Purchase Intention: Social Media Promotion and Content Marketing Strategies to Increase Interest in Buying Cosmetic and Skincare Products

Aditya Prima Yudha,[1] Asep Alipudin,[2] Doni Wihartika[3]

[1,3] Department of Management, Faculty of Economics and Business, Universitas Pakuan

[2] Department of Accounting, Faculty of Economics and Business, Universitas Pakuan

ABSTRACT: Based on the total number of Indonesian citizens that exceeds 275 million, of whom 136 million are women who were primarily employed in the 20–29 age group, this market is very significant for the cosmetics and skincare industry. Numerous cosmetic and skincare brands have emerged both domestically and internationally, with the aim of bolstering the cosmetic and skincare industry in Indonesia. Promoting strategies on digital media, such as social media, may be very effective and efficient provided they are carried out using the right techniques and concepts. The business owner can utilize the feature bar and appropriate content management for customers. The results of this research will highlight the promotion strategy and provide recommendations for promotions that may be carried out using social media. Results of the study indicate that social media promotions with easily understood content received an average score of 84%. Based on survey results, it can also be seen that informative product material received a high score of 79%. For the first variable, the indicator of social media and content promotion shows that 84% of consumers have a high need for skincare products. One of the functions of promotions is to alert customers to problems and needs that they are aware of. Informational and interesting content should also accurately reflect consumer needs and issues.

KEYWORDS: Cosmetic and skincare brands; advertising; social media; content marketing; purchase intention

I. INTRODUCTION

At the moment, Indonesia is experiencing a demographic dividend. Based on the survey results for the year 2022, 69% of Indonesian students are in the 15–64 age group, which is considered a productive age group. The ratio of the number of male and female students is 50:50. The table below is the Indonesian consumer data based on the consumer sentiment for the year 2022 :

Tab1e 1. Indonesian Citizen based on Age

Age Groups	Male	Female	Male + Female
0-4	11 303,5	10 790,9	22 094,4
5-9	11 242,2	10 771,5	22 013,8
10-14	11 356,2	10 732,4	22 088,7
15-19	11 432,9	10 730,6	22 163,5
20-24	11 553,1	10 937,3	22 490,4
25-29	11 485,8	10 977,9	22 463,7
30-34	11 215,4	10 851,4	22 066,8
35-39	10 743,3	10 504,7	21 248,0
40-44	10 207,1	10 088,1	20 295,2
45-49	9 378,5	9 348,8	18 727,2
50-54	8 240,7	8 259,6	16 500,3
55-59	6 945,0	7 016,2	13 961,2
60-64	5 486,0	5 575,6	11 061,5
65-69	4 035,9	4 163,4	8 199,0
70-74	2 530,4	2 739,3	5 269,4

Purchase Intention: Social Media Promotion and Content Marketing Strategies to Increase Interest in Buying Cosmetic and Skincare Products

Age Groups	Male	Female	Male + Female
75+	2 232,9	2 897,1	5 130,6
Total	139 388,9	136 384,8	275 773,8

Source: bps.go.id

Based on the total number of Indonesian citizens that exceeds 275 million, of whom 136 million are women who were primarily employed in the 20–29 age group, this market is very significant for the cosmetics and skincare industry.
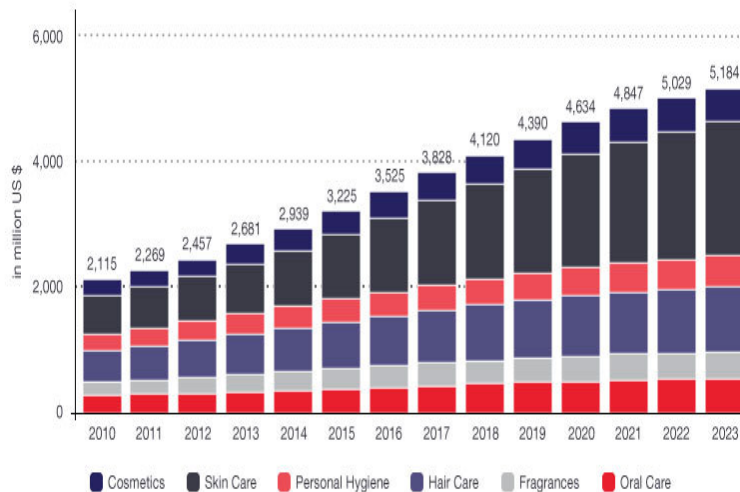
Source: technobusiness.id, 2022

Picture 1. The growth of the Indonesian cosmetics market from 2010 to 2023

According to data from technobusiness.id, by 2022, the skincare and cosmetics industry will have grown to over 5 trillion US dollars annually and continue to see positive growth from year to year. The industrial growth rate in 2020 was significantly higher than the previous year's rate of 3.76% in 2019. In addition, the Cosmetics Industry Association (BPOM) reports that the number of companies in the industry has increased to reach 20.6%. From the year 2021 to July 2022, approximately 891 cosmetic companies have grown to become 913 companies.This indicates that consumer demand for kecantikan products has been steadily increasing, which is encouraging business owners to enter this industry. There are various types of skincare and cosmetic products with different benefits and ingredients. The common cosmetic and skincare products used by the general public are toner, essence, booster, serum, masker, moisturizing agent, and facial cleanser.

Numerous cosmetic and skincare brands have emerged both domestically and internationally, with the aim of bolstering the cosmetic and skincare industry in Indonesia. As of right now, local brands are able to influence consumer behavior through implemented marketing strategies.
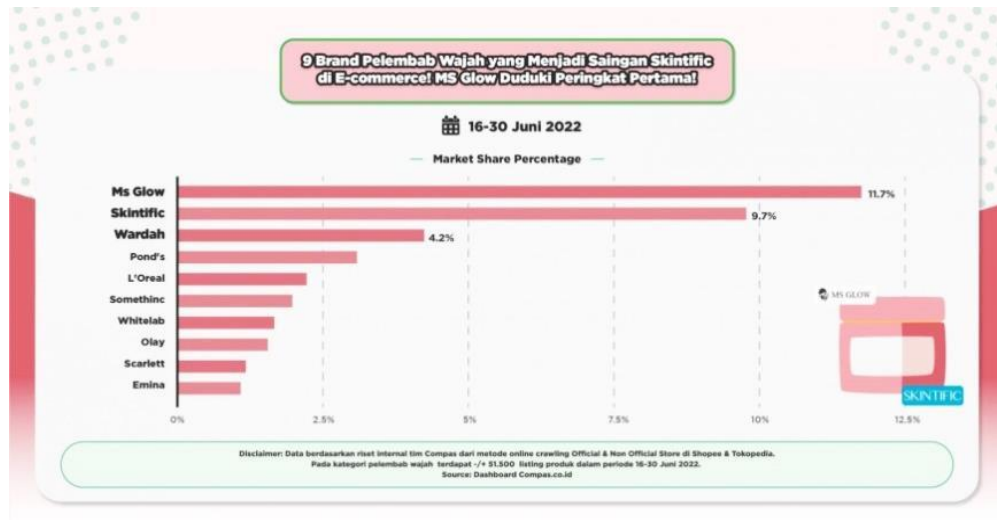

Source: Kompas.co.id , 2022

Picture 2. Total Sales of Skincare in E-Commerce

Purchase Intention: Social Media Promotion and Content Marketing Strategies to Increase Interest in Buying Cosmetic and Skincare Products

The total local brand sales revenue for skincare products in Indonesia was 91,22 million Rupiah in 2021. Leading the market, MS Glow is followed by Scarlett, Somethinc, Avoskin, and Dna Wardah. As a relatively new brand in Indonesia, MS Glow has managed to establish itself as the industry leader in skincare products. It took longer for the Wardah brand to emerge in the Indonesian skincare industry. This indicates that the cosmetics and skincare industry in Indonesia has a very vibrant and stable business environment.

Source: Compas.co.id, 2022
Picture 3. Percentage of Indonesian Cosmetic Brands Market Share

The data above is the results of a survey conducted by Compas.co.id between June 16 and June 30, 2022, specifically looking at skincare products sold online. Based on market share data, MS Glow is now leading the skincare product category with a market share of approximately 11.7%. Then, in the second position, there is Skintific, a foreign brand with a 9.7% market share. Subsequently, there are four Wardahs that successfully achieve a market share of approximately 4.2%. The market share of Pond's and L'Oreal, two American brands, is approximately 3.12% and 2.23%, respectively. The local brands that are relatively new are Somethinc and Whitelab. Their respective market shares are 1,98% and 1,68%, respectively. Next, three products with a market share below 1.5 percent are Olay, Scarlett Whitening, and Emina. Local brands are now able to influence Indonesian consumers.

In the current digital era, it is easier for businesses to do promotions. Businesses may quickly promote their products and provide product information to the general public using social media platforms. According to Kotler and Keller (2016), social media is a guide for users to access various types of information, images, sounds, texts, and videos with other people as well as with businesses and so on. Instagram is the social media platform most often used for promotion since it has visual content in the form of photos and videos that the general public would find easier to understand. In addition, Instagram provides features like hashtags, sharing, and liking that can promote a brand.
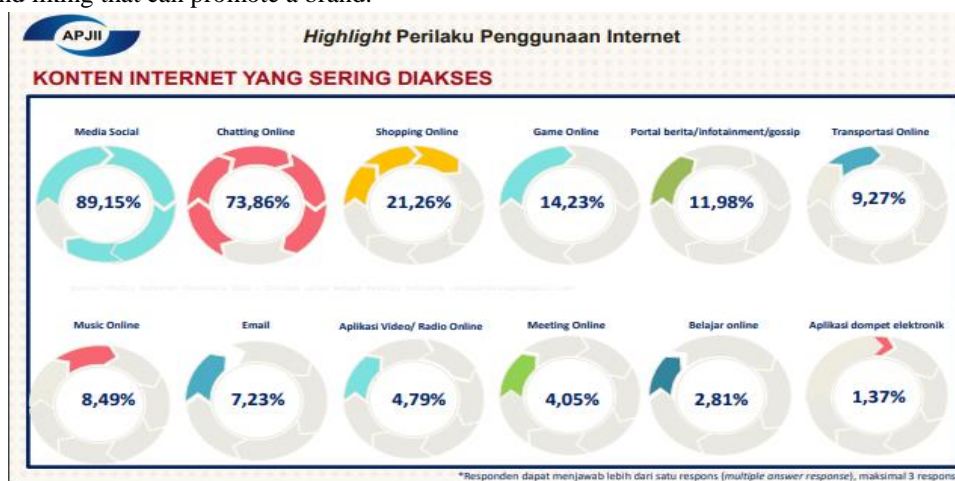
Source: APJII (apjii.or.id)
Picture 4. Highlight of Indonesian Internet Users behaviour

According to survey results conducted by the Indonesian Internet Information Association (APJII) in 2022, approximately 89.15%

of the population uses the internet for social media purposes, followed by 73.86% for online chat and 21.26 percent for online shopping. The three activities listed above are the ones that the general public engages in the most frequently when using the internet. Instagram is one of the social media platforms used by local skincare and cosmetics brands in Indonesia to promote their products.

Table 2. Indonesia *Skincare* Brands and the Number of Followers on Instagram

Numb.	Product	Instagram account	Instagram Followers
1.	*Scarlett Whitening*	@scarlett_Whitening	5,2M
2.	*MS Glow*	@msglowbeauty	1,7M
3.	*Somethinc*	@*Somethinc*official	1,3M
4.	*Azarine Cosmetic*	@azarine*Cosmetic*official	616K
5.	*Whitelab*	@*Whitelab*_id	554K
6.	*Everwhite*	@*Everwhite*id	906K
7.	*Somethinc*	@*Somethinc*official	1,3M

Source: idntimes.com, 2022

One interesting finding can be seen in the data above : Scarlett Whitening, who has a large number of Instagram followers, is unable to compete with MS Glow, which has a larger market share of skincare products in e-commerce. Promoting strategies on digital media, such as social media, can be very effective and efficient provided they are carried out with appropriate methods and guidelines. Business owners can take use of favorable features and appropriate content management to gain the attention of customers.

Based on the above phenomenon, this study identifies the problems that exist in Indonesia's cosmetic and skincare industries, including:

- Consistency of skincare and cosmetic brands
- Digital media usage strategy for marketing and sales.

The main problem in this study is what is the strategy for social media promotion and content marketing for skincare and cosmetic brands? In what ways do social media promotion strategies and content marketing affect consumers' desire to purchase skincare and cosmetic products?

II. THEORETICAL REVIEW

Social media promotion

The variables that are used in research to modify the aspects of social media promotion are content creation, content sharing, connecting, and community building (Gunelius, 2011).

a. Content creation

The most interesting content is the strategic landing page in social media marketing. To ensure that the intended audience will be trusting the material, it must be clear and consistently diminish privacy concerns. The goal of content creation is to create engaging content that explains the company's mission and wins over potential customers' trust. Consumers will develop a strong sense of creditworthiness, loyalty, and trust using attractive content creation tools. Based on the previously discussed concept of content creation, social media is composed of images and graphics that include information about a brand. Thus, social media marketing can be used as a tool to encourage users to talk about brands, make them more interested, or suggest that a good piece of content is the result of careful attention to detail. Thus, there are two objectives for content creation: promoting the brand and introducing the company's new product to potential customers in an effort to turn them into loyal customers.

b. Sharing of Content

Content sharing through social media communities can help to increase brand community and new consumer expansion. Marketing can be vary depending on the type of content that is provided; it can be complemented with informative and insightful content.

c. Connection

Social media can enable various audiences to interact with numerous other audiences who share similar limitations in order to enjoy the current moment. More depth in a network can result in more connections, which can generate more opportunities for business. In this regard, brands are encouraged to engage in direct communication, and creditworthy brands also need to be mindful of every step they take while using social networking.

d. Community building

The goal of community building is to identify potential customers who have knowledge about a certain product or service that they sell while being open to communication with other customers and forming a bond with them.

Purchase Intention: Social Media Promotion and Content Marketing Strategies to Increase Interest in Buying Cosmetic and Skincare Products

Content Marketing

Marketing with content since the goal of content marketing is to motivate and influence consumers' desire to buy, it must be unique, high-quality, relevant, and easy for viewers to understand. According to Andreas (20013) content marketing is the use of content (text, images, audio and video) in a larger form of marketing which includes basic marketing concepts, distribution and Web search tools, social media and digital advertising.. As an example, consider the following from the study by Nefrida, Riyati, and Mustofa (2022) that draws from Gunelius's book "30-Minute Social Media Marketing" (2011):

1) Relevance: Relevance is defined as a content's ability to be useful to consumers.

2) Informative: Content can provide potential customers with information on product or service offerings, company background, and processes that are used to develop new products.

3) Dependability: One of the most important factors in creating high-quality content is handling. Due to this, businesses must exercise caution while evaluating data entry procedures and appropriate technique use. Because the information provided by the company needs to be verified.

4) Value: The implementation of content must follow both functional and emotional laws.

5) Originality: A unique content can be used as a tool to further establish a business.

6) Emotion: Businesses need to be able to identify the emotional traits and feelings of their customers. Emotional content will be more memorable to customers than online content.

7) Intelligence is the capacity to communicate with humans and to be processed by machines or technology.

Purchase Intention

According to Sciffman and Kanuk (2015), purchase intention is an individual's attitude toward a particular product object that is suitable for reducing the desire to buy the product, service, or item in question.

According to Solihin's (2020) research, an indicator is necessary to identify purchase intention. The indicator is as follows:

1. The esplorative intention

Individuals with motivation to get information about the product they are interested in are referred to be exploratory minats. Information gathering standards consist of:

a. Internal information

Internal data typically originates from individual private information, such as knowledge or desires for a certain product.

b. External Information

External information comes from a promotional advertisement that consumers see through many channels, including the internet, social media, print media, and other media, as well as from the surrounding environment.

c. Verify the accuracy of each choice

Customers get product information related to the desired features and specifications.

d. Utilizing substitutes

Customers will assess alternative products before easily making a decision.

e. Purchase

In which the consumer is willing to pay for the desired product.

2. Transactional intention

The transactional minimum is the individual's inclination to purchase recognized products. At this point, the consumer will assess the product or merek by comparing it to other peer-produced goods as a means of development before proceeding with the purchase.

3. Preferential intention

Preferential intention refers to a consumer's ability to designate a product or merek that has been used or consumed as a priority item. Preferential consumer behavior can only occur when something happens with their preferred product.

4. Referential intention

Consumers' willingness and desire to recommend or endorse products or services that have already been consumed to others by highlighting the benefits and advantages of using the product.

III. RESEARCH METHODS

The type of analysis used in this study is asosiativity analysis using quantitative analysis techniques. The purpose of asosiatif research is to understand the relationship between two variables, or more (Sugiyono, 2018).

The following are the steps that will be taken as part of the execution of the activity:

1. Data collection

The information and data that are used are first- and secondary data obtained from respondents that are then combined or sorted in accordance with data collection procedures.

Purchase Intention: Social Media Promotion and Content Marketing Strategies to Increase Interest in Buying Cosmetic and Skincare Products

2. Data tabulation

Data and information that had been gathered were collated and analyzed in a few tables based on categories and indicators of social media and content marketing promotions.

3. Analyse Information

Data and information that have already been collected are tabulated so that data analysis can be done more accurately and thoroughly.

The following variables are used in research:

Table 3 Indicator Variables

Varible	Indicators	Measurement
Social media promotion	Content Creation	Engaging content through social media
		Innovation regarding the content provided on social media
	Content Sharing	Access to promotional information
		Consistent sharing of content with the audience
	Connection	Response such as likes and shares on various social media platforms
	Community Building	Free short courses for the audience
Content marketing	Reader cognition	Clarity of information
		Ease of recall
	Sharing motivation	Informative content
		Brand representation
	Persuasion	Building trust through content
		Engaging and liked content
		Consistency of content
	Decision making	Motivational content
		Encouraging interest
	Factors	Beneficial content
Purchase intention	Explorative intention	Raising awareness of needs
		Comparing with other brands
	Transactional intention	Seeking product information
		Desire to purchase the product
	Preferential intention	Liking product dimensions
		Choosing the product over other brands
	Referential intention	Recommending the product
		Providing feedback

In this study's population are women, Bogor residents, and those who use cosmetics and skincare products. Technique for analyzing sample data using purposive sampling with the following criteria :

1. The respondents are residents of the Bogor city/regency.

2. Over 20 years of age

3. Consistently use skincare and makeup products

To discuss the research, this study will employ descriptive analysis. Data analysis used to describe or illustrate acquired data as-is, with no intention of drawing broad conclusions, is known as descriptive analysis. Using a score of 1 to 5, as is the Likert scale weighing used in the questionnaire, the first step in descriptive analysis is to identify the smallest – greatest weight. Next, as an estimate of the data values in the group, the average of the respondents' responses is found by calculating the interval scale range. The formula for figuring out the scale range is as follows:

$$\text{Total Responses} = \frac{\text{Total Score of Respondents' Answers}}{\text{Respondents' high score}} \times 100\%$$

Table 4 Descriptive Analysis Scale Ranges

Interpretation Criteria of Results	Information
0%-20%	Strongly Disagree/Very Poor/Very Low

21%-40%	Disagree/Poor/Low
41-60%	Slightly Disagree/Fair/Moderate
61%-80%	Agree/Good/High
81%-100%	Strongly Agree/Very Good/Very High

IV. RESULT AND DISCUSSION

Social Media Promotion

The results of respondent responses regarding social media promotion and its impact on purchasing interest are as follows

Table 5: Respondent Scores for Social Media Promotion Variable

Social Media Promotion Dimension	Statement	5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)	Score	Percentage
Content Creation	Engaging social media promotions influence product purchase interest	33	49	12	5	1	408	82%
	Innovative promotion content shared on social media attracts product purchase interest	24	58	16	1	1	403	81%
Content Sharing	Easy and clear access to promotional information on social media influences product purchase interest	43	38	17	1	1	421	84%
	Consistently shared promotional content on social media influences purchase interest	34	48	15	3	0	413	83%
Connection	Social media responses such as likes and shares influence product purchase interest	23	51	20	3	3	388	78%
Community Building	Short educational promotions related to products on social media influence purchase interest	37	32	25	6	0	400	80%

Note:

SS: Sangat Setuju (Strongly Agree)   TS: Tidak Setuju (Disagree)

S: Setuju (Agree)   STS: Sangat Tidak Setuju (Strongly Disagree)

N: Netral (Neutral)

In the table above, it is evident that social media promotion with easily understandable content information received the highest score of 84%. Skincare and cosmetic products are types of products with diverse variants and detailed information. Consumer understanding of product knowledge is essential. This product knowledge needs to be communicated to consumers to provide an overview of the product's benefits. Consumers will be able to understand the needs and solutions provided. Social media promotions must provide easy access to product information, whether through the website, social media, or customer service. Clear and adequate information will encourage consumer purchasing interest in skincare products.

Clear information regarding product knowledge and attractive promotions on social media needs to be consistent. It is evident that consistently shared promotional content attracts consumer purchasing interest, scoring a response rate of 83%. Consumers will be exposed to skincare brand promotions on social media if done consistently.

The next highest-scoring indicator is engaging social media promotion with a score of 82%. Various campaigns can be conducted through social media. Current cosmetic and skincare brands often utilize social media for promotional sales, collaborations with influencers, and collaborative events with followers. Based on current internet user data, 89% are social media users. Cosmetic and skincare brands need to conduct massive campaigns on social media. Campaign methods that are attractive and relatable to Gen Z and millennials will enhance brand image and cultivate consumer purchasing interest.

Content Marketing

Promotion through social media must be supported by engaging and relevant content for consumers. Content marketing, sales promotion, and advertising had a significant effect on consumer buying interest (Abdurrahim, & Sangen, 2019). The following are the survey results based on respondent responses:

Table 6: Respondent Scores for Content Marketing Variable

Content Marketing Dimension	Statement	5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)	Score	Percentage
Reader Cognition	Easily understandable content influences product purchase interest	15	46	22	16	1	358	72%
	Easily memorable content influences product purchase interest	11	33	22	34	0	321	64%
Sharing Motivation	Informative skincare product content influences purchase interest	17	66	11	6	0	394	79%
	Content showcasing brand identity influences purchase interest	20	54	17	9	0	385	77%
Persuasion	Trust-inducing content influences purchase interest	19	37	31	13	0	362	72%
	Content containing product recommendations influences purchase interest	14	57	17	11	1	372	74%
Decision Making	Consistency in shared content influences purchase interest	18	52	19	11	0	377	75%
	Informative content motivates purchase interest	13	54	19	13	1	365	73%
	Engaging content influences the decision to use the product	17	53	21	9	0	378	76%
Factors	Shared content provides benefits to enhance product understanding	15	44	25	16	0	358	72%

The survey results reveal that informative product content attains the highest score with a value of 79%. This aligns with the indicators of informative and easily accessible social media promotions. Consumers require informative explanations related to skincare and cosmetic product knowledge. Skincare and cosmetic brands need to consistently share content related to product information across various media channels. Content marketing that provides clear explanations of product information will offer consumers an understanding of the product's benefits. Consumers can assess products that suit them through the shared content. Consumers of skincare and cosmetic products tend to be highly selective in choosing the skincare products they use.

The competition among skincare and cosmetic brands is intensifying, with many local Indonesian brands emerging, such as Scarlett, MS Glow, Whitelab, Somethinc, Wardah, and various other local brands. Each brand strives to build an image in the minds of consumers. Various promotional efforts are undertaken, and digital marketing is an effective way to reach consumers. Digital marketing requires creative content to attract consumer purchasing interest. According to the survey results, content showcasing brand identity receives a relatively high score of 77%. Each brand needs to clearly demonstrate its identity amid the increasingly competitive skincare and cosmetic product market. The Unique Selling Point (USP) of a brand must be effectively conveyed in shared content marketing.

In addition to informative content and content related to brand identity, the highest scores are also obtained for the indicators of engaging content and consistency, with values of 76% and 75%, respectively. Cosmetic brands need to compete in creating attractive and creative content. Viral content can be produced by following trends on social media. Social media algorithms will promote creative and trend-following content to become viral. To produce engaging content, many brands collaborate with content creators to promote products. Not only should the content be attractive, but it should also be published regularly.

Purchase Interest
Purchase interest is an individual's attitude toward a product object that is suitable for measuring the group attitude toward a specific product, service, or brand.

Table 7: Scores of Respondent Responses for Purchase Interest Dimension

Purchase Interest Dimension	Statement	5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)	Score	Percentage
Exploratory Interest	Social media promotions and shared content	37	45	11	7	0	412	82%

Purchase Intention: Social Media Promotion and Content Marketing Strategies to Increase Interest in Buying Cosmetic and Skincare Products

Purchase Interest Dimension	Statement	5 (SS)	4 (S)	3 (N)	2 (TS)	1 (STS)	Score	Percentage
	help compare skincare products							
	Social media promotions and shared content raise awareness of skincare product needs	45	38	11	5	1	421	84%
Transactional Interest	Social media promotions and shared content generate desire to purchase skincare products	22	47	23	8	0	383	77%
	Social media promotions and shared content encourage purchasing skincare products	17	31	23	28	1	335	67%
Preferential Interest	Social media promotions and shared content assist in prioritizing product preferences	14	28	28	27	3	323	65%
Referential Interest	Social media promotions and shared content encourage recommending products	18	34	25	22	1	346	69%
	Social media promotions and shared content encourage providing feedback	15	35	24	26	0	339	68%

In the table above, it is evident that social media promotions and shared content significantly influence purchase interest in various dimensions. The highest scores are observed in the "Awareness of Skincare Product Needs" (84%) and "Help Compare Skincare Products" (82%) statements under the exploratory interest dimension. This suggests that consumers find value in the content shared on social media for understanding product needs and making informed comparisons.

Transactional interest is highlighted by statements such as "Generate Desire to Purchase Skincare Products" (77%) and "Encourage Purchasing Skincare Products" (67%). These findings emphasize the impact of promotions and shared content on stimulating purchasing intent among consumers.

Preferential and referential interests are also notable, with scores of 65% and 69%, respectively. Consumers express that social media promotions and shared content play a role in prioritizing product preferences and encouraging recommendations and feedback.

In summary, the survey indicates a positive correlation between social media promotions, shared content, and various dimensions of purchase interest among consumers in the skincare and cosmetic industry.

In the purchase interest variable, the indicator of social media promotions and shared content raising awareness of skincare product needs obtained the highest score of 84%. One of the functions of promotions is to raise consumer awareness of the issues and needs they experience. Engaging and informative content should also include information about the problems and needs experienced by consumers. The need for skincare depends on the issues experienced by consumers, such as brightening the skin, treating acne, moisturizing the skin, and other skincare concerns. Consumers need sufficient information about the skincare products offered.

Social media promotions and shared content assist consumers in comparing skincare products available in the market, earning a high score of 82%. This indicates that social media promotions with shared content provide enough information for consumers to compare various brands in the market. In the consumer decision-making process, after understanding their needs, the next step for consumers is to evaluate various alternative product options. Therefore, various skincare brands must actively share content related to product information so that consumers can understand the differences between each brand.

Consumers who understand their needs and evaluate various product options can determine the product they will purchase. Social media promotions and shared content ultimately generate a desire to purchase products when consumers have enough information about their needs and the availability of suitable products. This underscores the importance of informative and engaging content in influencing consumer purchase decisions. The combination of awareness-building and product comparison contributes to the overall interest and desire to purchase among consumers in the skincare industry.

CONCLUSIONS

The skincare and cosmetics industry in Indonesia is thriving, with various brands offering a diverse range of products. The competition within this industry is becoming increasingly fierce, prompting each brand to capture consumer attention. Efforts to attract consumer attention include various marketing strategies, including social media promotions and content marketing.

The research results indicate that social media promotions with easily understandable content information received the highest score of 84%. Additionally, informative product content obtained the highest score of 79%. This aligns with the indicators of informative and easily accessible social media promotions. Consumers need informative explanations regarding the product knowledge of skincare and cosmetics.

Purchase Intention: Social Media Promotion and Content Marketing Strategies to Increase Interest in Buying Cosmetic and Skincare Products

Skincare and cosmetic brands must consistently share content related to product information across various media channels. In the variable of purchase interest, the indicator of social media promotions and shared content raising awareness of skincare product needs obtained the highest score of 84%. One function of promotions is to raise consumer awareness of the issues and needs they experience. Engaging and informative content should also include information about the problems and needs experienced by consumers.

Social media promotions and shared content assist consumers in comparing skincare products available in the market, earning a high score of 82%. This indicates that social media promotions with shared content provide sufficient information for consumers to compare various brands in the market.

In conclusion, it is crucial for skincare and cosmetic brands to actively share content related to product information so that consumers can understand the differences between each brand. Consumers who understand their needs and evaluate various product options can determine the product they will purchase. Social media promotions and shared content ultimately generate a desire to purchase products when consumers have enough information about their needs and the availability of suitable products. The industry's growth is evident, but brands need to continue implementing effective marketing strategies to stay competitive in this dynamic market.

REFERENCES

1) Andreas, R. (2013). The Big Book of Content Marketing. New York: Amazon.
2) Abdurrahim, & Sangen, M. (2019). Pengaruh Content Marketing, Sales Promotion, Personal Selling, dan Advertising Terhadap Minat Beli Konsumen Pada Hotel Biuti di Banjarmasin . *Jurnal Sains Manajemen dan Kewirausahaan*, 42-47
3) Gunelius, Susan. *Content marketing for dummies*. John Wiley & Sons, 2011.
4) Kotler, P., & Keller, K. L. (2016). *Marketing Management.* Pearson Education.
5) Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing Moving from Traditional to Digital.* New Jersey: John Wiley & Son
6) Nefrida, Riati, & Mustofa, R. (2022). Pengaruh Content Marketing Terhadap Minat Berbelanja Online Pada Media Instagram. *Jurnal Bisnis Kompetif*, 166-183.
7) Schiffman, L. G., & Kanuk, L. (2015). *Consumer Behavior* (11th Edition ed.). Global Edition.
8) Solihin, D. (2020). Pengaruh Kepercayaan Pelanggan dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Online Shop Mikaylaku Dengan Minat Beli Sebagai Variabel Intervening. *Mandiri*, 38-51.
9) Sugiyono. (2018). *Metode Penelitian Kuantitatif.* Bandung: Alfabeta.