experienced a growth of 2.5 times compared to the previous year. Listed in (Similarweb, 2019) that the number of visitors Blibli.com increased in December 2019 when the event was held, which was 30,200,000 visitors. This is because it is influenced by the use of social media from the Blibli site, the quality of the content produced, promotions that are often carried out in Harbolnas activities which are proven to support in increasing consumers to see the site and make purchase decisions on the site. *e-commerce*.

Figure 2. E commerce Average Visits in Indonesia (2023)



Source: Databoks (2023)

Businesses have the ultimate goal of increasing product sales or making consumers decide to buy a product. A purchase decision is a consumer's decision regarding their preference for brands in a selection pool, which then chooses one of them (Prasad et al., 2019). Consumers will choose and buy products that suit their wants and needs. If the quality of the product has been proven, then consumers will decide to buy the product (Maisaroh & Wibisono, 2022). Several methods are used to achieve this goal, one of which is sales promotion, which is a short-term incentive to encourage the desire to try or buy certain goods and services (Kotler, 2014). Social media on Blibli.com sites is required to be good at formulating strategies in sales promotions because in online buying and selling transactions, sales promotion is an important factor in purchasing decisions on websites and social media. According to (Maisaroh & Wibisono, 2022) Social media has been proven to have a positive effect on purchase decisions as evidenced by a coefficient value of 0.232 and a significance value of 0.005 which is less than 0.05, and social media is considered very effective in influencing consumers to make purchases online through the website *e-commerce*. Because information is easily accessible to consumers and can at any time get the latest updates about products on social media and *e-commerce/marketplace*.

The use of social media, the quality of digital content, and content marketing play a crucial role in consumer purchasing decisions in the *e-commerce* era. Social media provides an interactive platform where consumers can share information, experiences, and feedback about products. The quality of digital content, such as detailed images and customer reviews, shapes a positive perception of the brand and the product. Content marketing, both through paid advertising and collaboration with influencers, is an effective tool for reaching the target market and building a strong brand image. The synergistic interaction between these three elements creates an informative and engaging online shopping experience, influences consumer purchasing decisions, and makes these aspects key to the success of *e-commerce companies* like Blibli.com in the midst of fierce competition.

Social media being an easily accessible platform for everyone, making marketing through social media usually focuses on efforts to create content that grabs attention and encourages readers to share. With new web technologies, everyone can create and disseminate their own content (Puirih et al., 2020) and promote products from websites and digital content. New web technologies make creating and distributing content easier for everyone. A post on a blog, tweet, or video on YouTube can be reproduced and viewed for free by millions of people. Now advertisers can create their own content that people are interested in and see. They don't have to pay a lot of money to publishers or distributors to place their ads. Based on the above explanation, this study will explore the importance of social media use, digital content quality, content marketing strategies, and promotions on purchase decisions.

2. Literature Review

The literature review used in this study is literature related to the variables studied, namely the use of social media, digital content quality, content marketing strategies, promotions, and purchase decisions.

Social Media. Social media facilitates quick and global access to a wide range of information. According to Van Dijk (Harahap et al., 2020), social media is a multimedia platform designed to support businesses and organizations. Social media can also be considered as an online medium that strengthens social relationships between users. The general public widely uses social media to interact, collaborate, share information, and form virtual social relationships. The use of social media has become a popular trend or lifestyle in Indonesia. Based on a survey from the Global Web Index Data in 2014, Indonesia ranks highest in terms of active social media use compared to other countries such as the Philippines (78%), Malaysia (72%), and China (67%). This shows that about 79.7% of Indonesia's population uses social media, which is about 15% of the total population, and on average they spend 2 hours and 54 minutes every day accessing social media. The majority of access is done through *mobile* devices such as smartphones or tablets. Facebook is the most accessed social media platform with around 62,000,000 users in Indonesia, followed by Twitter and Instagram. The indicators used to measure social media use refer to research (Rasyidah, 2017), indicators of social media use as including the allocation of time to access social media, social media accounts owned, reasons for using social media, and positive and negative impacts of social media use.

Digital Content Quality. Content quality refers to consumers' views on the relevance, creativity, and uniqueness of a content. This is the result of the efforts of content providers in meeting consumer expectations through their interests or interests (Carlson, J., Rahman, M., 2018). Based on the concept of message quality by (Kotler, P., & Keller, 2016), the quality of the content can be seen from the uniqueness, creativity, and attractiveness of the content, which can meet consumer expectations and arouse their interest in subscribing or following further. In general, interesting and unique content will increase consumer interest in subscribing (Kartika, 2018). Based on the statement above, it is published that the quality of the content is *Expected Perceived Quality* or meeting customer expectations on content that aims to increase the number of *subscribed user* and customer loyalty by improving the quality of content by making it unique and engaging.

Content marketing strategy. Content Marketing or *Content Marketing* is a marketing strategy approach that focuses on creating and disseminating content that has value, relevance, and consistency with the goal of attracting and retaining a predetermined audience, as well as encouraging customers to take profitable actions (Pullizi, 2016). Meanwhile, according to (Cohen, 2016), content marketing is providing information to consumers that helps them make purchase decisions, increase the value of product use, and provide entertainment without neglecting the achievement of company goals through less conspicuous promotions (Cohen, 2016). In the dimension of content marketing according to (Milhinhonsin, 2016), there are two aspects, namely the quality of content and the quantity of information provided to consumers (Milhinhonsin, 2016). Puspitasari (2016) Presenting 6 indicators of digital content, namely relevance, accuracy, value, easy to understand, easy to find, and consistent.

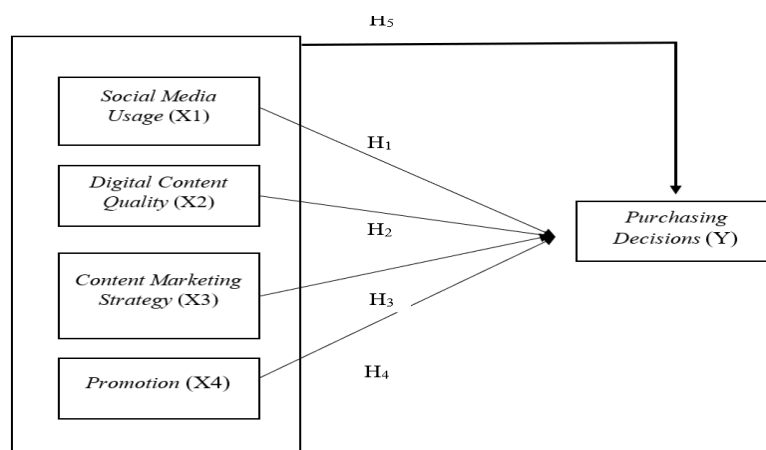
Promotion. In the world of marketing, promotion has an important role in inviting and encouraging consumers to buy products or services offered by a company. Promotion is used as a persuasive strategy to influence consumer purchase decisions, as well as build awareness

and interest in the product or service (Camelia, 2020). Promotion is one of the communication elements that has an important role in conveying information, influencing perceptions, and reminding the market about the products or services offered by the company, with the aim that consumers are willing to accept and buy it. Promotion serves as an effective communication tool to build awareness, create interest, and influence consumer purchasing decisions. By using the right promotional strategy, companies can achieve success in marketing their products or services, as well as build strong relationships with their target market (Latief, 2018). Kotler, P., & Keller, 2016) put forward four promotion indicators, namely there are promotional messages, promotional media, promotion duration, and promotion frequency

Purchase Decision. Purchase decisions refer to a series of decision-making processes and physical activities carried out by individuals when they are evaluating, acquiring, using, or even disposing of goods and services (Khuong & Duyen, 2016). In this context, individuals conduct a series of considerations and evaluations of the different brands and products available in the market before finally making a decision to buy or not to buy. This process involves evaluating the preference for the brand, analyzing personal needs, and considering the quality of the desired product. In addition, physical activity is also included in this process, including the stages of product acquisition, product use, and the potential for disposal or replacement of the product at a certain time. Thus, the purchase decision is not just an act of simply choosing a product, but involves a complex process that includes various aspects from evaluation to implementation in consumers' daily lives. Firmansyah, I. (2019) Mention 8 indicators of purchase decision, decision about product type, decision on product characteristics, decision on brand, decision on sales, decision on number of products, decision on purchase time, decision on payment method, decision on service.

Research Framework. The research framework of this study can be described as follows.

Figure 3. Research Framework



From the research framework above, the hypothesis are as follow.

H1: There is an influence of Social Media Usage on Purchase Decision.

H2: There is an influence of Digital Content on Purchase Decision,

H3: There is an influence of Content Marketing Strategy on Purchase Decision.

H4: There is an influence of Promotion on Purchase Decision

H5: There is an influence of Social Media Usage, Digital Content, Content Marketing Strategy, and Promotion on Purchase Decision.

3. Research Method

This research employs a quantitative approach. The population in this study is consumers who make purchases on Blibli e-commerce. Because the number of population is unknown, to determine the number of samples is used the *Unknown Population* formula. The sampling technique used is purposive *accidental sampling*, which is who are the members of the population found at the time of the study and meet certain criteria, namely consumers who make purchases at Blibli.com. Primary data in this study were obtained from the results of respondents through questionnaires. The data was obtained using the SPSS 26 program.

4. Finding and Discussion

Validity and Reliability Test. The validity test was carried out by a significance test that compared the value of the calculation, which is the overall correlation with the value in the *r product moment table*. The statement can be declared valid if *the correlation* is $>$ and the value is positive. The number of statement items from the five research variables is 30 statement items. The value used is 0.1966 so that all statement items can be declared valid and there is no need to eliminate the questionnaire statement. $r_{\alpha,(df-2)} r_{0,05,(98)}$. Reliability tests are carried out to find out how reliable and reliable a measuring tool is. The reliability test was carried out using *the Cronbach Alpha* coefficient. A variable is considered reliable if *the Cronbach Alpha* coefficient is greater than or equal to 0.60. The reliability test shows that all research instruments are said to be reliable and have been qualified for use in research.

Normality Test. The normality test was carried out to test whether the residual variable regression model had a normal residual distribution or vice versa. The normality test used in this study is the Kolmogorov-Smirnov test. The basis for making a decision on the normality test is that if the significance value between the bound variable and the free variable is greater than 0.05, then the residual distribution is normal. From the results of the normality test, the significance value obtained was 0.198 greater than α (0.05) so it can be concluded that *the residual* distribution is normal.

Multicollinearity Test. The Multicollinearity Test was carried out to test whether there was a correlation between independent variables. This method analyzes the tolerance value and its opponent variance inflation factor (VIF). The cutoff value used to indicate the existence of multicollinearity is a tolerance of more than 0.1 or equal to a VIF value of less than 10.

Table 1. Multicollinearity Test

Variable	Sig.
<i>Social Media</i>	.092
<i>Content Quality</i>	.166
<i>Content marketing</i>	.799
<i>Promotion</i>	.311

Based on the table above. The significance value of the four independent variables was greater than 0.05. This means that there is no heteroscedasticity problem.

Table 3. Regression Analysis

Research Variables	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	-.833	1.334	
<i>Social Media</i>	.213	.099	.148
<i>Content Quality</i>	.475	.094	.341
<i>Content marketing</i>	.317	.074	.293
<i>Promotion</i>	.481	.122	.250

Based on the table above, the regression equation can be arranged as follows:

$$\bar{Y} = -0.833 + 0.213X_1 + 0.475X_2 + 0.317X_3 + 0.481X_4$$

β_0 : If Y (*Purchase Decision*) will be -0.833, if the independent variable is 0.

β_1 : Every increase in one unit X_1 (*Social Media*) Y (*Purchase Decision*) will increase by 0.213 times, if the other independent variables have a fixed value.

β_2 : For every increase in one unit of X_2 (*Content Quality*), Y (*Purchase Decision*) will increase by 0.475 times, if the other independent variables have a fixed value.

β_1 : Every increase in one unit X_3 (*Content marketing*) Y (*Purchase Decision*) will increase by 0.317 times, if the other independent variables have a fixed value.

β_1 : For every increase of one unit X_4 (*Promotion*), Y (*Purchase Decision*) will increase by 0.481 times, if the other independent variables have a fixed value.

Determination Coefficient Test (R^2). The determination coefficient to be used is *R Square*. The value of *R Square* can go up or down if one or more other independent variables are added to the regression model.

Table 4. Coefficient Determination Test

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922	.851	.844	2.01418

From the table above, the *R-squared value* is 0.851, which means that the variables of *social media*, *content quality*, *content marketing* and *promotion* are able to affect the *purchase decision* variable by 0.851 or 85.1% and the rest are influenced by other factors that cannot be explained by the model.

Partial Test (T-Test). The T test was carried out to find out if there was an influence between partial (individual) independent variables on bound variables. If the value of sig. < 0.05, it means that the independent variable (X) partially affects the bound variable (Y).

Table 4. T Test Result

Research Variables	t	Sig.
Social Media	2.159	.033
Content Quality	5.058	.000
Content marketing	4.276	.000
Promotion	3.947	.000

Based on the table above, the following conclusions are obtained. The value of sig. *Social media* is $0.033 < 0.05$, so it can be concluded that *social media* partially affects *purchase decisions*. The value of sig. *Content quality* is $0.000 < 0.05$, so it can be concluded that *content quality* partially affects *purchase decisions*. The value of sig. *Content marketing* is $0.000 < 0.05$, so it can be concluded that *content marketing* partially affects *purchase decisions*. The value of sig. *Promotion* is $0.000 < 0.05$, so it can be concluded that *promotion* partially affects the *purchase decision*.

F Test. The F test was carried out to see if all the independent variables used in the regression model had a joint influence on the bound variables. If the value of sig. < 0.05, it means that the bound variable (X) simultaneously affects the independent variable (Y).

Table 5. F Test

Research Variables	F	Sig.
<i>Social Media, Content Quality, Content Marketing and Promotion – Purchase Decision</i>	135.151	0.000

Based on the table above, it is concluded that the value of sig. is $0.000 < 0.05$, so *social media*, *content quality*, *content marketing* and *promotion* simultaneously affect *the purchase decision*.

The results of the hypothesis test stated that the significance value of *social media* on *purchase decisions* was 0.033 less than the value of α (0.05). This shows that ***social media* has a significant influence on *purchase decisions***. Therefore, the hypothesis in this study, namely "The use of *social media* has a positive effect on *purchase decisions* in Blibli.com" was declared accepted. A positive sign in the coefficient describes a positive relationship between *social media* and *purchase decisions*. If the use of *social media* is used correctly, the opportunity to increase *purchase decisions* on Blibli.com platform will also increase. The results of this study are in line with the findings of Indriyani and Suri (2020) and Jecky and Erdiansyah (2021).

The results of the hypothesis test stated that the significance value between *content quality* and *purchase decision* was 0.000 less than the value of α (0.05). This shows that *content quality* partially has a significant effect on *purchase decisions*. Therefore, the hypothesis in this study, namely "Content quality has a positive effect on *purchase decisions* in Blibli.com" was declared accepted. A positive sign in the coefficient describes a positive relationship between *content quality* and *purchase decision*. If the quality of the content created is getting better, the opportunity to increase *purchase decisions* on Blibli.com platform will also increase. These findings support the research results of Faradella (2022) and Puspitayani and Maradona (2023).

The results of the hypothesis test stated that the significance value between *content marketing* and *purchase decision* was 0.000 less than the value of α (0.05). This shows that *content marketing* partially has a significant effect on *purchase decisions*. Therefore, the hypothesis in this study, namely "Content marketing has a positive effect on *purchase decisions* in Blibli.com" was accepted. A positive sign in the coefficient describes a positive relationship between *content marketing* and *purchase decisions*. If the *content marketing* is made right, the chances of a *purchase decision* on Blibli.com platform will also increase. The results of this study support the results of the research of Ordinary, et al., (2021) and Pitri (2023).

The results of the hypothesis test stated that the significance value between *promotion* and *purchase decision* was 0.000 less than the value of α (0.05). This shows that *promotions* partially have a significant effect on *purchase decisions*. Therefore, the hypothesis in this study, namely "Promotion has a positive effect on *purchase decisions* in Blibli.com" was accepted. A positive sign in the coefficient describes a positive relationship between *promotion* and *purchase decision*. If the *promotions* made are able to attract the attention of consumers, the opportunity to increase *purchase decisions* on Blibli.com platform will also increase. The results of this study support the results of previous research, namely Solihin (2020) and Nahari (2021).

The results of the hypothesis test stated that the significance value between *social media*, *content quality*, *content marketing* and *promotion* on *purchase decision* was 0.000 less than the value of α (0.05). This shows that *social media*, *content quality*, *content marketing* and *promotion* simultaneously have a significant effect on *purchase decisions*. Therefore, the hypothesis in this study, namely "Social media, *content quality*, *content marketing* and

promotion have a joint effect on *purchase decisions* in Blibli.com" was declared accepted. The *R-squared* value obtained was 0.851, meaning that *social media*, *content quality*, *content marketing* and *promotion* were able to influence purchase decisions by 85.1%.

5. Conclusion

Based on the analysis that has been carried out in the previous chapter, this study shows the following conclusions. The use of *social media* has a positive effect on *purchase decisions* in Blibli.com. A positive sign in the coefficient describes a positive relationship between *social media* and *purchase decisions*. If the use of *social media* is used correctly, the opportunity to increase *purchase decisions* on Blibli.com platform will also increase. *Content quality* has a positive effect on *purchase decisions* in Blibli.com. A positive sign in the coefficient describes a positive relationship between *content quality* and *purchase decision*. If the quality of the content created is getting better, the opportunity to increase *purchase decisions* on Blibli.com platform will also increase. *Content marketing* has a positive effect on *purchase decisions* in Blibli.com. A positive sign in the coefficient describes a positive relationship between *content marketing* and *purchase decisions*. If the *content marketing* is made right, the opportunity to increase *purchase decisions* on Blibli.com platform will also increase. *Promotion* has a positive effect on *purchase decisions* in Blibli.com. A positive sign in the coefficient describes a positive relationship between *promotion* and *purchase decision*. If the *promotions* made are able to attract the attention of consumers, the opportunity to increase *purchase decisions* on Blibli.com platform will also increase. *Social media*, *content quality*, *content marketing* and *promotion* have a combined effect on *purchase decisions* in Blibli.com. The *R-squared* value obtained was 0.851, meaning that *social media*, *content quality*, *content marketing* and *promotion* were able to influence *purchase decisions* by 85.1%.

The researcher suggests for further research to be able to develop observations on other variables that also theoretically affect *purchase decisions* other than *social media*, *content quality*, *content marketing* and *promotions* such as price, service quality, and so on. In addition, the researcher also suggested for further research to be able to use one product or *brand* in the Blibli.com to conduct a survey of its purchase decision. So that the research will also be useful and can be implemented by the product or *brand* as evaluation material for increasing product sales.

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