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# THE INFLUENCE OF CONTENT MARKETING AND ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION AND ALSO BRAND IMAGE AS MEDIATION

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**ABSTRACT**

The purpose of this research is to find out how content marketing and electronic word of mouth influence purchase intention and also brand image as mediation. The sampling technique uses purposive sampling using several criteria. The researcher has collected data with the total of 200 respondents from potential HMNS customers on the Instagram social media page @hmns.id. This research uses quantitative approach by using SEM PLS data analysis method that is assisted by smart PLS 4.0 software. Based on the results of the analysis that has been carried out, it shows that content marketing has a significant positive effect on purchase intention, electronic word of mouth has a significant positive effect on purchase intention, content marketing has a significant positive effect on brand image, electronic word of mouth has a significant positive effect on brand image, brand image has a significant positive effect on purchase intention, and content marketing has a significant positive effect on purchase intention mediated by brand image, and electronic word of mouth has a significant positive effect on purchase intention mediated by brand image. In conclusion, this study accepts all the hypotheses proposed.

**Keywords:** Content Marketing, Electronic Word of Mouth, Purchase Intention, and Brand image

## INTRODUCTION

In the digital era which continues to develop rapidly, marketing strategies are experiencing a significant transformation. One of the most important developments is the emergence of content marketing and electronic word of mouth (eWOM) as strategic tools in influencing customer behavior. These two approaches have a crucial role in shaping perceptions. Marketing is a marketing strategy that focuses on creating and distributing relevant and valuable content to attract and retain target audiences. Through informative, educational, or entertaining content, companies can build stronger relationships with their audiences. Quality content not only increases brand awareness but also strengthens the brand image in the eyes of customers. Meanwhile, customer attitudes toward a brand influence their purchasing intentions.

Electronic word of mouth (eWOM) refers to the dissemination of information, reviews, and recommendations about a product or brand through digital platforms such as social media, online forums, and review sites. eWOM can serve as a highly influential source of information, as customers often trust recommendations from peers or other users more than direct messages from the brand itself. These two factors—content marketing and eWOM—have a significant impact on customer purchase intention. Purchase intention is an important step in the purchasing decision process, where customers decide to purchase a product or service based on the information they receive. However, the influence of content marketing and eWOM on purchase intentions is not always direct. Mediating factors such as brand image can play an important role in this relationship. Brand image includes customer perceptions of the brand which are formed through experience, communication and interaction. A positive brand image can strengthen the impact of content marketing and eWOM on purchase intentions, while a negative brand image can reduce the effectiveness of these two strategies. Cognitive Response Theory (CRT) aims to recognize the cognitive process through the delivery of advertising messages, starting from the stage of receiving information by evaluating the information received and ultimately leading to changes in attitudes (Bikorin & Fatmawati, 2016).

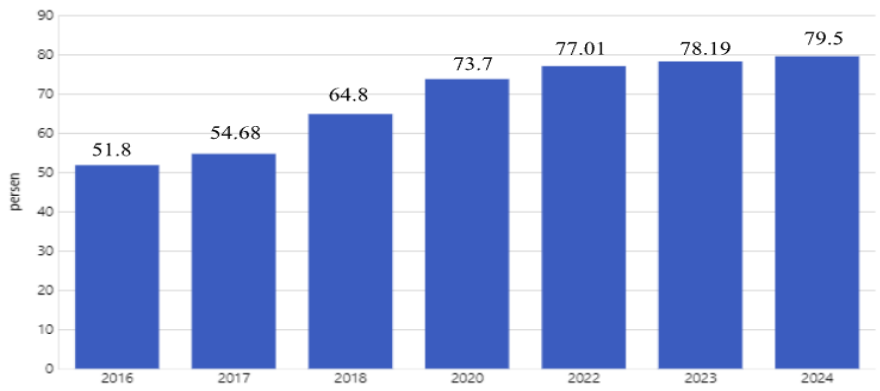


**Figure 1. Internet Penetration in Indonesia According to APJII (2016-2024)**

Based on Figure 1, in 2024, according to the Indonesian Internet Service Providers Association (APJII) as many as 221 million Indonesians will be connected to the internet with Indonesia's internet penetration rate reaching 79.5 percent, where this achievement shows that the ratio of people connected to the internet has reached 79. 5 percent of the total national population.This research is entitled "The Influence of Content Marketing and Electronic Word of Mouth on Purchase Intention Mediated by Brand Image on HMNS Instagram Social Media".

## LITERATURE REVIEW

The Grand Theory of this research is Cognitive Response Theory (CRT) proposed by Greenwald (1968), where this theory shows that cognitive response is a cognitive reaction of the recipient of communication to persuasive information received by the individual. According to Greenwald (1968) explains that each individual can accept or reject a persuasive message that is faced to determine a decision, so that the individual tries to connect new information through pre-existing attitudes, knowledge and feelings. Cognitive responses to persuasive messages are an important factor in the persuasion process (Prawilia et al., 2015).

### Content Marketing

Content marketing is the process of promoting a business or brand directly or indirectly through text, video or audio content that adds value both online and offline (Gunelius, 2011). The existence of content marketing can build interaction with the audience, making it easier to achieve marketing communication goals (Abdjul et al., 2022). Content marketing can also help in achieving a company's goals from both new and old customers (Ramadhany et al., 2021).

### Electronic Word Of Mouth

Electronic word of mouth is a two-way communication system that originates from the interaction of customers with producers or customers with customers to obtain information (Aynie et al., 2021). Electronic word of mouth takes the form of opinions, comments and discussions related to products and services on various channels such as social media (Ahmad et al., 2022). Electronic word of mouth has become a form of promotion in the digital era in the form of visual content about brands or products (Aurora & Arianto, 2023). The existence of electronic word of mouth can influence customer behavior towards products (Aynie et al., 2021).

### Purchase Intention

Purchase intention is a customer's tendency to have the possibility, will, plan or simply intend to buy a product or service in the future (Bahri, 2023). Purchase intention can also be said to be a person's tendency to feel happy about goods or services, then the desire to own these goods or services by paying with money (Rinnanik et al., 2022). Purchase intention occurs when someone has the desire to buy a product (Prayoga & Yasa, 2023)

Brand Image

Brand image is a customer's picture of a product or brand, so that perceptions or beliefs are formed in the minds of customers in the long term (Rahmadani et al., 2022). The existence of a brand image can help companies market to customer needs for the products or brands they own and can differentiate them from their competitors (DAM & DAM, 2021).

The Relationship between Content Marketing and Purchase Intention

Content marketing has an important role in purchase intention as a marketing strategy in companies (Kajtazi & Zeqiri, 2020). Content marketing that is relevant to customer problems can be a solution and attract customer attention for purchase intention towards the product or service (Larasati & Purmono, 2023). This is supported by previous research conducted by Larasati & Purnomo (2023) stating that content marketing influences purchase intention. Based on the literature review above, the researcher proposes the following hypothesis:
H1: Content marketing influences purchase intention.

Electronic Word of Mouth on Purchase Intention

Information that comes from electronic word of mouth tends to be trusted by customers in making purchase intentions for a product (Widjaja et al., 2022). Customers will have product references and will compare them with other products before buying by reading other customer reviews, this will influence purchase intention towards the product chosen (Handoko & Melinda, 2021). This is supported by previous research conducted by Widjaja et al, (2022) stating that electronic word of mouth influences purchase intention. Based on the literature review above, the researcher proposes the following hypothesis:
H2: Electronic word of mouth influences purchase intention.

The Relationship of Content Marketing to Brand Image

Content marketing has an important role for companies to create interesting information with the aim of attracting the target market to become customers of a company (Sadr & Madiawati, 2023). Choosing the right type of content that is easy to understand can encourage customers to form a brand image of a product or brand (Hasan, 2023). This is supported by previous research conducted by Sadr & Madiawati (2023) stating that content marketing influence on brand image. Based on the literature review above, the researcher proposes the following hypothesis:
H3: Content marketing influences brand image

The Relationship of Electronic Word of Mouth to Brand Image

Electronic word of mouth has an important role for customers to find the information they need through reviews of other customers' products so that they can indirectly create a brand image of a company's products (Handoko & Melinda, 2021). Good electronic word of mouth will create a good brand image, so that customers will have more confidence in the product they choose even though they have never tried or used it (Martha et al., 2024). This is supported by previous research conducted by Martha et al. (2024) stated that electronic word of mouth influences brand image. Based on the literature review above, the researcher proposes the following hypothesis:
H4: Electronic word of mouth influences brand image

The Relationship between Brand Image and Purchase Intention

Brand image is an important element for a company that is more than just a name and logo. If customers have a positive perception of a brand or product, there is a possibility of purchasing the product and vice versa (Terrasista & Sidharta, 2021). Positive perception of a brand can provide customers trust are able to create purchase intention (Handoko & Melinda, 2021). This is supported by previous research conducted by Handoko & Melinda (2021) stating that brand image influences purchase intention. Based on the literature review above, the researcher proposes the following hypothesis:
H5: Brand image influences purchase intention.

The relationship between Content Marketing and Purchase Intention is mediated by Brand Image

Content marketing is a marketing tool used to strengthen brand image through interesting content, then brand image can create a sense of trust, loyalty and interest in buying the product or service (Larasati & Purmono, 2023). The use of content marketing can increase the brand image in the minds of customers and influence customer purchasing behavior while also attracting market share to increase sales (Chusnaini & Rasyid, 2022). This is supported by previous research conducted by Larasati & Purnomo (2023) stating that content marketing influences purchase intention mediated by brand image. Based on the literature review above, the researcher proposes the following hypothesis:

H6: Content marketing influences purchase intention in brand mediation

The relationship between Electronic Word of Mouth and Purchase Intention is mediated by Brand Image

Electronic word of mouth has an important role for customers in creating a brand image for the product or service they need, so that the higher the brand image, the higher the customer's tendency to have purchase intention towards that product (Teuku et al., 2020). Electronic Word of Mouth will occur if there are customers who have used the product and will provide reviews of the product, where customers will tend to have purchase intention if the product or brand has a strong brand image (Yohana et al., 2020). This is supported by previous research conducted by Martha et al. (2024) stated that electronic word of mouth influences purchase intention mediated by brand image. Based on the literature review above, the researcher proposes the following hypothesis:

H7: Electronic word of mouth influences purchase intention mediated by brand image.

## RESEARCH METHODS

The sampling technique in this research uses a non-probability sampling technique with a purposive sampling method which is distributed through a questionnaire in the form of a Google form with 200 respondents and the type of data used in this research is quantitative data. Sampling uses a non-probability sampling technique, with a total sample of 110 The sample and type of data used in this research is quantitative data. In this research, primary data is obtained through distributing questionnaires which will be filled in by respondents who have characteristics in accordance with the object of this research. This research questionnaire will use a Likert scale. The analysis and hypothesis testing method uses the Structural Equation method (SEM) with the Partial Least Square (PLS) method using Smart PLS 3.0. PLS analysis will carry out two types of research models, namely the inner model (structural model) to test the influence between variables and the outer model (measurement model) to test the validity and reliability of each variable. A mediation variable is a variable that helps explain the relationship between an independent variable (IV) and a dependent variable (DV).

Outer Model Evaluation

Validity is a tool to determine whether what is being measured is valid or not (Ferdinan, 2014). Validity test measurements are divided into two, namely:

a. Convergent Validity

Convergent validity is an indicator as a latent variable. Convergent validity will occur if the value of each item loading factor is > 0.70 and each construct has an average variance extracted (AVE) value of 0.50 or more (Hair et al., 2014). Apart from that, a loading factor value of 0.5 to 0.6 is considered sufficient and suitable for use in research. Based on the previous research above, it can be said that indicators with a loading factor value > 0.5 are considered significant and appropriate.

b. Discriminant Validity

Discriminant validity measures the extent to which an indicator differs from other indicators. This measurement can be done using the cross loading value comparison measurement method. This measurement must have a loading value for each construct that is higher than the other cross loadings. This measurement is declared valid if the average variance extracted (AVE) value is 0.50 or more (Hair et al., 2014).

c. Composite Reliability Test

The Composite Reliability Test is a data measurement method that consistently produces the same results every time a measurement is carried out (Ferdinan, 2014). Hair et al. (2014) stated that reliability testing can be carried out in two ways, namely by looking at the composite reliability value that meets the reliability test requirements or is accepted if it is greater than 0.6, and looking at the consistency of the indicator being tested if the Conbrach alpha value is above 0.6.

Evaluation of the Inner Model

Evaluation of the Inner Model using the PLS method in Ghozali (2018) was carried out using the following criteria:

a. Coefficient of Determination ($R^2$)

The coefficient of determination is useful for measuring the predicted influence of a free indicator on a dependent indicator (Hair et al., 2018). The $R^2$ value is divided into several categories, namely:

- 0.67 means strong
- 0.33 means moderate
- 0.19 means weak

b. Q 2 predictive relevance ($Q^2$)

Q Square, namely testing to obtain information about how good the observation value is as a result of the model and taking into account the parameters. If Q Square > 0, the model has predictive relevance, and vice versa, if the Q Square value <0 then the model used shows that it lacks predictive relevance (Hair et al., 2018).

c. Determining T Statistics

Determine the T statistic, namely a test to obtain information on whether the independent latent variable influences the dependent latent variable. The influence of each independent latent variable can also be evaluated through path analysis coefficients. The calculated T value can be obtained through a bootstrapping process with a cut off value of> 1.96. The value of 1.96 was obtained from the 0.05 significance level of the statistical test (|z|) which shows that the cut off value must be more than 1.96 so that the hypothesis can be rejected (Hair et al., 2018).

## RESULT AND DISCUSSION

This research is research with quantitative methods and uses a Structural Equation Modeling approach. This method is a strong method of analysis because it lacks dependence on the measurement scale, sample size and distribution of residuals Garson (2016).

Respondents

The population in this study were potential consumers of HMNS. Researchers chose to benchmark with HMNS because it is the best-selling local perfume in online shops, which is proven by receiving an award from the 2021 Tokopedia Beauty Awards (Handoyo, 2022).

Descriptive analysis in this research aims to describe the characteristics of respondents and the respondents' answers to the questions in the questionnaire for each variable. Data analysis in this research uses SEM analysis with the SmartPLS version 3 application. The aim is to find out the average of respondents' answers and answer the research hypothesis. A description of the characteristics of the 110 respondents, where all respondents are Aqiqahkita consumers, is as follows:

**Table 1. Respondent Demographics**

| | Gender | |
|---|---|---|
| **Items** | **Quantity** | **Percentage (%)** |
| Male | 34 | 30.9% |
| Female | 76 | 69.1% |

| | | |
|---|---|---|
| | Age | |
| 22-26 years | 18 | 16.4% |
| 27-31 years | 79 | 71.8% |
| >31 years | 13 | 11.8% |

Based on the demographics of the respondents obtained, it is known that the majority gender is women with 76 respondents or 69.1%, compared to men who are only 34 respondents or 30.9%. In the age range, the majority of respondents were in the 27-31 year age range with a total of 79 respondents (71.8%), followed by those in the 22-26 year age range with 18 respondents (16.4%) and those aged >31 year amounted to 13 respondents (11.8%). This shows that Aqiqahkita can carry out its marketing activities focused on the female gender and the age range that is still relatively young, considering that the largest number of respondents are in the age range that can be said to be young, while the least is in the age range >31 years. The marketing carried out must be appropriate so that it can increase company sales, including paying attention to gender and age factors which are crucial factors for a business.

Statistical Analysisi: Structural Model Equation

A. Outer Model Analysis

1. Reliability Indicator

**Table 2. PLS Loading Factor Test Results**

| Variable | Indicator | Loading Factor |
|---|---|---|
| Service Quality | KL1 | 0,921 |
| | KL2 | 0,903 |
| | KL3 | 0,861 |
| | KL4 | 0,879 |
| | KL5 | 0,881 |
| Customer satisfaction | KS1 | 0,905 |
| | KS2 | 0,907 |
| | KS3 | 0,913 |
| Customer Trust | KP1 | 0,892 |
| | KP2 | 0,922 |
| | KP3 | 0,890 |

The loading factor results obtained in Table 2 show that all statements used in this research, a total of 11 statements, have loading factor values that comply with the minimum requirements, namely 0.5, so it can be concluded that the eleven statements used in this research are valid.

2. Convergent Validity (AVE (Average Variance Extracted))

**Table 3. PLS Construct Validity Test Results**

| Variable | Average Variance Extracted (AVE) |
|---|---|
| Service Quality | 0,790 |
| Customer satisfaction | 0,825 |
| Customer Trust | 0,813 |

In the test results in Table 3, it is known that the AVE value of service quality is 0.790, customer satisfaction is 0.825, and customer trust is 0.813. All three have values that meet the requirements, namely more than 0.5, so it can be concluded that the three variables used in this research are declared valid.

3. Discriminant Validity (Cross Loading)

**Table 4. PLS Cross Loading Test Results**

| | Service Quality | Customer satisfaction | Customer Trust |
|---|---|---|---|
| KL1 | 0,921 | 0,778 | 0,854 |
| KL2 | 0,903 | 0,733 | 0,820 |
| KL3 | 0,861 | 0,689 | 0,755 |
| KL4 | 0,879 | 0,710 | 0,755 |
| KL5 | 0,881 | 0,740 | 0,763 |
| KS1 | 0,743 | 0,905 | 0,719 |
| KS2 | 0,732 | 0,907 | 0,700 |
| KS3 | 0,764 | 0,913 | 0,742 |
| KP1 | 0,784 | 0,718 | 0,892 |
| KP2 | 0,827 | 0,723 | 0,922 |
| KP3 | 0,795 | 0,707 | 0,890 |

The results of the cross loading test in Table 4 show that the indicator results for each variable have the largest value when compared with the indicator results for other variables, so that they are in accordance with the provisions and it can be stated that all statements in this study are valid.

4. Composite Reliability

**Table 5. PLS Construct Reliability Test Results**

| | Cronbach's Alpha | Composite Reliability |
|---|---|---|
| Service Quality | 0,934 | 0,950 |
| Customer satisfaction | 0,894 | 0,934 |
| Customer Trust | 0,885 | 0,929 |

The composite reliability results will show a value that must be greater than 0.6 to be considered reliable. In the construct reliability test results in Table 5.8, it can be seen that the composite reliability value complies with the provisions, namely greater than 0.6. So it can be concluded that the three variables are declared reliable.

B. Inner Model

1. Accuracy and Relevance of Model Predictions

**Table 6. Inner Model R Square Test Results**

| | R Square |
|---|---|
| Customer Trust | 0,803 |
| Customer satisfaction | 0,676 |

Interpretation of R2 in PLS-SEM is based on Table 5.9, the R2 value obtained for customer trust is 0.803, while for customer satisfaction it is 0.676. Both have high value. Customer trust has a strong value because it is more than 0.75, while customer satisfaction has a moderate value because it is between 0.5 to 0.75.

Q2 measures whether the observation values produced by the model and its parameter estimates are good or not. If the value found is > 0, then the model has predictive relevance and vice versa. Q-square results above zero indicate that the model has good predictive relevance.

$Q^2 = 1 - ( 1 - R^2\ KP) \times ( 1 - R^2\ KS )$

$= 1 - ( 1 - 0{,}803) \times ( 1 - 0{,}676)$

$= 1 - ( 0{,}197 ) \times ( 0{,}324)$

= 1 – 0,063828
= 0,936

The Q-square result is 0.936, which means that the model has good predictive relevance because it has a high value and is close to 1

2. Hypothesis Testing

The cut-off value of the T statistic is 1.96, where if the T value obtained is 1.96 it will produce a significant effect of one variable on the other variables. The following is a bootstrap testing structural model which also shows the Path Coefficient results:

**Table 7. Path Coefficient (Direct and In Direct Effect)**

| | Original Sample (O) | T Statistics (\|O/STDEV\|) | P Values | Remark |
|---|---|---|---|---|
| Service Quality -> Customer Trust | 0,731 | 9,870 | 0,000 | Positive & Significant |
| Service Quality -> Customer Satisfaction | 0,822 | 23,275 | 0,000 | Positive & Significant |
| Customer Satisfaction -> Customer Trust | 0,193 | 2,123 | 0,034 | Positive & Significant |
| Service Quality -> Customer Satisfaction -> Customer Trust | 0,159 | 2,080 | 0,038 | Positive & Significant |

Based on Table 7, the following conclusions can be drawn:

a. The Effect of Service Quality on Customer Trust

The resulting T statistic value is 9.870, which is in accordance with the provisions, namely greater than 1.96. Apart from that, it has a p value of less than 0.05, so it can be concluded as significant.

b. The Effect of Service Quality on Customer Satisfaction

The resulting T statistic value is 23.275, which is in accordance with the provisions, namely greater than 1.96. Apart from that, it has a p value of less than 0.05, so it can be concluded as significant

c. The Effect of Satisfaction on Customer Trust

The resulting T statistic value is 2.123, which is in accordance with the provisions, namely greater than 1.96. Apart from that, it has a p value of less than 0.05, so it can be concluded as significant

d. The Effect of Service Quality on Customer Trust through Customer Satisfaction

The resulting T statistic value is 2.080, which is in accordance with the provisions, namely greater than 1.96. Apart from that, it has a p value of less than 0.05, so it can be concluded as significant.

## CONCLUSIONS AND PRACTICAL IMPLICATION

The Influence of Service Quality on Customer Trust, based on the results of the T test, it is known that service quality has an effect on customer trust. The T statistical value obtained by the service quality variable is 9.870, which is in accordance with the provisions, namely greater than 1.96. Apart from that, it also has a p value smaller than 0.05, so it can be concluded that service quality influences customer trust. A positive T statistic value indicates that the service quality variable has a unidirectional influence on the customer trust variable. In the service quality variable, the statement that got the highest mean value was the first statement of 3.955, meaning that most respondents agreed with the statement "The packaging provided by Aqiqahkita is of good quality", because according to respondents, the quality of the packaging provided or distributed to clients has been proven. uses materials that are resistant to wet food and do not tear easily when compared to other brands. So this is what makes Aqiqahkita customers can trust to perform Aqiqah at Aqiqahkita, with good packaging, of course customers are not afraid that the packaging will be damaged when distributed to guests or other people who need it.

The Effect of Service Quality on Customer Satisfaction, based on the results of the T test, it is known that service quality has an effect on customer satisfaction. The T statistical value obtained by the service quality variable is 23.275, which is in accordance with the provisions, namely greater than 1.96. Apart from that, it also has a p value smaller than 0.05, so it can be concluded that service quality influences customer satisfaction. A positive T statistical value indicates that the service quality variable has a unidirectional influence on the customer satisfaction variable. In the service quality variable, the statement that got the highest mean value was the first statement of 3.955, meaning that most respondents agreed with the statement "The packaging provided by Aqiqahkita is of good quality", because according to respondents, good and strong packaging makes customers feel satisfied. , because customers do not need to worry about damage to the packaging, are not afraid that the packaging will make the food smell, and things like this are what customers expect, when customer expectations can be met, satisfaction will certainly emerge in the minds of customers.

The Influence of Customer Satisfaction on Customer Trust, namely based on the results of the T test in the T test sub-chapter, it is known that customer satisfaction has an effect on customer trust. The T statistical value obtained by the customer satisfaction variable is 2.123, which is in accordance with the provisions, namely greater than 1.96. Apart from that, it also has a p value smaller than 0.05, so it can be concluded that customer satisfaction influences customer trust. A positive T statistical value indicates that the customer satisfaction variable has a unidirectional influence on the customer trust variable. In the customer satisfaction variable, the statement that gets the highest mean value is the second statement of 3.736, meaning that most respondents agree with the statement "I intend to recommend Aqiqahkita to other people", because according to respondents, when someone's satisfaction is achieved, the response from everyone will be various kinds, and Aqiqahkita customers don't mind recommending it to other people such as family, friends and even strangers.

The Influence of Product Quality on Customer Trust through Customer Satisfaction, which based on the results of the T test shows that service quality influences customer trust through customer satisfaction. The T statistic value obtained is 2.080 which is in accordance with the provisions, namely greater than 1.96. Apart from that, it also has a p value smaller than 0.05, so it can be concluded that service quality influences customer trust through customer satisfaction. A positive T statistic value indicates that the service quality variable has a unidirectional influence on the customer trust variable through customer satisfaction.

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