

# Original Research Article

## The Effect of Influencer Marketing and Content Marketing on Customer Engagement and Purchase Decisions on Followers

### ABSTRACT)

**Aims:** This study aims to analyze the effect of influencer marketing and content marketing on consumer purchase decision and customer engagement as mediating variables at Mitra Jawi Pontianak,

**Study design:** A quantitative approach was used to investigate this study, and as many as 204 respondent who met the required requirements participated.

**Place and Duration of Study:** The study was taken place at Pontianak, West Kalimantan with Mitra Jawi Pontianak as a background study and conducted between September 2022 and November 2022.

**Methodology:** The samples included a total of 204 respondents (68 men, 136 women; age range 17-50years). The sample criteria in this study were all the followers of Instagram account of Mitra Jawi Pontianak. Researchers used AMOS 24 software and structural equation modelling (SEM) to process the data.

**Results:** The influence of influencer marketing on customer engagement is 6.049, more significant than the t-table value (1.96). Likewise, the p-value < 0.001, smaller than 0.05 ( $\alpha = 0.05$ ). It show that influencer marketing positively and significantly affects customer engagement. For the second hypothesis, the t-value, the effect of content marketing on customer engagement is 6.724, and the p-value < 0.001. It proves that content marketing positively and significantly affects customer engagement. For the third hypothesis, the t-value, the effect of customer engagement on purchase decisions is 4.246, and the p-value < 0.001. It shows that customer engagement positively and significantly affects purchase decisions. For the fourth hypothesis, the t-value, the effect of influencer marketing on purchase decisions is 2.317, and the p-value < 0.001. It show that influencer marketing positively and significantly affects purchase decisions. For the fifth hypothesis, the t-value, the effect of content marketing on purchase decisions is 2.379, and the p-value < 0.001. Thus, content marketing has a positive and significant effect on purchase decisions.

**Conclusion:** The study was carried by taking a sample of Mitra Jawi's Instagram account followers. Both influencer marketing and content marketing positively and significantly influences customer engagement at the Mitra Jawi Pontiana. Also, the data indicate influencer marketing and content marketing positively and significantly influences consumer purchase decision at the Mitra Jawi Pontianak.

*Keywords: Influencer Marketing; Content Marketing; Customer Engagement; Purchase Decisions.*

### 1. INTRODUCTION

The continued development of technology in the digital era has resulted in an increasing number of internet users in Indonesia yearly. According to the Hootsuite (We are Social) report, there were 204.7 million internet users in Indonesia as of January 2022. Indonesia's internet users have continued to increase in the last five years. When compared to 2018, currently the number of internet users in Indonesia has jumped by

54.25%. One of the advances of the internet is social media. The number of active social media users in Indonesia was 191.4 million people in February 2022. This number increased by 12.35% compared to the previous year of 170 million people (We are social, Hootsuite, 2022).

Seeing the popularity of internet facilities at all levels of society has inspired entrepreneurs to see opportunities to increase their marketing efforts through social media. Entrepreneurs increasingly realize that social media is a strategic resource to promote their brands and products and a place to build strong relationships with consumers (Shiau et al., 2018). Through social media, marketers can promote products using the company's official account or intermediaries (Shadrina & Sulistyanto, 2022). Mitra Jawi is one of the business actors trying to boost consumer purchasing decisions through social media. Mitra Jawi is a grocery product business with a modern concept with a self-service model on site and selling its products. Mitra Jawi has an Instagram account named @mitrajawi with 83,200 followers and 2,600 photos and videos posted. Mitra Jawi uses content marketing and influencer marketing to educate consumers about the products offered so that consumers can be directed to purchase actions.

Content marketing is one of the best marketing strategies used to stimulate online engagement and has emerged with the rise of social media (Content Marketing Institute, 2014). Content marketing is a digital marketing implementation process that focuses on creating relevant and consistent content to support product marketing (Rahman, 2019). Important content marketing is an interesting technique to do because it can have an impact on customer engagement and purchase decision-making. Based on the research results of Prasetya, Astono & Ristianawati (2021), Shadrina & Sulistyanto (2022), and Putri, Suci & Mulyono (2022), it was found that content marketing has a positive and significant effect on purchasing decisions. This is not in line with research conducted by Huda (2021) entitled "The effect of content marketing and lifestyle on purchasing decisions for small and medium businesses on social media." The results of the analysis state that content marketing has no significant effect on purchasing decisions for small and medium businesses on social media.

Some social media users have many followers and can influence their followers or what is often referred to as influencers. From there, business people began looking at influencers to market their products as marketing strategies (Pratiwi, 2021). Influencer marketing is a tool for cost efficiency with relatively low marketing costs but can reach a broad market (Brown & Hayes, 2008). An influencer is an individual who has an extensive network on social media and has the ability to influence others (Almstrom, Egertz, & Truong, 2019). Business actors have now utilized the popularity of influencers who are considered to have a strong fanbase as a marketing communication strategy to improve their products (Amalia & Putri, 2019). The existence of social media influencers seems to have a strong relationship between consumers and their products (Glucksman, 2017). Based on research conducted by Prasetya, Astono & Ristianawati (2021), Shadrina & Sulistyanto (2022), and Amalia & Putri (2019), it was found that influencer marketing has a significant effect on purchase decisions. This is different from the research conducted by Hargowiseno (2021), which found that influencers did not significantly affect purchasing decisions. In research conducted by Arti Sukma Lengkawati & Taris Qistan Saputra (2021), it was found that the influence of influencer marketing on purchasing decisions has a strong correlation. This means that if influencer marketing is increased, purchasing decisions will also increase.

Differences were found in the research results from several previous studies which discussed the influence of influencer marketing and content marketing variables on purchase decisions, giving rise to research gaps or research gaps. It became the basis for researchers to re-examine influencer marketing and content marketing variables on purchase decisions by adding customer engagement as a mediating variable to the Mitra Jawi shop research object.

Marketing techniques through influencers and content marketing on Instagram are closely related to customer engagement. Customer engagement is a concept for building consumer interaction with a brand through social aspects (Hollebeek, 2011). Companies can utilize the advantages of content and influencer marketing to increase customer engagement and purchase decisions or purchasing decisions from their consumers. Purchase decisions are part of consumer behavior. With consumer behavior, namely the desire and need to buy certain products or services, a consumer decision to buy will be created (Prasetya, Astono, & Ristianawati, 2021). Mitra Jawi drives consumer purchasing decisions using content marketing on Instagram and influencers. This research will look at the extent to which content marketing and influencer marketing influence purchase decisions through customer engagement with Mitra Jawi product.

## **2. METHODOLOGY**

### **2.1 Measurement**

The type of research conducted in this research is causal associative research with quantitative techniques. In this study, primary data were obtained from respondents' responses to the research

questionnaire, which included items regarding research variables. In this study, each variable will be based on the value of each question item which is categorized into a score range with a Likert scale to get a tendency for respondents' answers. Generally, the Likert scale is assessed from strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5).

## 2.2 Sampling and Data Collection

This study selected the entire population of followers of the Mitra Jawi Instagram social media account. The technique of data collection used in this study is a purposive sampling method included in the non-probability sampling method. The number of samples collected and examined in this study was 204 respondents.

## 2.3 Data Analysis

This study will use Structural Equation Modeling (SEM) with the AMOS 26 statistical tool to analyze and evaluate the measurement model and structural model of the research construct that is built. The fit test model will be assessed based on the goodness of fit index parameters such as chi-square ( $\chi^2$ ), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), root mean squared residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normal Fit Index (NFI). The validity evaluation will rely on the standardized loading factor (SLF) value, which must be  $\geq 0.50$  (Hair et al., 2014, p. 618), and the reliability construct will rely on the tabulated results of construct reliability (CR) and average variance extracted (AVE) values. Furthermore, the SEM analysis is a structural model analysis to assess the research hypothesis that has been built and whether it is accepted or rejected. SEM analysis will display the t-count value for each coefficient. The hypothesis can be said to have a causal relationship if the t-count value  $\geq t$  table (1.96) with a significant level of  $\alpha$  ( $\alpha = 0.05$ ).

## 3. RESULTS AND DISCUSSION

### 3.1 Respondent Characteristics

The analysis of the respondents' profiles in this research was based on the following demographic characteristics:

Table 1. Characteristics of Respondents

Categories	Item	F	%
Gender	Male	68	33
	Female	136	67
	Total	204	100
Age	17-27 years	153	75
	28-38 years	46	23
	39-50 years	5	2
	Total	204	100
Occupation	Student	2	1,0
	University Student	94	46,1
	Civil Servant	6	2,9
	Entrepreneur	25	12,3
	BUMN	4	2,0
	Private sector employee	50	24,5
	Freelance	2	1,0
	Unemployed	6	2,9
	Aktivist	1	0,5
	Labor	1	0,5
	Honorary teacher	2	1,0
	Housewife	7	3,4
	Household assistant	3	1,5
Nutrition Consultant	1	0,5	

	Total	204	100
Last Education	Junior High School	3	1
	Senior High School	93	46
	D1/D2/D3/D4	27	13
	Undergraduate (S1)	78	38
	Graduate (S2/S3)	3	1
	Total	204	100
Visiting Time at the Mitra Jawi Store	2 - 4 times	113	55
	5 - 6 times	63	31
	More than 6 times	28	14
	Total	204	100

### 3.2 Measurement and Structural Models

Table 2.

Measurement Model Results

Variabel	Items	SLF	AVE	CR
Influencer Marketing	The influencers used by Mitra Jawi are seen as reliable individuals in promoting Mitra Jawi's products	0,746	0,535	0,938
	The influencers used by Mitra Jawi seem to know and enjoy promoting Mitra Jawi products	0,729		
	Advertising messages conveyed by influencers can be trusted and make me believe in Mitra Jawi's products	0,733		
	Mitra Jawi influencers are well-known influencers.	0,750		
	Mitra Jawi influencers display a convincing speaking style in promoting Mitra Jawi products	0,743		
	Mitra jawi influencers have good knowledge of the products being promoted.	0,766		
	Mitra Jawi influencers are able to generate interest in promoting Mitra Jawi products	0,648		
Content Marketing	The content of the @mitrajawi Instagram account contains information about the products offered by Mitra Jawi	0,694	0,504	0,946
	The Instagram account @mitrajawi contains	0,739		

	content that can help me find what I'm looking for			
	The content of the @mitrajawi Instagram account shares real information regarding products	0,730		
	The content of the Instagram account @mitrajawi explains the current condition of products sold by Mitra Jawi	0,759		
	The content of the @mitrajawi Instagram account contains the product information I need	0,723		
	The content of the @mirajawi Instagram account helps me more easily get information about items for sale	0,704		
	Information or messages from the content of the Instagram account @mitrajawi are easy to understand	0,675		
	Information or messages from the content of the @mitrajawi Instagram account can be read clearly	0,778		
	The content of the @mitrajawi Instagram account is updated regularly	0,683		
	Content on the Instagram account @mitrajawi is uploaded consistently every day	0,604		
Customer Engagement	Mitra Jawi's products are relevant to what I want	0,666	0,512	0,937
	I am excited to buy new products promoted by Mitra Jawi	0,697		
	I am interested in the products offered by Mitra Jawi	0,780		
	I am interested in the promotions carried out by Mitra Jawi	0,765		
	I enjoy looking at the products sold at Mitra Jawi for a long time	0,672		
	I feel safe when I'm in the Mitra Jawi store	0,728		
	I am interested in making a purchase at Mitra Jawi	0,773		
	I want to provide criticism and suggestions for the progress of Mitra Jawi	0,699		
	I feel that Mitra Jawi is a retailer that is in high demand	0,647		
Purchase Decision	Mitra Jawi products suit my needs, so that I am confident in making purchasing decisions for Mitra Jawi products	0,839	0,639	0,918
	In my opinion, my decision to shop at Mitra Jawi was right	0,806		
	It didn't take me long to decide to make a purchase at Mitra Jawi	0,751		

Table 2 is the result of testing the validity and reliability of the overall model. The standardized loading factor (SLF) value of all indicator variables in the full model is above 0.50. This means that all indicators are declared valid and believed to be able to measure the construct of the entire model being built. The results of the reliability test present appropriate results. All instruments are declared reliable and can consistently measure the constructs of the entire model built. This is shown from the avariance extracted (AVE) value of all instrument indicators, which obtain a value of  $\geq 0.50$ , and the value of construct reliability (CR) which obtains a value of  $\geq 0.70$ .

Table 3.  
Goodness of Fit Index

Goodness of Fit Index	Cut off Value	Results
CMIN/DF	≤3.00	1,918
RMSEA	≤0.08	0,067
IFI	≥0,90	0,903
CFI	≥0,90	0,903

Table 3 is the result of the fit test model. The model fit test results show that the model's suitability requirements can be accepted and declared fit. Four measurements show the degree of good fit. (Hair et al. 2014: 583) states that a research model construct can be declared fit and accepted if three to four measurements obtain a degree of good fit or above the cut-off value.

### Hypotheses Testing

The results of testing the causal relationship between variables in the structure of this study are as follows.

Table 4. Causal relationship between variables in the structure of this study

H	Path	Estimate	S.E.	C.R.	P	Conclusion
H1	Customer Engagement <-- Influencer Marketing	0,640	0,106	6,049	***	Significant
H2	Customer Engagement <-- Content Marketing	0,707	0,105	6,724	***	Significant
H3	Purchase Decision <-- Customer Engagement	0,452	0,106	4,246	***	Significant
H4	Purchase Decision <-- Influencer Marketing	0,276	0,119	2,317	0,024	Significant
H5	Purchase Decision <-- Content Marketing	0,282	0,119	2,379	0,017	Significant

Based on Table 4, the t-count value, the influence of influencer marketing on customer engagement is 6.049, more significant than the t-table value (1.96). Likewise, the p-value is less than 0.001, smaller than 0.05 ( $\alpha = 0.05$ ). These results support the first hypothesis that influencer marketing positively and significantly affects customer engagement. For the second hypothesis, the t-value, the effect of content marketing on customer engagement is 6.724, and the p-value is less than 0.001. It proves that content marketing positively and significantly affects customer engagement. For the third hypothesis, the t-value, the effect of customer engagement on purchase decisions is 4.246, and the p-value is less than 0.001. It shows that customer engagement positively and significantly affects purchase decisions. For the fourth hypothesis, the t-value, the effect of influencer marketing on purchase decisions is 2.317, and the p-value is less than 0.001. These results are consistent with the hypothesis that influencer marketing positively and significantly affects purchase decisions. For the fifth hypothesis, the t-value, the effect of content marketing on purchase decisions is 2.379, and the p-value is less than 0.001. Thus, content marketing has a positive and significant effect on purchase decisions.

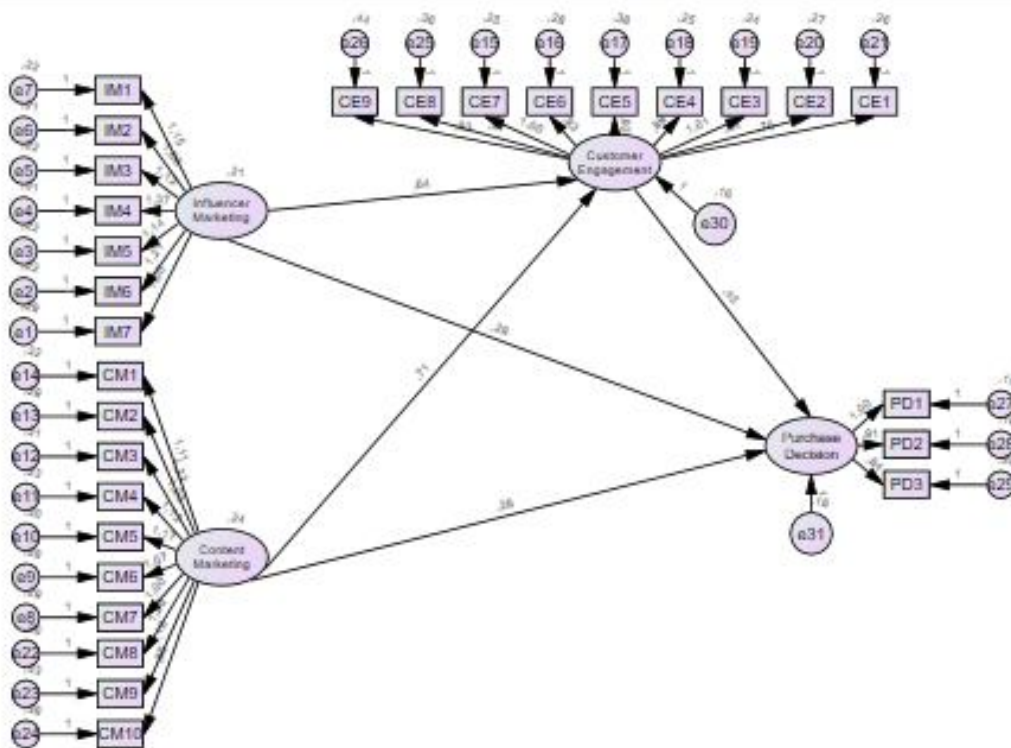


Figure 1. Full Model Structural Test

Furthermore, the indirect impact of the mediating variable is presented in Table 5, which contains the results of the Sobel test.

Table 5  
Sobel Test - Significance of Mediation

	Sobel test statistic	Two-tailed probability
Influencer Marketing --> Customer Engagement --> Purchase Decision	3,48	***
Content Marketing --> Customer Engagement --> Purchase Decision	3,60	***

Based on the Sobel test results in Table 5, the Sobel test statistical value is 3.48, and the p-value is \*\*\*. These results indicate that the statistical value of the Sobel test is greater than the t-table (1.96). Likewise, the p-value obtained is smaller than 0.05 ( $\alpha = 0.05$ ). It shows a significant indirect effect of influencer marketing on purchase decisions through customer engagement. The corresponding results were also obtained for content marketing, where the Sobel test statistical value was 3.60, more significant than 1.96, and the p \*\*\* value was less than 0.05 ( $\alpha = 0.05$ ). Thus, content marketing has a significant indirect effect on purchase decisions through customer engagement.

#### 4. CONCLUSION

Influencer marketing positively and significantly influences customer engagement at the Mitra Jawi Pontianak store. Influencer marketing activates individuals who influence specific target audiences to become part of product campaigns to increase reach, sales, and consumer relationships (Sudha & Sheena, 2017). Influencers are a channel for connectivity and consumer engagement between consumers and brands. These results confirm that influencer marketing carried out by Mitra Jawi can trigger engagement. This study's results align with previous research that stated that influencer marketing increases customer engagement (Islahwati & Wibowo, 2021; Sari & Aprialita, 2020). Therefore, positive customer engagement must be maintained properly, one of which is through influencer services that are able to create customer engagement itself.

Influencer marketing positively and significantly influences purchase decisions at the Mitra Jawi Pontianak store. Influential influencers drive the desires and needs of the community as target consumers, like how they behave. Consumer behavior will determine decision-making in purchasing a product to meet their needs. This attraction enables an influencer to become part of a marketing strategy or what is often known as influencer marketing (Lengkawati & Saputra, 2021). This study's results align with previous studies that state that influencer marketing has a positive relationship with customer purchase decisions (Prasetya, Astono & Ristianawati, 2021; Shadrina & Sulistyanto, 2022; Amalia & Putri (2019). Therefore, to support Partner's consumer purchasing decisions, Jawi must continue marketing through influencers and choose attractively, credible, and known influencers by the general public. It means that an influencer who has high popularity, is credible, has many fans, and has many followers on social media can make influencers directly determine purchasing decisions (Waluyo & Trishananto, 2022).

Customer engagement at the Mitra Jawi Pontianak store is positively and considerably influenced by content marketing. Every brand encounter, whether purchasing, reading social media content posts, or any other exposure to the brand, builds and rebuilds customer engagement. These findings suggest that intriguing and easy-to-digest material can improve consumer involvement. The findings of this study are consistent with earlier studies indicating that content marketing has a favorable association with customer engagement (Litmanen & Sari, 2021; Sari & Aprialita, 2020). One of the essential elements for Mitra Jawi to remain competitive in the digital marketing era is excellent and innovative content marketing. As a result, Mitra Jawi must continue generating different and distinctive content to increase engagement.

Content marketing positively and significantly influences purchase decisions at the Mitra Jawi Pontianak store. Content that is able to attract the attention of consumers will be reasonable if there are purchasing decisions made by consumers for the products offered. Creative and quality content can be a vital consideration for potential customers to make a purchase. The tendency for consumers to like content that contains valuable information is another factor in purchasing decisions (Aziz, Fauziyah, & Koeswandi, 2022). This study's results align with previous research that states that content marketing has a positive relationship with purchase decisions (Prasetya, Astono & Ristianawati, 2021; Shadrina & Sulistyanto, 2022; Putri, Suci & Mulyono, 2022).

Customer engagement has a positive and significant influence on purchase decisions at the Mitra Jawi Pontianak store. Customer engagement is essential because the more engagement you get, the more likely a brand will be known, and purchase decisions will also increase (Blessa & Indriani, 2022). Social media, such as Instagram, can satisfy consumers and build customer engagement, which will affect consumer decisions in choosing a product for a brand (Chandra & Sari, 2021). The results of this study are in line with previous research, which states that customer engagement has a positive and significant relationship with purchase decisions (Putri, Suci & Mulyono, 2022)]

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