

# The Influence of Content Marketing on Instagram on Online Purchase Decisions for MsGlow Products with Purchase Intention as an Intervening Variable

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## KEYWORDS

Content Marketing; Purchase Interest; Purchase Decision

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## ABSTRACT

This research aims to examine the effect of Content Marketing on Instagram on purchasing decisions for Ms Glow products online, with Purchase Intention as an intermediary variable. The approach used in this research is quantitative with an explanatory research design. The population targeted by this study are Instagram users who have purchased Ms Glow products online or often shop at the MS Glow Makassar distributor store. The sample used consisted of 120 respondents, who were selected using the Maximum Likelihood Estimation (MLE) method. Several tests were conducted to ensure data validity and classical assumptions required in the analysis, which finally used path analysis to see the relationship between variables. The results of this study show that content marketing on Instagram has a strong and significant influence on purchasing decisions, both directly and through increasing purchase intention.

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## Introduction

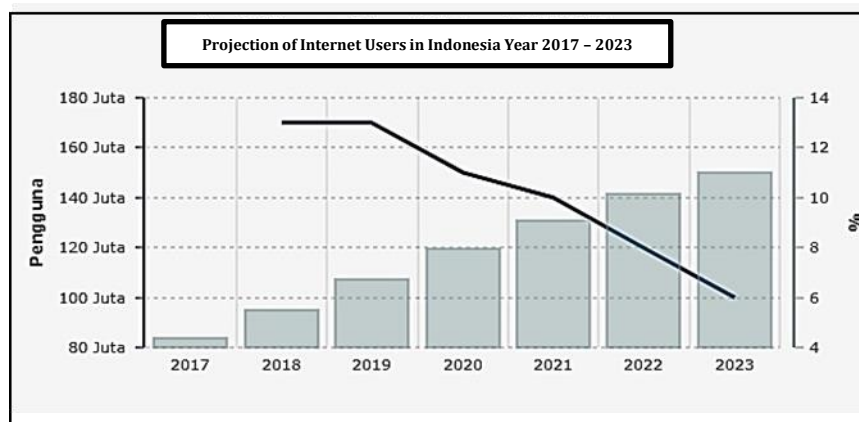
The rapid advancement of technology in the current era of digitalization has significantly increased. These technological changes have shaped individual lifestyles, pushing them toward a more modern way of living in line with current trends. This has had a profound effect on various aspects of life, particularly in the business sector, with one notable outcome being the rise of Internet technology. The Internet is a vast public network that originates from computers and connects all kinds of users around the world with each other and connects them with a huge storage of information (Amstrong & Kotler, 2008). Internet information technology has expanded the reach of communication carried out by humans. Communication carried out by the internet has become a product that is easy to obtain with the availability of internet cafes (internet cafes), modems, and even smartphones, which are currently increasingly offered to the public. The Internet has become a mainstay medium in communicating and doing business. From a technical standpoint, the internet is a network formed by two or more connected computers, encompassing millions of devices worldwide that communicate and exchange information. In a scientific context, the internet is like a library filled with information in formats such as text, graphics, audio, and animations in electronic form. As a result, the internet provides an efficient and effective means for exchanging information over long distances.

The growth of the internet has had a significant impact on economic development. Buying and selling transactions, which once required face-to-face interaction, phone calls, or postal services, are now much more convenient through online platforms. Technological advancements have broadened the scope of free trade, making it appear as though trade is limitless in terms of space and time. This has led to intense competition, especially for companies as producers. To stay competitive, companies must be keen in selecting effective marketing strategies that attract consumers. By understanding market conditions and developing the right strategies, a company can successfully navigate market competition. One key strategy is promotion, which serves as a bridge between producers and consumers in the marketing communication process.

The contribution of the development of Internet technology in the context of the current developing global economy includes the application of the Internet as a medium of communication, marketing, and trade transactions. The ease of marketing products through the Internet, as well as the many benefits provided by the Internet such as wider market reach, low costs, and 24-hour Internet operation, are very helpful for business people to increase their sales. Kertajaya, a marketing expert, argues that entrepreneurs who do not promote their products through the internet will lose money and be displaced because, according to him, conducting marketing communication through the internet is very effective.

The Internet development in Indonesia is also proliferating; this is inseparable from the diversity of functions that support information needs. The rapid development of internet quantity occurs in all circles, where the internet also triggers the birth of various new business branches that can be utilized.

The level of internet use increases every year due to the need for information and other things. The following is data on the number of internet users in Indonesia in 2017-2023.



**Figure 1. Projection of Internet Users in Indonesia Year 2017 - 2023**

Source: Statista, 4 Agustus 2023

According to data from Statista, in 2018, the number of internet users in Indonesia reached 95.2 million, an increase of 13.3% from 84 million users in the previous year, 2017. This growth reflects a significant upward trend in internet usage in the country. It is projected that the number of internet users will continue to grow at an annual average growth rate of 10.2% in the period 2018 to 2023. In 2019, the number of internet users is expected to increase by 12.6% from 2018, bringing the total to

107.2 million users. Furthermore, by 2023, this figure is predicted to reach 150 million users. In addition, this data shows that the most frequent online activities in Indonesia are the use of social media and instant messaging applications via mobile devices.

Based on the above facts, in the digital era of technology and the internet at this time, where marketing is traditionally carried out, it is no longer effective. Some business actors have started to market their products by utilizing the internet, one of which is by selling products and services online. The development of online businesses or online stores through Internet media has mushroomed in Indonesia and is even very well known by the public. The many conveniences in shopping and the various products and services offered make the Indonesian people make online media one of the new "shopping places" besides shopping centres.

Currently, many business actors are producing products similar to their competitors. However, each product produced by business actors will have different product attributes, one of which is in the scope of skincare. Skincare is a familiar word and is often mentioned in the everyday world. This is evident from the large number of users of skincare products that have sprung up with various brands, both domestically and abroad.

Due to the emergence of various types of skincare brands, competition in the skincare market is also getting tighter, so business actors compete to win the market. Business actors must show each advantage of their products by adjusting consumer demand. MS Glow skincare products are no longer new in the market; the product created by Shandy Purnamasari and Kadek Maharani has been around since 2013 in Malang City.

The MS Glow brand has managed to attract public attention and dominate the market, especially the skincare market. On August 23, 2021, MS Glow itself won the MURI (Indonesian Record Museum) award for its achievements as the cosmetics company with the most sales in Indonesia. MS Glow has opened various branches in Indonesia, such as providing opportunities for people who want to earn income by becoming distributors and resellers of MS Glow products.

One of the MSME actors in the city of Makassar opened a cosmetics store by becoming the official distributor of MS Glow for the Sulawesi region. This store was established in 2015 and is located in Jln. Toddopuli-Makassar. Based on the results of initial observations obtained by the researcher by obtaining direct data from MS Glow beauty store owners by conducting telephone interviews in August 2023, buyers of MS Glow products reached approximately 150 more customers, consisting of women and men aged 18-45 years. In addition to selling offline, this store also provides a sales system using social media (marketplace), one of which is Instagram social media. so that not only people in the city of Makassar buy, but from outside Makassar, there are also more sales online than offline, according to the store owner.



1,943 posts    77.5K followers    477 following

MSGLOW DISTRIBUTOR SULAWESI

Beauty, cosmetic & personal care

Owner @nisaps

And part of @msglowformen.makassar

—

Distributor MS Glow

Jln Toddopuli - Makassar

—

Konsultasi atau order disini 

[linktr.ee/agenmsglowmakassar](https://linktr.ee/agenmsglowmakassar)

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**Figure 2. Instagram Profile of MS Glow Makassar Distributor Store Year 2023**

Source: Instagram Ms Glow Makassar, 4 August 2023

This can be seen on Ms Glow Makassar's Instagram profile above, which has 1,943 posts and 77.5K followers. This shows that the development of the online business of Ms Glow Makassar stores from 2015 has grown rapidly, although many online stores also sell the same products. This is greatly influenced by the creation and distribution of interesting content that distinguishes it from similar products or content marketing.

Content marketing is a strategy that aims to create awareness, recognition, recall, and engagement for a brand, business, or product, either through direct or indirect marketing methods (Susan Guneliu, 2011). There is interesting content marketing with the hope that customers can immediately buy the item when they see the advertisement. Of course, if we talk about content marketing, we are almost talking about digital model marketing. So, before getting to know content marketing, digital marketing methods are currently in less demand by many people. The public is already immune to product promotion, so when they see promotional ads on social media, they are already immune and think that the wind is gone. The popularity of content marketing, one of which is with social media, will continue to increase. Given its rapid development, content marketing can be the most strategic medium for marketing a brand or marketing a company to reach consumers in the future. Companies can utilize social media to communicate with current customers while attracting the attention of potential future customers. In content-based marketing, there are several important indicators, namely creating content, distributing content, making connections, and building communities (Gunelius, 2011).

Purchase interest develops from a feeling of attraction and desire for a particular product or service (Kanuk, 2007). The factors that indicate purchase interest are transactional interest, preferential interest, and exploratory interest (Augusty, 2014).

The purchase decision stage is part of the consumer decision-making process, where consumers finally decide to buy a product or service (Kotler & Armstrong, 2021). Indicators in the purchasing decision process include problem identification, information search, assessment of alternative choices, making purchasing decisions, and follow-up after purchase (Kotler & Keller, 2016).

Research conducted by Rahman (2016) the findings of this study indicated a significant impact of content marketing on purchase decisions. This research is in line with the research conducted by Fajriani and Sastika (2016), which stated that content marketing positively affects purchase decisions. However, this is different from the research conducted by Huda et al. (2021), which stated that content marketing does not significantly affect Purchase Decisions.

Based on the background of the research and the results of previous research that contradict the influence of content marketing on consumer purchase decisions, the author tries to research and review by adding the purchase interest variable as an intervening variable, with the title "The Influence of Content Marketing on Instagram Social Media on the Purchase Decision of MS Glow ProductsOnline with Purchase Interest as an Intervening Variable."

## Research Methods

This research is explanatory in nature, focusing on explaining how changes in one variable can affect another (Sugiyono, 2018). A descriptive quantitative approach is used in this study to describe the relationship between the variables studied objectively. This study aims to understand whether content marketing can influence product purchasing decisions, with purchase intention as a factor that mediates or connects content marketing with purchasing decisions. In this case, purchase intention is seen as a variable that can strengthen or weaken the relationship between content marketing and purchasing decisions made by consumers.

The population in this study consists of consumers who use MS Glow products and frequently purchase them online from MS Glow Makassar distributor stores. The sample was selected using the Maximum Likelihood Estimation (MLE) technique, requiring at least 10 times the number of indicators.

This research involves the use of 12 indicators, with the required number of respondents being 120 people. Data was obtained through a questionnaire that used a Likert scale to measure the respondents' level of agreement. In addition to the survey method, data collection was also conducted through direct observation in the field, which allowed researchers to see the real conditions firsthand. In addition, a literature study was conducted by collecting information from relevant sources that support this research.

### Data Analysis Techniques

This study utilizes validity and reliability tests to confirm the accuracy and consistency of the research instrument. The validity test measures the correlation between each question item and the total score, with a correlation above 0.3 considered valid. Reliability is assessed using Cronbach's Alpha to evaluate measurement consistency. The classical assumption tests include a normality test using Kolmogorov-Smirnov, a multicollinearity test (with tolerance > 0.1 and VIF < 10), and a heteroscedasticity test to ensure the regression model is appropriate.

Hypothesis testing is performed through the coefficient of determination ( $R^2$ ) to determine the contribution of independent variables to the dependent variable, along with a t-test (partial) to evaluate the individual significance of variables (sig value < 0.05). Path analysis is used to examine both direct and indirect effects between variables using SPSS v25 software. The structural equation model involves two equations:

Structural equation 1:

$$Y = a + bX$$

Structural equation 2:

$$Z = a + b_1X + b_2Y$$

The Sobel test is a statistical method used to test whether the relationship between the independent variable and the dependent variable occurs through a mediating variable. This test measures how strong the indirect effect produced by the independent variable through the mediating variable is, which ultimately affects the dependent variable.

$$Z = \frac{ab}{S_{ab}}$$

The test is significant if the Z value > t in the table is at a confidence level of 5%. All analyses are carried out systematically to obtain valid and reliable results.

**Results and Discussion****Instrument Test Results****Validity Test****Table 1. Findings from the Validity Test**

<b>Variable</b>	<b>Indicator</b>	<b>r count</b>	<b>r table</b>	<b>Description</b>
<b>Content marketing Variables (X)</b>	X1	0,622	0,179	Valid
	X2	0,629	0,179	Valid
	X3	0,754	0,179	Valid
	X4	0,691	0,179	Valid
<b>Purchase Interest Variables (Y)</b>	Z1	0,792	0,179	Valid
	Z2	0,748	0,179	Valid
	Z3	0,816	0,179	Valid
<b>Purchase Decision Variables (Z)</b>	Y1	0,704	0,179	Valid
	Y2	0,606	0,179	Valid
	Y3	0,573	0,179	Valid
	Y4	0,502	0,179	Valid
	Y5	0,555	0,179	Valid

Source: Output SPSS v25, 2023

Based on Table 1, it can be concluded that all statement items are valid because the calculated r value is greater than r table ( $r \text{ count} > 0.179$ ). Because all items meet the validity criteria, no items are deleted, so all of them can be used for subsequent statistical analysis or tests.

**Reliability Test****Table 2. Findings from the Reliability Test**

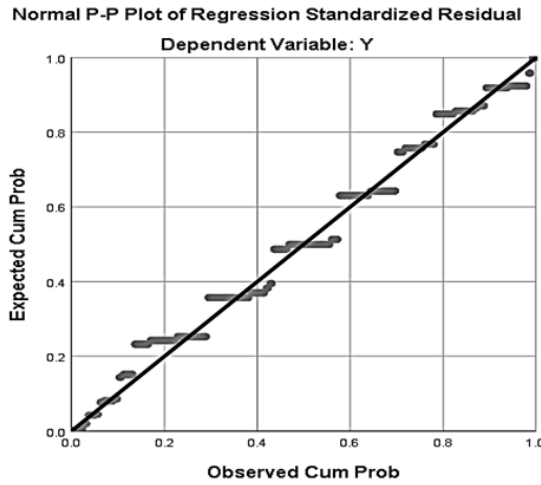
<b>Research Variables</b>	<b>Cronbach's Alpha Coefficient Value</b>	<b>Description</b>
Content marketing	0,604	Reliabel
Purchase Interest	0,689	Reliabel
Purchase Decision	0,718	Reliabel

Source: Output SPSS v25, 2023

Based on table 2, it shows that Cronbach's Alpha coefficient  $> 0.60$ , meaning that the instrument used as a variable measuring instrument is reliable.

**Classical Assumption Test**

**1. Normality Test**



**Figure 1. Normality Test**

Source: Output SPSS v25, 2023

Based on the image on the P-plot, we can see that the points in the P-plot diagram image follow the direction of the diagonal line where from the diagonal line which shows that the distribution of data in the study is distributed normally.

**2. Multicollinearity Test**

**Table 3. Test for Multicollinearity Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	Tolerance
1	X	.716	1.397
	Y	.716	1.397

Source: Output SPSS v25, 2023

The results of the multicollinearity test can be seen in the coefficients table above. The VIF value for the content marketing variable is 1.397 with a tolerance of 0.716, and the Purchase Interest variable is 1.397 with a tolerance of 0.716. Because the tolerance value of both variables is  $> 0.10$  and the VIF of both variables is  $< 10$ , it can be said that there is no multicollinearity between the two variables.

### 3. Heteroscedasticity Test

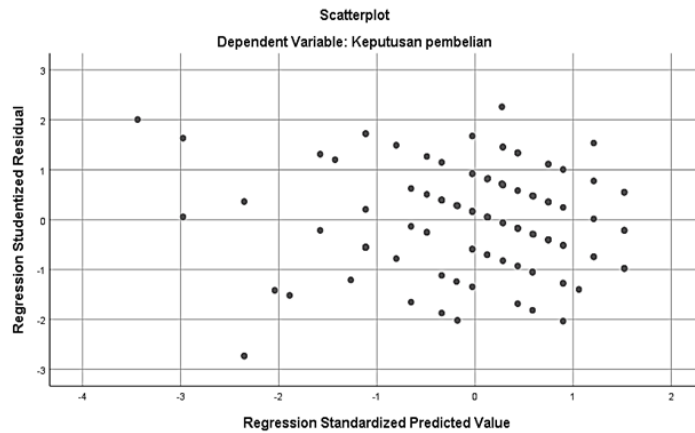


Figure 2. Test for Heteroscedasticity

Source: Output SPSS v25, 2023

Based on the figure, it is known that in this study, there are no symptoms of heteroscedasticity because there is no clear pattern and dots spread above and below the number 0 on the Y axis in the scatterplot, so it can be concluded that the heteroscedasticity test in this study is met or no symptoms of heteroscedasticity occur.

### Hypothesis Testing and Analysis Techniques

#### a. Uji Hipotesis 1

##### 1) Coefficient of Determination ( $R^2$ )

Table 4. R-Squared Value

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.592 <sup>a</sup>	.350	.339	1.330

a. Predictors: (Constant), Minat Beli, Content marketing

Source: Output SPSS v25, 2023

In the table, the determination coefficient shown by R square is 0.350, which is 35% of the purchase decision can be explained by variations in Purchase Interest and content marketing while the remaining 65% is explained by other variables.

##### 2) Test t (partial)

Table 5. Test t Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.522	1.482		7.101	.000
	Content marketing	.302	.094	.283	3.211	.002
	Purchase Interest	.448	.101	.653	4.430	.000



a. Dependent Variable: Keputusan Pembelian  
Source: Output SPSS v25, 2023

Based on the t-test table, the content marketing variable has a scale of 3.211 with a table t of 1.657 and a significance value of 0.002. In the t-test table, the significance value is  $0.002 < 0.05$ , and the tcount is  $3.211 > t$  table 1.657, which shows that content marketing has a positive and significant effect on purchase decisions.

**H1: "There is a positive and significant influence between content marketing and purchase decisions received".**

## b. Hypothesis 2 Test

### 1) Coefficient of Determination ( $R^2$ )

**Table 6. R-Squared Value**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533 <sup>a</sup>	.284	.278	1.211

a. Predictors: (Constant), Content marketing

Sumber: output SPSS v25,2023

The value of the determination coefficient is shown by R square in the table, which is 0.284 or 28 %. This means that the variety of content marketing can explain 28% of the purchase interest, while other variables explain the remaining 72%.

### 2) Test t (partial)

**Table 7.  
Test t  
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.578	1.281		3.574	.001
	Content	.495	.072	.533	6.841	.000

a. Dependent Variable: Minat Beli

Source: output SPSS v25, 2023

Based on the t-test table, the content marketing variable has a calculated t of 6.841 with a table t of 1.657 and a significance value of 0.000. The significance value of  $0.000 < 0.05$  and t count  $6.841 > t$  table 1.657 shows that content marketing has a positive and significant effect on Purchase Interest.

**H2: "Content marketing has a positive and significant influence on Purchase Interest received".**

### C. Hypothesis Test 3

**Table 8. Test t  
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
		1	(Constant)	10.522		
	Content marketing	.302	.094	.283	3.211	.002
	Minat Beli	.448	.101	.653	4.430	.000

a. Dependent Variable: Keputusan Pembelian

Source: output SPSS v25, 2023

The Purchase Interest variable has a  $t_{\text{calculation}}$  of 4.430 with a table  $t$  value of 1.657 and a significance of 0.000. The significance value of  $0.000 < 0.05$  and  $t_{\text{calculated}} 4.430 > t_{\text{table}} 1.657$  shows that Purchase Interest positively and significantly affects the purchase decision.

**H3: "There is a positive and significant influence between Purchase Interest and purchase decisions received".**

### Path Analysis Test

#### a. Path Analysis Interpretation,

Based on the t-test shown in Table 5, the standardized beta value of content marketing is 0.283 and significant at 0.002, which means that content marketing affects purchase decisions. The standardized beta value of 0.283 is the path value or path value P1. Based on the t-test in Table 7, the standardized beta value of content marketing is 0.533 and significant at 0.000, which means that content marketing affects Purchase Interest. The unstandardized beta value of 0.533 is the path value or P2 path. Based on the t-test in Table 8, the standardized beta value is 0.653 and significant at 0.000, which means that Purchase Interest affects the purchase decision. The unstandardized beta value is the path value or P<sub>3</sub> path.

Based on the figure above, each P value describes the path and path coefficient between variables. The structural equation is also obtained from the path diagram above. Namely, there are two regression tests as follows:

1) Direct influence :  $Y = a + bX$

2) Indirect influence :  $Z = a + b_1X + b_2Y$

Description:

Y : Purchase Decision

From : Purchase Interest

b : Regression Coefficient

a : constant

X : Content Marketing

From the path, diagram, and structural equations above direct and indirect influences can be seen as follows:

1) Direct Effect

Direct influence of X on Z

$$X \longrightarrow Z = P_1 \\ = 0,283$$

2) Indirect Effect

The indirect effect of X on Z through Y.

$$X \xrightarrow{-Y} Z = P_2 \times P_3 \\ = 0,533 \times 0,653 \\ = 0,348$$

3) Total Direct and Indirect Influence,

$$P_1 + (P_2 + P_3) = 0,283 + (0,533 + 0,653) \\ = 0,283 + 0,348 \\ = 0,631$$

Based on the path analysis model above, the direct influence of 0.283 is smaller than the indirect influence of 0.348.

#### b. Uji Sobel

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2} \\ = \sqrt{(0,448)^2 + (0,072)^2 + (0,495)^2 (0,101)^2 + (0,072)^2 (0,101)^2} \\ = \sqrt{(0,200)^2 (0,005)^2 + (0,245)^2 (0,010)^2 + (0,005)^2 (0,010)^2} \\ = \sqrt{0,001 + 0,002 + 0,0005} \\ = \sqrt{0,00305} \\ = 0,05552$$

In statistical research, to test whether the indirect effect (which occurs through the mediating variable) is statistically significant, the z value is calculated using a specific formula (Ghozali, 2018).

$$Z = \frac{ab}{S_{ab}} = \frac{0,495 \cdot 0,448}{0,5522} \\ = 4,0159$$

If the calculated  $t_{\text{value}}$  is greater than the table  $t$  value, it can be concluded that there is a mediation and significant influence (Ghozali, 2018). The results of the above test show that  $t_{\text{count}} = 4.0159$  is greater than  $t_{\text{table}}$  with a significance level of 5%, which is 1.657 which means that there is a mediating effect of the relationship between content marketing and purchase decisions through Purchase Interest.

The results of the path analysis show that content marketing affects purchase decisions, and Purchase Interest can mediate the influence of content marketing on purchase decisions, so it can be concluded:

**H4: "Content marketing has a positive and significant influence on purchase decisions"**

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**through Purchase Interest received”.**

### **The Influence of Content Marketing on Purchase Decisions**

The results of the data analysis show that content marketing has a positive and significant effect on the decision to purchase MS Glow products online at MS Glow Makassar distributor stores. This can be seen in the value of the content marketing variable t-test table with  $t_{\text{calculation}} > t_{\text{table}}$ , which is  $3.211 > 1.657$  with a significance of  $0.002 < 0.05$ , then  $H_1$  is accepted. The results of this research can be explained by the theory put forward by Gunelius (2011) that if content marketing is better, it will increase purchase decisions. Similarly, if content marketing is worse, it will result in a decrease in purchase decisions.

Content marketing aims to increase the volume of sales and advertising that uses the cultural context of the social community, including social media networks and virtual worlds, to meet the purpose of communication. It is a good initial value perceived by consumers (Tuten, 2008). Content marketing is important because if a product cannot produce value, it will quickly lose to competitors. A product is closely related to several functional benefits, purchasing practices, and brand use of the product. Therefore, at MS Glow Makassar distributor stores, consumers can feel functional benefits by presenting attractive content on the online store platform and services that consumers feel when purchasing, which can also affect purchase decisions.

Thus, MS glow Makassar distributor stores need content marketing to increase the value of purchase decisions. It should be noted that determining the value felt by customers depends on subjective assessments, so MS Glow Makassar distributor stores must be able to provide good value to consumers who will make a purchase decision.

The results of this study are consistent with the findings of Rahman (2016), which indicate a significant influence between content marketing and purchase decisions. However, they contradict the research by Huda et al. (2021) who concluded that content marketing does not have a significant effect on purchase decisions.

### **The Influence Of Content Marketing On Purchase Interest**

The data analysis results revealed that content marketing has a positive and significant impact on consumer purchase interest in MS Glow products online at MS Glow Makassar distributor stores. This is evident from the t-test table, where the content marketing variable shows a significant value of  $t_{\text{calculated}} > t_{\text{table}}$ , which is  $6.841 > 1.657$ , and a significance value of  $0.000 < 0.05$ , then  $H_2$  is accepted. The results of this study are explained by Gunelius (2011) theory, which states that it is argued that content marketing with a Purchase Interest approach to strategy and distribution of valuable, relevant, and consistent content, as well as awareness, recognition, and recall of a brand. In this case, customer purchase interest manifests when using the company's services. Purchase Interest is proof of customers who continue to be customers with a positive attitude towards the company or the company. Furthermore, when customers already feel loyal to a product, customers will likely buy the product again.

The intention to repurchase is a positive response that arises because customers feel safe about MS glow Makassar distributor store products. Customers will have a great opportunity to

purchase a favorite product repeatedly. Purchase Interest indicates the customer's intention to make a repeat purchase.

This study's results align with previous research by Akbar and Maharani (2018), which stated that content marketing variables significantly influenced purchase interest. However, this is different from the research conducted by Sudarsono (2020), which states that content marketing has a positive but insignificant effect on Purchase Interest.

### **The Influence of Purchase Interest on Purchasing Decisions**

The results of the data analysis indicate that purchase interest has a positive and significant effect on purchase decisions. This is reflected in the t-test table, where the purchase interest variable has a  $t_{\text{value}}$  of 4.430, which is greater than the  $t_{\text{table}}$  value of 1.657, with a significance value of 0.000, which is less than 0.05. Therefore, H3 is accepted. This implies that as consumer purchase interest in a product increases, their decision-making in purchasing the product also rises. Conversely, when purchase interest is low, the likelihood of consumers deciding to buy the product decreases.

Purchase interest refers to a thought that arises from a feeling of attraction and desire to own a product or service that consumers expect (Kanuk, 2007). The purchase decision leads to post-purchase outcomes. Consumer purchase interest is a result of the consumer's decision to make a purchase. Consumers who are satisfied with a product are more likely to repurchase it. Purchase decisions indicate the likelihood of making repeat purchases in the future.

The results of this study are consistent with the findings of Rahmawati (2018), which demonstrate that purchase interest has a positive and significant impact on purchase decisions. However, these results differ from the research by Montjai et al. (2014), who found that consumer purchase interest did not significantly influence purchase decisions.

### **The Influence Of Content Marketing On Purchasing Decisions Through Purchase Interest**

The Sobel test results demonstrated that content marketing significantly and positively influences purchase decisions through purchase interest in MS Glow products at MS Glow Makassar distributor stores. This is confirmed by the Sobel test (mediation) results, where the calculated  $t_{\text{value}}$  (4.0159) exceeds the  $t_{\text{table}}$  value (1.657), with a significance of 0.05. The indirect effect was found to be 0.348, while the direct effect was 0.283. Thus, it can be concluded that purchase interest acts as a mediator between content marketing and purchase decisions for consumers at MS Glow Makassar distributor stores.

Purchase Interest is a variable that has an influence on purchase decisions. When viewed in this study, Purchase Interest is in the middle between the influence of content marketing on Purchase Interest and Purchase Interest affecting purchasing decisions. Consumer Purchase Interest is a purchase made by a consumer because of a commitment relationship to a brand or company. This means that the emergence of Purchase Interest will cause a sense of security and positive value. Consumer Purchase Interest is an effective way to evaluate the progress of MS Glow Makassar distributor stores. If consumers already commit to produce repurchase behavior, it has indicated the sameness in one product. Therefore, sellers must be able to arouse curiosity in consumers of MS Glow Makassar distributor stores. The company must prioritize the most important aspects of the service that the customer considers the most important because the

consumer is the one who gives the final assessment of the quality of service. Companies that always put consumers first can create a good consumer perception of the company and feel more cared for, which can trigger purchase decisions.

This study's results align with previous research conducted by Hardianti (2020), which stated that Purchase Interest could mediate the influence between marketing events on consumer purchase decisions. However, this contrasts with research conducted by Adil et al. (2018), who stated that Purchase Interest cannot mediate the influence of trust on purchase decisions.

## Conclusion

Based on the analysis and discussion of how content marketing on Instagram influences the purchase decisions of MS Glow products online, with Purchase Interest acting as an intervening variable, several conclusions can be made. First, content marketing has a positive and significant impact on the purchase decisions of MS Glow consumers, both online and at the MS Glow Makassar distributor stores. Second, content marketing also significantly affects the Purchase Interest of MS Glow consumers online at these distributor stores. Third, Purchase Interest itself has a positive and significant influence on the purchase decisions of MS Glow consumers online at the Makassar distributor stores. Lastly, content marketing positively and significantly impacts purchase decisions indirectly through Purchase Interest, emphasizing its vital role in shaping consumer behavior toward MS Glow products online at the Makassar distributor stores.

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