

The Influence of Content Marketing, Influencers and Online Customer Reviews on Azarine Product Purchasing Decisions

Millenia Pratama Putri Waluyo¹, Endang Siswati²

¹Faculty of Economic and Business, Bhayangkara University Surabaya,
milleniap9@gmail.com

^{2*}Faculty of Economic and Business, Bhayangkara University Surabaya,
endang@ubhara.ac.id

Article Info

Received Jan 14, 2024

Revised Jan 25, 2024

Published Feb 10, 2024

Keywords : *content marketing, influencer, purchasing decisions online, customer review*

Abstract

This study aims to determine the effect of content marketing, influencers and online customer reviews on purchasing decisions for Azarine products. This study uses a type of quantitative research. The sample in this study was 98 respondents from the Faculty of Economics and Business, Bhayangkara University, Surabaya, using simple random sampling and purposive sampling. Data analysis in this study used hypothesis testing t test, f test and dominance test using SPSS 25. The results of this study indicate that content marketing, influencer, and online customer review variables simultaneously (simultaneously) have a positive and significant effect on purchasing decisions. In the partial test (t test) it is known that the content marketing and influencer variables partially have a positive and significant effect on purchasing decisions while the online customer review variable partially has a positive and insignificant effect on purchasing decisions. The influencer variable has the most dominant influence on purchasing decisions.

INTRODUCTION

Currently, information technology plays a crucial role. Information technology and business are interrelated. The important role aimed at is a well-integrated information system, because the information system is designed to help business people overcome, facilitate and support them in managing their business in a better way and in accordance with predetermined goals, therefore all activities and types of work that are related to business can be more efficient because of the use of work systems that are proven to be efficient and effective. Of course, this is related to a well-integrated information system, but it is also important. These symptoms change social interactions and professional behavior (Handayani, 2010). Companies must review their operations, concentrate on customer experience,

reassess their brands, and find new opportunities through product innovation as a result of digital-based information technology changes. Internet users increase every year, showing that digital-based businesses have the potential to be developed (Geraldine & Anisa, 2022) Companies are trying to attract consumer attention through digital platforms, (Pektas & Hassan, 2020).

All women now need and need beauty, and beauty is something that all women strive for. In this day and age, beauty is something that needs to be thought about and owned because it can be said to come from a woman's confidence in her appearance. Because of this, many women rely on skincare or facial treatments to beautify themselves, (Fernanda, 2021) Using the type of skincare that suits your needs can make facial skin healthy. Skincare is a series of activities to support healthy skin, especially the face, by using certain products. Apart from aiming to beautify yourself, another benefit of skin care is that it can help maintain general skin health while eliminating problems such as wrinkles, black spots, acne scars and other skin problems such as acne. As a result, many types of skin care are tailored to consumers' skin types.

This provides opportunities for local businesses to develop and produce the best cosmetic and skin care products. One of the local beauty products, the Azarine Cosmetics brand, is quite famous recently and has many fans. This beauty product was founded in 2002 by Cella Vanessa. This brand, which has been established since 2002, was originally known as a supplier of salon and spa products, currently Azarine focuses on skincare and body care products. Azarine is another locally produced skincare item that is often misidentified as an imported product. The Azarine brand has a variety of items available, including products for sensitive skin, products for acne-prone skin, and products for skin whitening. Apart from that, Azarine continues to develop the products they make, so that the collection continues to grow.



Source: Kompas.com

Figure 1 : Best Selling Skincare Brand in E-Commerce

Based on Figure 1, it can be concluded that the business phenomenon that occurred for the skincare brand was won by Somethingnc. one of the newest local skincare companies, only founded in 2019. Something has managed to hold the top position despite being a relatively young brand, with total sales of IDR 53.2 billion. Something provides goods made from premium ingredients that have been adapted to overcome the skin problems of Indonesian women. Compared to the Azarine brand, Something is superior in sales. Azarine was founded in 2000 before Something, but in terms of sales it is far behind Something, which is a relatively new brand. Azarine was ranked in the top 10 local skin care brands with total sales reaching IDR 22.8 billion.

By utilizing current technology, business people can easily promote their products through social media, one of which is creating content regularly on social media, but sometimes the lack of a variety of interesting content can make the audience bored. Content Marketing, (Cahyani & Hanifa, 2022) is a marketing approach where we design and produce content that can attract audiences and persuade them to make purchases. Apart from content marketing, another thing that can influence purchasing decisions is influencers. These two things are closely related to each other in digital marketing strategy. However, in research conducted by (Huda et al., 2021) Content Marketing does not have a significant effect on Purchasing Decisions. Influencers can attract consumer attention by creating content about products. In research by (Pratiwi & Patrikha, 2021) entitled "The Influence of Lifestyle, Prices and Influencers on Purchasing Decisions at Se'i Sapiku Surabaya Restaurant" influencers are famous people with many followers on social media who are trusted by the public to spread the word. information to

many people with other social media accounts. The problem related to influencers in Azarine is that there are cases where consumers are dissatisfied with influencers who promote their products, such as when delivering product promotions that do not match what they are talking about or providing information about. The influencer variable has a positive and significant influence on purchasing decisions, (Pratiwi & Patrikha, 2021)

Online customer reviews are what consumers consider when making purchasing decisions. Online customer reviews, according to (Sugiarti & Iskandar, 2021), are data that customers provide to businesses in the form of product reviews after transactions. With online reviews, consumers expect reliable, informative and entertaining information that positively influences consumer or potential customers' purchasing decisions. Today's consumers can express anticipation for a product from online customer evaluations, which are not just a matter of consideration when purchasing a product. , the problem that occurs at azarine related to online customer reviews is that not all product reviews are positive, there are also negative reviews, many product reviews can be found on the internet via blogs, Facebook, Instagram, YouTube, TikTok and others in the form of writing or text. For this reason, Azarine needs to seize the opportunities that are wide open by improving its brand image and also online reviews. Online consumer reviews and online customer ratings have a positive influence on purchasing decisions through Shopee, (Ardianti & Widiartanto, 2019) Consumers can search for information and look at product reviews and then compare them with competitor products, (Azarine & Saraswati, 2021) Online customer reviews can help companies evaluate their products, (Syauta & Hermawan, 2023).

Currently, purchases made in the beauty sector have an impact on the consumption patterns of Indonesian society, especially women. Business is entering the real-time age, (Kotler et al., 2020). Consumers usually buy beauty goods both offline and online. Customers who intend to buy a product will think about it carefully before making a decision. Purchasing decisions, according to (Tjiptono, 2022), take the form of actions that have a direct relationship with obtaining, determining and using goods and services, as well as decision-making activities that occur before and after the action. As a result, an attitude towards consumers is formed, encouraging them to analyze all information and make judgments in the

form of appropriate feedback for the goods they are going to buy.

METHODS

The research approach was carried out using a quantitative approach. (Sugiyono, 2015), states that quantitative data is a positivistic-based research methodology; Research data are numbers calculated using statistics as a calculation tool, are related to the problem being studied, and are used to draw conclusions. The population of this study consists of Economics and Business students at Bhayangkara University, Surabaya who regularly buy goods made by Azarine. 98 respondents were the research sample determined using the Slovin formula. Data collection methods use literature studies, questionnaires, observations. The sampling technique uses simple random sampling. The data was tested using validity and reliability tests. Data testing uses validity tests and reliability tests. The data analysis method uses multiple linear regression analysis, Determination Coefficient Test (R^2). Hypothesis testing takes the form of the F test (simultaneous test), t test (partial test) and dominant test. The measurement scale uses a Likert scale with a score interval of 1-5. This analysis uses the SPSS 25.0 program.

RESULTS AND DISCUSSION

Data testing uses validity and reliability tests

Table 1. Validity Test

Variable	Item	R Count	R table	Information
Content Marketing	X1.1	0.405	0.1986	Valid
	X1.2	0.503	0.1986	Valid
	X1.3	0.401	0.1986	Valid
	X1.4	0.524	0.1986	Valid
	X1.5	0.418	0.1986	Valid
Influencer	X2.1	0.499	0.1986	Valid
	X2.2	0.557	0.1986	Valid
	X2.3	0.615	0.1986	Valid
	X2.4	0.402	0.1986	Valid
Online Customer Review	X3.1	0.448	0.1986	Valid
	X3.2	0.586	0.1986	Valid
	X3.3	0.598	0.1986	Valid
	X3.4	0.561	0.1986	Valid
	X3.5	0.526	0.1986	Valid
Buying decision	Y1.1	0.588	0.1986	Valid
	Y1.2	0.615	0.1986	Valid
	Y1.3	0.534	0.1986	Valid

Source: Data Processed by Researchers (2023)

Based on the data above, there is a positive relationship between the variable indicators used in this research: content marketing, influencers, online customer reviews, and purchasing decisions and R table (> 0.1986). This shows that all the metrics used to measure each variable in this research have been considered to have very good validity.

Reliability Test

Table 2. Reliability Test

Variable	Cronbach's Alpha	Critical value	Information
Content Marketing	0.695	0,6	Reliable
Influencer	0.725		Reliable
Online Customer Review	0.771		Reliable
Buying decision	0.750		Reliable

all Cronbach's Alpha values of all variables are higher than 0.6. Therefore, it can be determined that each variable is reliable.

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.496	1.807		1.381	.171
	TOTAL_X1	.171	.079	.211	2.161	.033
	TOTAL_X2	.235	.082	.282	2.854	.005
	TOTAL_X3	.132	.071	.182	1.867	.065

a. Dependent Variable: TOTAL_Y

Source: Data Processed by Researchers (2023)

Based on the table above, it shows that the values obtained by the multiple linear regression equation are as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = 2.496 + 0.171 X_1 + 0.235 X_2 + 0.132 X_3$$

Coefficient of Determination (R²)

Table 4. Coefficient of Determination (R²)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.514 ^a	.711	.240	1.682	1.994
a. Predictors: (Constant), TOTAL_X3, TOTAL, TOTAL_X2					
b. Dependent Variable: TOTAL_Y					

Source: Data Processed by Researchers (2023)

Based on the table above, the R Square result is 0.711 or 71.1%. This value can be interpreted that the variables Content Marketing, Influencer, and Online Customer Review influence the dependent variable Purchase Decision by 71.1%, only able to explain 71.1% of the Purchase Decision and the remaining 28.9% was due to other factors outside the research.

Simultaneous test (F Test)

Table 5. Simultaneous test (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.269	3	31.756	11.225	.000 ^b
	Residual	265.924	94	2.829		
	Total	361.194	97			
a. Dependent Variable: TOTAL_Y						
b. Predictors: (Constant), TOTAL_X3, TOTAL, TOTAL_X2						

Source: Data Processed by Researchers (2023)

Based on the results of joint (simultaneous) testing in table 5, the F count is 11.225. This value is greater than F table, namely 2.70 ($11.225 > 2.70$). Therefore, the significant value obtained is 0.000, which is smaller than the significant value used, namely 0.05 ($0.000 < 0.05$). then it can be concluded that H₀ is rejected and H₁ is accepted. This means that Content Marketing, Influencers, Online Customer Reviews together (simultaneously) have a crucial influence on the purchasing decision variable for Azarine products among students at the Faculty of Economics and Business, Bhayangkara University, Surabaya.

Partial Test (t Test)

Table 6. Partial Test (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.496	1.807		1.381	.171
	TOTAL_X1	.171	.079	.211	2.161	.033
	TOTAL_X2	.235	.082	.282	2.854	.005
	TOTAL_X3	.132	.071	.182	1.867	.065
a. Dependent Variable: TOTAL_Y						

Source: Data Processed by Researchers (2023)

From the t test results table (Partial), which is to determine whether or not there is an influence of each variable. It is declared to have a partial effect if the t value is greater than the t table value and the sig value is smaller than 0.05 and degrees of freedom (df) = $n - k - 1 = 98 - 3 - 1 = 94$, then the t table value is 1.98525. then the results of the t test analysis (Partial) using the help of the IBM SPSS statistics program obtained the following results:

a. Influence of Content Marketing on Purchasing Decisions

The t value of the Content Marketing variable is $2.161 >$ the t table value of 1.98525 and the sig value is 0.033 which is smaller than 0.05 therefore it can be stated that partially the Content Marketing variable has a significant influence on the Purchase Decision variable.

b. Influence of Influencers on Purchasing Decisions

The calculated t value of the variable is $2.854 >$ the t table value of 1.98525 and the sig value of 0.005 is smaller than 0.05 so it can be stated that partially the Influencer variable has a significant influence on the Purchase Decision variable.

c. The Influence of Online Customer Reviews on Purchasing Decisions.

The t value of the Online Customer Review variable is $1.867 >$ the t table value of 1.98525 and the sig value is 0.065 which is smaller than 0.05 so it can be stated that partially the Online Customer Review variable has no significant effect on the Purchase Decision variable .

From table 6 above, it shows that the Influencer variable (X2) has the largest beta coefficient is .235. So the variable is more the Influencer variable has more

correlation than the Content variable marketing and Online Customer Review. The coefficient possessed by the Influencer variable has a positive sign. This indicates that it is variable influencer is the dominant variable with the greatest correlation to purchasing decisions of Azarine cosmetic products among faculty students economics and business Bhayangkara University Surabaya.

CONCLUSION

The following conclusions can be drawn from the research and analysis carried out in accordance with the hypothesis regarding the influence of content marketing, influencers, and online customer reviews on students' decisions at the Faculty of Economics and Business, Bhayangkara University, Surabaya in purchasing Azarine products:

- a. The research results indicate that simultaneously testing the hypothesis, the F count value is greater than F table. So it can be concluded that H_0 is rejected. H_1 is accepted, which means that the Content Marketing, Influencer and Online Customer Review variables simultaneously have a significant influence on the purchasing decision for Azarine products among students at the economics and business faculty at Bhayangkara University, Surabaya.
- b. The research results show that the partial hypothesis test obtained a t count value greater than t table. So it can be concluded that H_0 is rejected, H_1 is accepted, which means that the Content Marketing variable partially has a significant influence on the purchasing decision for Azarine products among students at the economics and business faculty at Bhayangkara University, Surabaya. Partial hypothesis testing for the variable, Influencer, obtained a t count value greater than t table. So it can be said that H_0 is rejected. H_1 is accepted, which means that the Influencer variable partially has a significant impact on Azarin e product purchasing decisions among students at the economics and business faculty at Bhayangkara University, Surabaya. Partial hypothesis testing for the Online Customer Review variable obtained a t count value greater than t table. So it can be said that H_0 is rejected. H_1 is accepted, which means that the Online Customer Review variable partially has a significant impact on purchasing decisions for Azarine products among students at the Faculty of Economics and Business, Bhayangkara University, Surabaya.

- c. From the research results of the independent variables consisting of Content Marketing, influencers and Online Customer Reviews, it can be seen that the influencer variable has a dominant influence on purchasing decisions with the largest coefficient and beta values among the other independent variables

REFERENCES

- Ardianti, A. N., & Widiartanto, W. (2019). Pengaruh online customer review dan online customer rating terhadap keputusan pembelian melalui marketplace Shopee.(Studi pada mahasiswa aktif FISIP Undip). *Jurnal Ilmu Administrasi Bisnis*, 8(2), 55–66.
- Azarine, I. A., & Saraswati, T. G. (2021). The Effect of Social Media Marketing on Brand Awareness of Sejuta Pengusaha. *Jurnal Education and Development*, 9(4), 56–59.
- Cahyani, A. I., & Hanifa, F. H. (2022). Analisis Dan Pengembangan Konten Media Sosial Marketing Pada Instagram@ Herbalhayatii Tahun 2022. *EProceedings of Applied Science*, 8(5).
- Fernanda, R. (2021). Pengaruh citra merek dan dukungan selebriti terhadap keputusan pembelian produk makeup emina pada mahasiswi. *Psikoborneo: Jurnal Ilmiah Psikologi*, 9(1), 138–146.
- Geraldine, A. L. D., & Anisa, F. (2022). Pengaruh Brand Image, Online Customer Review, dan Kualitas Pelayanan Terhadap Keputusan Pembelian di Lazada. *Borobudur Management Review*, 2(2), 132–142.
- Handayani, R. (2010). Analisis Faktor-Faktor yang Menentukan Fektivitas Sistem Informasi pada Organisasi Sektor Publik. *Jurnal Akuntansi Dan Keuangan*, 12(1), 26–40.
- Huda, I. U., Karsudjono, A. J., & Darmawan, R. (2021). Pengaruh content marketing dan lifestyle terhadap keputusan pembelian pada usaha kecil menengah di media sosial. *Al-Kalam: Jurnal Komunikasi, Bisnis Dan Manajemen*, 8(1), 32–40.
- Kotler, M., Cao, T., Wang, S., & Qiao, C. (2020). *Marketing strategy in the digital age: applying Kotler's strategies to digital marketing*. World Scientific.
- Pektas, S. Y., & Hassan, A. (2020). The effect of digital content marketing on tourists' purchase intention. *Journal of Tourismology*, 6(1), 79–98.
- Pratiwi, M. I., & Patrikha, F. D. (2021). Pengaruh gaya hidup, harga dan influencer

- terhadap keputusan pembelian di rumah makan se'i sapiku Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 9(3), 1417–1427.
- Sugiarti, D. I., & Iskandar, R. (2021). Pengaruh Consumer Review Terhadap Keputusan Pembeli Terhadap Toko Online Shopee. *Jurnal Sosial Dan Teknologi*, 1(9), 954–962.
- Sugiyono, P. (2015). Metode penelitian kombinasi (mixed methods). *Bandung: Alfabeta*, 28, 1–12.
- Syauta, K. S., & Hermawan, D. (2023). Do Online Customer Reviews Matter? A Study of Woman's Buying Interest in Beauty Products. *JBTI: Jurnal Bisnis: Teori Dan Implementasi*, 14(2), 338–351.
- Tjiptono, F. (2022). *Service Management: Mewujudkan Layanan Prima Edisi 4*. Penerbit Andi.