



The Effect Of Content Marketing Tiktok @Wardahofficial On Wardah Cosmetic Buying Interest With Attention, Interest, And Desire As Intervening Variables (Case Study of TikTok Users In Bandung City)

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ABSTRACT

This study aims to determine the effect of TikTok @wardahofficial account content marketing on buying interest in Wardah cosmetics with attention, interest, and desire as intervening variables in the people of Bandung City. The type of research used is explanatory research using a quantitative approach. The sample in this study were TikTok users who live in Bandung City and have seen TikTok @wardahofficial content marketing at least once and were not scanned from May to June 2024. The data processing and analysis technique used is SEM (Structural Equation Model) using SMARTPLS (Partial Least Square) version 4.1.0.3 tools. The results of this study indicate that TikTok @wardahofficial content marketing has a positive and significant effect on buying interest in Wardah cosmetics, TikTok @wardahofficial account content marketing has a positive and significant effect on buying interest in Wardah cosmetics with attention as an intervening variable, TikTok @wardahofficial account content marketing has a positive and significant effect on buying interest in Wardah cosmetics with interest as an intervening variable and TikTok @wardahofficial account content marketing has a positive and significant effect on buying interest in Wardah cosmetics with desire as an intervening variable.

1. INTRODUCTION

According to data from Statistics, Indonesia is the 4th largest internet user with 212.9 million people in 2023. With this increase in internet usage, social media has become the main channel in promoting products, one of which is TikTok social media. Sourced from Data.ai, TikTok became the most downloaded app in 2022 ahead of Instagram, Facebook, & WhatsApp with an average usage of 23.1 hours per month. Along with the increase in TikTok users, this is utilized by business people to develop marketing strategies with a focus on content marketing production. Wardah is one of the brands that utilizes TikTok as a promotional tool. Wardah managed to become the brand with the highest number of viewers for the skincare review category based on hashtags on TikTok & won 8 Top Brand Award 2023 product categories.

According to (Ruliana, 2021) business people use content marketing to educate, provide information, and convince potential customers so as to trigger buying interest. This is in line with research conducted by (Muzakki & Hidayat, 2021) which shows that content marketing has an effect on buying interest. However, in contrast to the results of research (Hardiyannah, et al, 2022) which shows that content marketing has no effect on buying interest, resulting in a research gap. In addition, buying interest is also influenced by AIDA. As a result of (Arrasyid's research, 2021) that AIDA has a positive effect on buying interest in PT Holograil souvenirs. So the researcher presents AIDA as a mediating variable for content marketing & buyi. The research location was focused on Bandung City. Bandung was chosen because the city is known for its stylish and trendy young people with creative ideas poured into fashion that often sets the trend in dressing. Bandung is even recognized as a fashion barometer in Indonesia. With the high awareness of appearance among women in Bandung, fashion and make-up have become inseparable as make-up is considered an important instrument in enhancing appearance. Lusi Lesminingwati, Head of Economic Affairs of Bandung

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and West Java Government, said that Bandung is a potential area for the cosmetics industry both now and in the future. This is based on the fact that women always want to look attractive and harmonious, so cosmetics have become a primary need for women. Therefore, Bandung is a promising market share for beauty brands, one of which is the Wardah brand. This is supported by the existence of Wardah counters scattered in large malls in Bandung.

This study aims to determine: the effect of TikTok @wardahofficial account content marketing on buying interest in Wardah cosmetics in the people of Bandung City, the effect of TikTok @wardahofficial account content marketing on buying interest in Wardah cosmetics with attention as an intervening variable in the people of Bandung City, the effect of TikTok @wardahofficial account content marketing on buying interest in Wardah cosmetics with interest as an intervening variable in the people of Bandung City, and the effect of TikTok @wardahofficial account content marketing on buying interest in Wardah cosmetics with desire as an intervening variable in the people of Bandung City. As for the theoretical benefits, this research is expected to provide new understanding of the influence of content marketing TikTok @wardahofficial account on buying interest in Wardah cosmetics with attention, interest, and desire as intervening variables in the people of Bandung City and can be useful for expanding knowledge and contributing to further research in the field of digital marketing through TikTok social media. While the empirical benefits of this research are expected to be a guideline for improving the quality of TikTok account content and are expected to provide information on how TikTok can be utilized as a marketing tool.

2. LITERATURE REVIEW

Content Marketing

According to (Pulizzi, 2013), content marketing is a marketing process for creating and disseminating information that is interesting and can be easily understood by the target audience with the aim of encouraging profitable consumer action after getting information. According to (Kotler et al., 2019), content marketing is a marketing approach that includes the creation, publication, selection, and distribution of interesting, relevant, and useful content for all audiences in order to build deeper communication between consumers and the brands contained in the content. According to (Maczuga et al., 2014), content marketing is a form of narrative marketing to provide useful information so that consumers are interested and receive the information. The information delivered is packaged in an interesting way, not just selling products, but through innovative ways such as content marketing. This method aims to be a countermeasure to product advertisements that are often ignored by consumers. Instead, it subtly persuades consumers to make purchases that can benefit them all.

Based on the definition of content marketing according to the experts above, the author concludes that content marketing is a business strategy in the form of digital marketing that aims to promote and convey product information to target audiences in the form of content such as articles, audio, images/photos, videos, and others that are packaged in an interesting way so that the audience does not feel bored and can receive the information provided. In the end, it can bring in new audiences and encourage audience action to become customers. As for this study using content marketing indicators according to (Milhinhos, 2015), namely (1) relevance, (2) accuracy, (3) value, (4) easy to understand, (5) easy to find, and (6) consistent.

Buying Interest

According to Durianto in the book (Sihombing & Dewi, 2019) buying interest is a high desire to own goods and services, when consumers are already affected by the quality and quality of a product, it will strengthen their buying interest. This is due to consumer curiosity about the product so that they look for information about these goods/services. Meanwhile, according to (Deru R. Indika & Cindy Jovita, 2017) buying interest is a strategy that consumers take before deciding to buy a particular brand (Yahya, 2020). According to (Kotler & Keller, 2009), buying interest is consumer behavior that arises as a response/response to an object that triggers the desire to make a purchase (Sihombing & Dewi, 2019). Responses to these objects include influences from the surrounding environment and influences from marketing. Influence from the surrounding environment arises when an acquaintance purchases a product and then influences other friends so that it indirectly creates consumer buying interest. Meanwhile, the influence of marketing arises when business people carry out marketing strategies as attractive as possible to get consumers (G. Kurniawan, 2020). Therefore, the author concludes that buying interest is an action taken by someone to make a purchase that occurs on the basis of consumer interest and desire to own a product. The indicators of buying interest used in this study are according to (Ferdinand, 2015), namely (1) transactional interest, (2) referential interest, (3) exploratory interest, and (4) preferential interest.

AIDA Model

The AIDA model was first introduced by E. St. Elmo Lewis in 1898. The AIDA model is a message that must gain attention, become interested, become interested, and take action. This theory explains the quality of a good message (Kotler and Keller, 2009). Using the AIDA model will clarify the concepts of change, attitude, and behavior in relation to a framework of action. In practice, buying interest is influenced by the AIDA model, especially on the concepts of attention, interest, and desire because they are related to psychological factors that arise in a person, which will ultimately lead to purchase interest. According to (Assael, 2002) there are three indicators used to measure attention, namely (1) the message conveyed in the content, (2) Trust in the product, and (3) Visualization of content. Meanwhile, interest can be measured using three indicators as well, namely (1) the effectiveness of the media used, (2) consumer perceptions of the product after the content is displayed, and (3) clarity of message content. Meanwhile, according to (Handoyo, 2004) the desire variable can be measured using two indicators, namely (1) information about product advantages, and (2) content that arouses the desire to consume the product.

Research Hypothesis

This research was conducted to test one or more hypotheses through hypothesis testing in order to draw the right conclusions. In this case, research was conducted to examine the relationship between the independent variable, namely content marketing (X) on the dependent variable, namely buying interest (Y) through intervening variables, namely attention (Z1), interest (Z2), and desire (Z3).

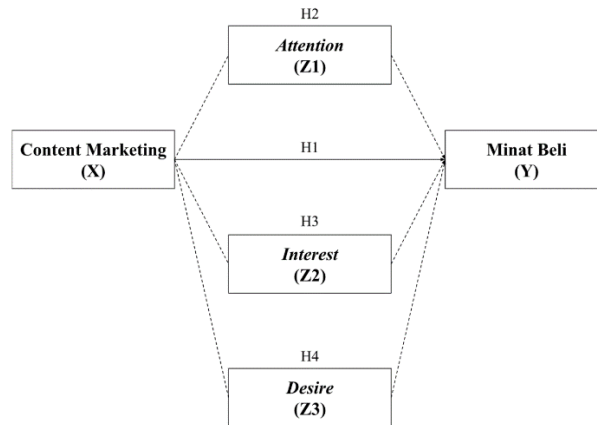


Figure 1. Conceptual Framework

This hypothesis or temporary conjecture formulated in this study is:

H1: There is a positive and significant influence of TikTok @wardahofficial content marketing on the interest in buying Wardah cosmetics in the people of Bandung.

H2: There is a positive and significant effect of TikTok @wardahofficial account content marketing on interest in buying Wardah cosmetics with attention as an intervening variable in the people of Bandung City.

H3: There is a positive and significant effect of TikTok @wardahofficial account content marketing on buying interest in Wardah cosmetics with interest as an intervening variable in the people of Bandung City.

H4: There is a positive and significant effect of TikTok @wardahofficial account content marketing on buying interest in Wardah cosmetics with desire as an intervening variable in the people of Bandung City.

3. METHODS

The type of research used is explanatory research using a quantitative approach. According to (Sugiyono, 2018) population is all elements contained in the research area such as subjects or objects that have certain quantities and characteristics and then draw conclusions. The population in this study were all TikTok users in Bandung who had seen TikTok @wardahofficial content. The sample according to (Sugiyono, 2018) is part of the number and characteristics possessed by the population. The sample used in this study was obtained through purposive sampling technique, where the sample selection was based on certain criteria and considerations. The sample in this study were 100 TikTok users who live in Bandung City and had seen TikTok @wardahofficial content marketing at least once and were not flipped in the time span of May to June 2024. The type of data used in this study is primary data, the primary data in question is the original data collected by researchers to specifically answer research problems. The data collection technique in this study was in the form of distributing questionnaires (questionnaires) using a Likert scale.

According to (Sugiyono, 2018), a questionnaire is a data collection technique by giving a set of questions or written statements to respondents to answer them. The use of questionnaires is considered suitable for this study because it has a large number of respondents. Data collection using questionnaires was distributed online using google form. The data processing and analysis technique used is SEM (Structural Equation Model) using SmartPLS (Partial Least Square) version 4.1.0.3 tools.

4. RESULTS AND DISCUSSIONS

Description of Research Subjects

In this study, researchers involved TikTok users who live in Bandung City and have seen TikTok @wardahofficial content marketing at least once and have not been scanned in the past month. Through google form, 108 respondents have filled out the questionnaire distributed by the researcher. Of the 108 samples collected, there were several samples that were categorized as invalid because they did not pass the respondent screening process.

Characteristics of Responden

The characteristics of respondents in this study are based on gender, age, occupation, and domicile. Judging from gender, the distribution of respondent data is dominated by women, namely 90 people (90%), while men are 10% or 10 people from the total respondents. Judging from age, respondents aged 17-25 years dominated as many as 94 people (94%). Meanwhile, respondents aged less than 17 years were 2 people (2%) and respondents aged more than 25 years were 4 people (4%). Judging from occupation, respondents with jobs as students/students dominate with 79 people (79%). Meanwhile, respondents with self-employed jobs totaled 9 people (9%), civil servant respondents totaled 2 people (2%), housewife respondents totaled 5 people (5%), and respondents with other jobs totaled 5 people (5%). In terms of domicile, 14 people (14%) came from Bandung Kidul, 11 people (11%) came from Bandung Kulon and Cibiru, and 10 people (10%) came from Buah Batu.

SEM-PLS Analysis : Outer model

Convergent validity is a test to determine the validity of each relationship between indicators and their constructs or latent variables. Convergent validity is measured using the loading factor value, where an indicator is declared valid if the loading factor value is > 0.7 . The loading factor value can be seen in table 1 below.

Table 1. Convergent Validity

Variable	Code	Loading Factor	Description
Content marketing (X)	CM1	0.766	Valid
	CM2	0.814	Valid
	CM3	0.802	Valid
	CM4	0.848	Valid
	CM5	0.841	Valid
	CM6	0.839	Valid
	CM7	0.868	Valid
	CM8	0.884	Valid
	CM9	0.844	Valid
	CM10	0.827	Valid
	CM11	0.820	Valid
	CM12	0.759	Valid
	CM13	0.807	Valid
Attention (Z1)	A1	0.788	Valid
	A2	0.877	Valid
	A3	0.819	Valid
	A4	0.828	Valid
Interest (Z2)	I1	0.811	Valid
	I2	0.902	Valid
	I3	0.829	Valid
Desire (Z3)	D1	0.900	Valid
	D2	0.821	Valid
	D3	0.876	Valid
Buying Interest (Y)	MB1	0.731	Valid
	MB2	0.818	Valid

MB3	0.844	Valid
MB4	0.772	Valid
MB5	0.786	Valid
MB6	0.875	Valid
MB7	0.781	Valid
MB8	0.817	Valid
MB9	0.770	Valid
MB10	0.861	Valid
MB11	0.825	Valid

Based on table 1, it can be seen that the loading factor value of each indicator of the content marketing variable, attention, interest, desire, and buying interest is more than 0.7. Thus the indicators above are declared valid as latent variables. Discriminant validity is measured using the cross loading value, where an indicator is declared valid if the cross loading value is > 0.7 and correlates higher with the construct it measures and correlates lower with other constructs. The cross loading value can be seen in table 2 below.

Table 2. Discriminant Validity

Code	Content marketing (X)	Attention (Z1)	Interest (Z2)	Desire (Z3)	Buying Interest (Y)
CM1	0.766	0.573	0.567	0.493	0.630
CM2	0.814	0.691	0.623	0.399	0.721
CM3	0.802	0.601	0.626	0.431	0.637
CM4	0.848	0.640	0.587	0.382	0.605
CM5	0.841	0.628	0.567	0.442	0.666
CM6	0.839	0.660	0.595	0.433	0.635
CM7	0.868	0.603	0.614	0.490	0.644
CM8	0.884	0.672	0.657	0.430	0.619
CM9	0.844	0.651	0.608	0.468	0.590
CM10	0.827	0.686	0.605	0.408	0.637
CM11	0.820	0.608	0.511	0.399	0.560
CM12	0.759	0.628	0.642	0.570	0.675
CM13	0.807	0.630	0.658	0.475	0.663
A1	0.480	0.788	0.494	0.336	0.536
A2	0.662	0.877	0.554	0.454	0.685
A3	0.675	0.819	0.517	0.431	0.546
A4	0.713	0.828	0.606	0.457	0.657
I1	0.575	0.453	0.811	0.436	0.631
I2	0.689	0.651	0.902	0.440	0.663
I3	0.603	0.563	0.829	0.375	0.595
D1	0.481	0.510	0.473	0.900	0.565
D2	0.472	0.431	0.371	0.821	0.474
D3	0.464	0.387	0.431	0.876	0.545
MB1	0.558	0.619	0.703	0.482	0.731
MB2	0.717	0.691	0.671	0.572	0.818
MB3	0.598	0.551	0.567	0.454	0.844
MB4	0.577	0.489	0.467	0.394	0.772
MB5	0.554	0.525	0.504	0.412	0.786
MB6	0.688	0.609	0.650	0.555	0.875
MB7	0.642	0.647	0.571	0.463	0.781
MB8	0.600	0.563	0.565	0.494	0.817
MB9	0.650	0.638	0.648	0.462	0.770
MB10	0.680	0.594	0.599	0.521	0.861
MB11	0.676	0.583	0.606	0.571	0.825

Based on table 2, it can be seen that the correlation value of variables with indicators of content marketing variables, attention, interest, desire, and buying interest is greater than the correlation value with other variables. The test results also present that all cross loading values on the content marketing, attention, interest, desire, and buying interest variables with indicators that measure them are greater than

0.7. Therefore, it can be concluded that the content marketing, attention, interest, desire, buying interest variables show good discriminant validity because they can predict indicators on the measured variables better than other variables. Composite reliability is a test conducted by looking at the composite reliability value of the indicator block that measures the construct and the Cronbach alpha value. The construct is declared reliable if the composite reliability value is > 0.7 .

Table 3. Composite Reliability

Variable	Composite Reliability	Cronbach's Alpha	Description
Content marketing (X)	0.965	0.961	Reliable
Attention (Z1)	0.897	0.848	Reliable
Interest (Z2)	0.885	0.804	Reliable
Desire (Z3)	0.900	0.833	Reliable
Buying Interest (Y)	0.954	0.947	Reliable

In table 3, it can be seen that the composite reliability value of content marketing is 0.897, attention is 0.799, interest is 0.789, desire is 0.876, and buying interest is 0.915. All variables have a composite reliability value > 0.7 , so they are categorized as reliable.

SEM-PLS Analysis : Inner model

Evaluation of the structural model begins with looking at the R-square value of the dependent latent variable. R-square aims to measure how far the exogenous variables explain the endogenous variables in the model. The results of R-square testing using SMARTPLS can be seen in table 4 below.

Table 4. R-Square Test Results

Variable	R-Square	R-Square Adjusted
Attention (Z1)	0.597	0.593
Interest (Z2)	0.541	0.537
Desire (Z3)	0.297	0.290
Buying Interest (Y)	0.727	0.715

Based on table 4, it can be seen that the R-square value for the attention variable is 0.597 or 59.7%. This value indicates that the attention variable can be explained by the content marketing variable in the research model by 59.7% and is included in the moderate category, the remaining 40.3% is influenced by other variables not in the research model. For the interest variable, the R-square value is 0.541 or 54.1%. Thus it can be concluded that the interest variable can be explained by the content marketing variable by 54.1% and is included in the moderate category, the remaining 45.9% is explained by other variables not examined in the model. Furthermore, the R-square value for the desire variable is 0.297 or 29.7%. This value indicates that the desire variable can be explained by the content marketing variable by 29.7% and is in the low category, the remaining 70.3% is explained by other variables not examined. The adjusted R-square value on the buying interest variable is 0.715 or 71.5% and is included in the medium category. Thus it can be concluded that the buying interest variable can be explained by the content marketing, attention, interest, and desire variables by 71.5% and the remaining 28.5% is influenced by other variables not examined in the model.

Result

The value used to test the hypothesis is contained in the output of path coefficients and indirect effects. The results of hypothesis testing can be seen in table 5 below.

Table 5. Direct and indirect effects

Relationship between constructs	Original sample (O)	T Statistics	P-values	Description
Content marketing (X) → Buying interest (Y)	0.305	2.200	0.028	Positively affected
Content marketing (X) → Attention (Z1) → Buying interest (Y)	0.168	2.239	0.025	Positively affected

Content marketing (X) → Interest (Z2) → Buying interest (Y)	0.205	2.514	0.012	Positively affected
Content marketing (X) → Desire (Z3) → Buying interest (Y)	0.107	2.237	0.025	Positively affected

Based on table 5, it can be seen that the t statistics value is 2.200, this value is greater than the t table value of 1.96. Meanwhile, the p-value is 0.028, which is smaller than the significance value α , namely 0.05. These results indicate that the first hypothesis is accepted, namely that there is a positive and significant effect of TikTok @wardahofficial content marketing on buying interest in Wardah cosmetics in the people of Bandung. Based on table 5, it can be seen that the t statistics value is 2.239, this value is greater than the t table value of 1.96. Meanwhile, the p-values are 0.025, which is smaller than the significance value α , namely 0.05. These results indicate that the second hypothesis is accepted, namely that there is a positive and significant effect of TikTok @wardahofficial account content marketing on buying interest in Wardah cosmetics with attention as an intervening variable in the people of Bandung.

Based on table 5, it can be seen that the t statistics value is 2.514, this value is greater than the t table value of 1.96. Meanwhile, the p-value is 0.012, which is smaller than the significance value α , which is 0.05. These results indicate that the third hypothesis is accepted, namely that there is a positive and significant effect of TikTok @wardahofficial account content marketing on interest in buying Wardah cosmetics with interest as an intervening variable in the people of Bandung.

Based on table 5, it can be seen that the t statistics value is 2.237, this value is greater than the t table value of 1.96. Meanwhile, the p-value is 0.025, which is smaller than the α significance value of 0.05. These results indicate that the fourth hypothesis is accepted, namely that there is a positive and significant effect of TikTok @wardahofficial account content marketing on buying interest in Wardah cosmetics with desire as an intervening variable in the people of Bandung.

Discussion

The effect of content marketing (X) on buying interest (Y)

The results of structural model testing show that there is a positive and significant effect of TikTok @wardahofficial content marketing on the interest in buying Wardah cosmetics in the people of Bandung City. This means that the better the content marketing TikTok @wardahofficial, it will increase the interest in buying Wardah cosmetics in the people of Bandung City, and vice versa. The results of this study are in accordance with the findings of (Arsyath & Santoso, 2023) which show that TikTok @HAUS.INDONESIA content marketing has a positive effect on consumer buying interest because @HAUS.INDONESIA content marketing is considered interesting and unique so that it can make consumers see the content marketing from start to finish so that it can attract consumer buying interest.

The effect of content marketing (X) on buying interest (Y) through attention (Z1)

The results of testing the structural model show that there is a positive and significant effect of content marketing TikTok @wardahofficial account on buying interest in Wardah cosmetics with attention as an intervening variable in the people of Bandung City. This means that the better the TikTok @wardahofficial content marketing mediated by the attention variable will increase the interest in buying Wardah cosmetics in the people of Bandung City, and vice versa. The results of this study are consistent with the findings of (Haika K. Holden, 2022) who indicated that short message service (SMS) advertising has a positive effect on customer buying interest. This finding is matched by the AIDA model which predicts that consumer interest stimulates buying interest.

The effect of Content Marketing (X) on Buying Interest (Y) Through Interest (Z2)

The results of testing the structural model show that there is a positive and significant effect of content marketing TikTok @wardahofficial account on interest in buying Wardah cosmetics with interest as an intervening variable in the people of Bandung City. This means that the better the TikTok @wardahofficial content marketing mediated by the interest variable will increase the interest in buying Wardah cosmetics in the people of Bandung City, and vice versa. The results of this study are consistent with the findings of (Haika K. Holden, 2022) who indicated that short message service (SMS) advertising has a positive effect on customer buying interest intention. This finding is matched by the AIDA model which predicts that consumer interest stimulates buying interest.

The Effect Of Content Marketing (X) on Buying Interest (Y) Through Desire (Z3)

The results of structural model testing show that there is a positive and significant effect of content marketing TikTok @wardahofficial account on buying interest in Wardah cosmetics with desire as an

intervening variable in the people of Bandung City. This means that the better the TikTok @wardahofficial content marketing mediated by the desire variable will increase the interest in buying Wardah cosmetics in the people of Bandung City, and vice versa. The results of this study are consistent with the findings of (Haika K. Holden, 2022) who indicated that short message service (SMS) advertising has a positive effect on customer buying interest. This finding is matched by the AIDA model which predicts that consumer interest stimulates buying interest.

5. CONCLUSION

Content marketing TikTok @wardahofficial has a positive and significant effect on buying interest in Wardah cosmetics in the people of Bandung City. This means that the better and better the content marketing TikTok @wardahofficial, the more interest in buying Wardah cosmetics will increase in the people of Bandung City, and vice versa, the worse the content marketing TikTok @wardahofficial, the lower the interest in buying Wardah cosmetics in the people of Bandung City. Content marketing TikTok @wardahofficial account has a positive and significant effect on interest in buying Wardah cosmetics with attention as an intervening variable in the people of Bandung City. This means that the deeper the attention given by the audience to TikTok @wardahofficial content marketing will increase the interest in buying Wardah cosmetics in the people of Bandung City. Content marketing TikTok @wardahofficial account has a positive and significant effect on buying interest in Wardah cosmetics with interest as an intervening variable in the people of Bandung City. This means that the higher the audience's interest in TikTok @wardahofficial content marketing, the higher the interest in buying Wardah cosmetics in the people of Bandung City. Content marketing TikTok @wardahofficial account has a positive and significant effect on buying interest in Wardah cosmetics with desire as an intervening variable in the people of Bandung City. This means that the greater the desire or desire of the audience to own a product after seeing TikTok @wardahofficial content marketing, the more interest in buying Wardah cosmetics will increase in the people of Bandung City.

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