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Submission date: 23-Nov-2023 01:01AM (UTC-0500)

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Word count: 2423

Character count: 13696

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

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Article Info

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

Abstract

This type of research is quantitative research, the aim is to find out the extent of the influence 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. Using the t test, F test, and dominance with the help of SPSS and the results are content marketing, influencer, and online customer review variables 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. Online customer reviews have a positive and insignificant effect. The influencer variable has the most dominant influence on purchasing decisions.

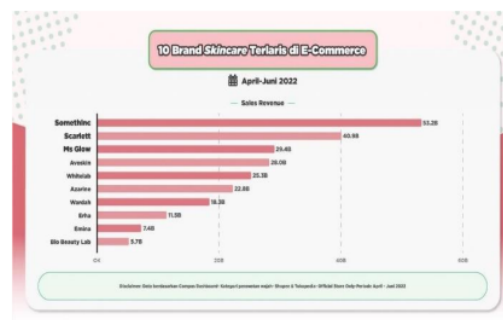
INTRODUCTION

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. (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

This study uses 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. Test the data using validity and reliability. Data analysis uses multiple linear regression analysis with SPSS tools, Determination

Coefficient Test (R2). Hypothesis testing is in the form of the F test and t test.

RESULTS AND DISCUSSION

Data testing uses validity and reliability tests

Table 1. Validity Test

Variable	Item	R Count
Content Marketing	X1.1	.405
	X1.2	.503
	X1.3	.401
	X1.4	.524
	X1.5	.418
Influencer	X2.1	.499
	X2.2	.557
	X2.3	.615
	X2.4	.402
Online Customer Review	X3.1	.448
	X3.2	.586
	X3.3	.598
	X3.4	.561
	X3.5	.526
Buying decision	Y1.1	.588
	Y1.2	.615
	Y1.3	.534

Source: Data Processed (2023)

The validity test results show that the R table is > 0.1986 . So it can be said that all variables are valid, testing can be continued to reliability.

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

It can be determined that each variable is reliable.

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: Y

Source: Data Processed (2023)

The regression equation

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

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

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, X2

b. Dependent Variable: Y

Source: Data Processed (2023)

The squared result is 0.711%. Content Marketing, Influencers, and Online Customer Reviews influence the dependent variable Purchase Decision by 71.1%, only able to explain 71.1%.

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: Y

b. Predictors: (Constant), TOTAL_X3, X2, X1

Source: Data Processed (2023)

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, So 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.

Table 6. Partial Test (t Test)

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		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 (2023)

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

In accordance with the hypothesis regarding the influence of content marketing, influencers, and online customer reviews on decisions to purchase Azarine products, the conclusion is:

- The Content Marketing, Influencer and Online Customer Review variables simultaneously have a significant influence on purchasing decisions for Azarine products among students at the economics and business faculty at Bhayangkara University, Surabaya.
- 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. The Online Customer

Review variable partially has no significant impact on purchasing decisions for Azarine products.

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

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