International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence of Content Marketing and Influencer Marketing on Purchase Decisions of Glad2Glow Skincare Products Among Generation Z in Bima City

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Abstract

In the process of purchasing Glad2Glow skincare products, content marketing serves as an important reference in consumers' purchasing decisions, as does influencer marketing. This study aims to determine the effect of content marketing and influencer marketing on purchasing decisions, both partially and simultaneously. This research employed an associative research method, with questionnaires using a Likert scale as the research instrument. The population in this study consisted of all consumers who had purchased Glad2Glow products in Bima City, with the exact population size being unknown (unknown population). The sample used in this study consisted of 100 respondents selected through purposive sampling technique. Data collection techniques included observation, questionnaires, and literature study. The data analysis techniques used in this study included validity testing, reliability testing, multiple linear regression analysis, correlation coefficient analysis, determination coefficient analysis, t-test, and f-test. The results of this study indicate that content marketing and influencer marketing partially have a significant effect on purchasing decisions. Furthermore, simultaneously, content marketing

Keywords:Content Marketing, Influencer Marketing, Purchase Decision.

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INTRODUCTION

The emergence of numerous skincare brands has intensified competition within the beauty industry. To compete effectively, companies are required to provide high-quality products and implement appropriate marketing strategies. Among the most effective strategies are content marketing and influencer marketing. These strategies are capable of attracting consumer attention, building trust, and delivering product information in a more engaging way through digital media. Furthermore, the use of influencers with strong social media influence can significantly affect although several influencers have a large number of followers, their level of engagement and credibility among the target market remains relatively low. These findings indicate an opportunity to improve the quality of educational content and select more relevant influencers in order to encourage Generation Z consumers' purchase decisions toward Glad2Glow skincare products in Bima City. Although Glad2Glow has implemented digital marketing strategies, studies examining the influence of content marketing and influencer marketing on skincare product purchase decisions among Generation Z, particularly in Bima City, are still limited.

Content Marketing is a marketing strategy carried out through the creation and distribution of relevant, attractive, and valuable content to attract audience attention and encourage consumers to make purchases (Andreas, 2024). In addition, content marketing aims to build relationships with consumers by providing information that matches the needs of the target market (Zahra, 2021).

Influencer Marketing is a digital marketing strategy that utilizes individuals who have influence on social media to promote products to their followers, thereby affecting consumers' purchase decisions (Sileuw, 2024). Furthermore, Nabila (2024) states that influencer marketing is a form of promotion carried out through social media figures who have a large number of followers and are able to build audience trust in the promoted products. In addition, Farla (2021)

Purchase Decision is a consumer decision in selecting and determining the use of goods or services (Gunawan, 2024). Purchase decision refers to the process in which consumers choose a particular product or service after considering various alternatives. According to Nabila (2021), purchase decision is a pre-purchase stage that includes all consumer activities before the purchasing transaction and product usage occur. This stage consists of three processes: need recognition, information search, and alternative evaluation. Furthermore, Jariyah (2024)

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1. The Relationship Between Content Marketing and Purchase Decisions

Content marketing can be considered one of the many strategies used to influence purchasing decisions and is highly important in today's business environment due to its significant impact on business activities Mukarromah (2022). The more effective the content marketing strategy implemented, the greater the possibility that consumers will purchase the product. Therefore, this study aims to examine the extent to which content marketing affects consumer purchasing decisions, as well as whether there are differences in consumer responses to various types of content used in content marketing strategies. Previous studies conducted by Iskandar (2022) and Rosmiati (2024) indicate that purchasing decisions are influenced by content marketing.

2. The Relationship Between Influencer Marketing and Purchase Decisions

According to Casaló (2020), influencer marketing refers to online media users who have a large number of followers and create a unique online persona. Influencer marketing has the ability to influence consumer behavior through the marketing content produced by influencers. Influencers are considered trustworthy and relevant by their audiences, making the messages they deliver about a product more convincing and capable of generating purchase intention. Therefore, this study aims to examine the extent to which influencer marketing affects consumer purchasing decisions, as well as whether there are differences in consumer responses toward influencer marketing. Previous studies conducted by Nainggolan (2023) and Yanto (2023) indicate that purchasing decisions are influenced by influencer marketing.

3. The Relationship Between Content Marketing and Influencer Marketing on Purchase Decisions

When content marketing and influencer marketing are implemented effectively, both strategies can complement and strengthen their influence on consumer preferences and purchasing behavior. Content presented through content marketing strategies can build consumer awareness and knowledge about brands and products, while influencer marketing can strengthen emotional and social connections with the brand through recommendations and testimonials shared by influencers. This study aims to examine the extent to which the interaction between content marketing and influencer marketing affects purchasing decisions, as well as whether there is a significant synergy between these two strategies in the current marketing context. Research conducted by

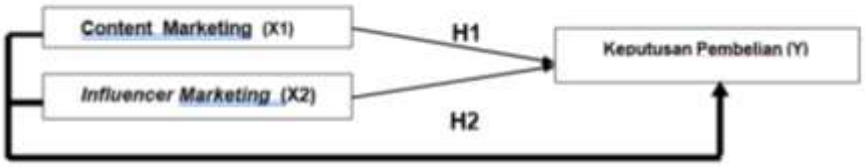
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Ismunandar and Ernawati (2024) indicates that purchasing decisions are influenced by both content marketing and influencer marketing.

RESEARCH HYPOTHESES

To provide an overview of this research, the researcher presents it in the form of a conceptual framework, namely a diagram that illustrates the direction of the relationship between the research variables, as follows



RESEARCH METHODOLOGY

This study employed an associative research design, with questionnaires using a Likert scale as the research instrument. The population in this study consisted of all consumers who had purchased Glad2Glow products, with the exact number of the population being unknown (unknown population). The sample used in this study consisted of 100 respondents. The sampling technique used was purposive sampling. According to Sugiyono (2019), purposive sampling is a sampling technique based on specific considerations or criteria. The criteria used in this study were: (1) consumers who had purchased Glad2Glow products, and (2) consumers aged 17 years and above, as they were considered capable of answering the questionnaire properly. Data collection techniques included observation, questionnaires, and literature study. The data analysis techniques used in this research included validity testing, reliability testing, and multiple linear regression analysis. correlation coefficient analysis, coefficient of determination analysis, t-test, and f-test.

RESEARCH RESULTS AND DISCUSSION

Validity Test

The research instrument in the form of a questionnaire must be tested for validity to ensure that the research results are valid and reliable. The assumption is that if the calculated correlation value (r-count) is greater than the r-table value at a significance

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level of 5% (0.05) with a standard value of > 0.300, then the instrument is considered valid. The following are the results of the measurements for each variable

Table 1. Validity Test Results

Item	r Hit X1	r Hit X2	r Hit Y	r Tabel	Keterangan
1	0,617	0,806	0,666	0,300	Valid
2	0,626	0,601	0,694	0,300	Valid
3	0,565	0,779	0,575	0,300	Valid
4	0,603	0,575	0,478	0,300	Valid
5	0,604	0,593	0,682	0,300	Valid
6	0,688	0,739	0,487	0,300	Valid
7	0,565	0,806	0,502	0,300	Valid
8	0,603	0,601	0,592	0,300	Valid
9	0,558	0,779	0,487	0,300	Valid
10			0,583	0,300	Valid
11			0.512	0,300	Valid
12			0.500	0,300	Valid

Source: Processed Primary Data, 2026

Based on Table 1 above, the results of the validity test show that all variables have a positive and significant effect on purchasing decisions of Tenun Renda products and can be considered valid because the Corrected Item-Total Correlation values are greater than 0.300. These validity test results indicate that the questionnaire statements used in this study are valid.

Reliability Test

A questionnaire is considered reliable if the respondents' answers to the questionnaire items are consistent and stable over time. In this study, the reliability test was conducted using the Cronbach's Alpha method. A variable is considered reliable if the Cronbach's Alpha coefficient is greater than 0.600. The following are the results of the measurement:

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Variabel	Jumlah Item	*Combach's alpha*	Standar	Ket
Content Matketing	9	0,778	0.600	Reliabel
Influencer Marketing	9	0,870	0.600	Reliabel
Purchase Decision	12	0,937	0.600	Reliabel

Based on Table 2 above, the reliability test results show that all statement items on the variables of Content Marketing (X1), Influencer Marketing (X2), and Purchase Decision (Y) have a Cronbach's Alpha value ≥ 0.600. This indicates that all questionnaire items are considered reliable or consistent, making them appropriate and accurate to be used as research instruments in this study.

3) Multiple Linear Regression.

Tabel 3. Multiple Linear Regresion Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.930	1.004		1.948	.055
Content marketing	0.531	.030	0.584	18.459	0.001
Influencer Marketing	0.417	.024	0.531	16.786	0.001

a. Dependent Variable: Purchase Decision**.**

Based on the regression analysis results, the multiple linear regression equation can be formulated as follows:

$$Y=1.930+0.531X1+0.417X2+e$$

Based on the equation above, it can be explained as follows:

1. The constant value of 1.930 indicates that if the variables of Content Marketing and Influencer Marketing are assumed to be zero, then the Purchase Decision value is 1.930.

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2. The beta coefficient value of Content Marketing is 0.531, meaning that every one-unit increase in the Content Marketing variable (X1) will increase the Purchase Decision by 0.531 units, assuming other variables remain constant.
3. The beta coefficient value of Influencer Marketing is 0.417, meaning that every one-unit increase in the Influencer Marketing variable (X2) will increase the Purchase Decision by 0.417 units, assuming other variables remain constant.

4) Correlation Coefficient.

Tabel 4. Correlation Test Results Model Summary

Mode l	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.971[a]	.944	.942	1.047

Predictors: (Constant), Influencer Marketing,Content marketing
Dependent Variable: Purchase decision

Based on the results above, the R value obtained is 0.971. These results indicate that there is an influence between Content Marketing, Influencer Marketing, and Purchase Decision. Therefore, the correlation between Content Marketing and Influencer Marketing on Purchase Decision is 0.971, which falls within the interval of 0.80–1.000, indicating a very strong level of relationship.

5) Coefficient of Determination Test.

Tabel 5. Coefficient Determination test

Model Summary

Mode l	R Square	Adjusted R Square	Std. Error of the Estimate
1	.944	.942	1.047

Based on the results shown in the table above, the coefficient of determination (R Square) obtained is 0.944 (94.4%). This indicates that the variables of Content Marketing and Influencer Marketing influence Purchase Decision by 94.4%, while the remaining percentage is influenced by other variables not examined in this study.

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6) Partial t-Test.

Tabel 6. Partial t-Test (Uji t)
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	26.613	10.505		2.533	.015
Content Marketing	.366	.161	.332	2.274	.028
Influencer Marketing	.334	.275	.178	1.215	.230

a. Dependent Variable: Purchase Decision

Based on the table above, by observing the t and significance (Sig.) columns, it can be explained as follows:

H1: Content Marketing has a significant partial effect on the Purchase Decision of Glad2Glow skincare products among Generation Z in Bima City.

The statistical results of the t-test for the Content Marketing variable obtained a t-count value of 18.459 and a t-table value of 1.658 (18.459 > 1.658), with a significance value of 0.001, which is smaller than 0.05 (0.001 < 0.05). Therefore, the first hypothesis stating that “Content Marketing has a significant partial effect on the Purchase Decision of Glad2Glow skincare products among Generation Z in Bima City” is accepted **(H1 Accepted).**

H2: Influencer Marketing has a significant partial effect on the Purchase Decision of Glad2Glow skincare products among Generation Z in Bima City.

The statistical results of the t-test for the Influencer Marketing variable obtained a t-count value of 18.459 and a t-table value of 1.658 (18.459 > 1.658), with a significance value of 0.001, which is smaller than 0.05 (0.001 < 0.05). Therefore, the second hypothesis stating that “Influencer Marketing has a significant partial effect on the Purchase Decision of Glad2Glow skincare products among Generation Z in Bima City” is accepted **(H2 Accepted).**

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7) Simultaneous F-Test

The test was conducted by comparing the significance value of F-count and F-table. If the F-count value is greater than the F-table value, then the formulated model is considered appropriate. This means that the multiple linear regression model is suitable and indicates a simultaneous effect of the independent variables on the dependent variable. By using the formula F-table = (k; n – k), namely F = (2; 50 – 2), the results of the F-test can be seen in the table below.

Tabel 7. Hasil uji F

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1409.151	2	704.576	43.288	0.001[b]
	Residual	84.336	97	1.095		
	Total	1493.488	99			

a. **Dependent Variable**: Purchase Decision

b. **Predictors: (Constant),**Influencer Marketing,Content Marketing

H3: Content Marketing and Influencer Marketing have a significant simultaneous effect on the Purchase Decision of Glad2Glow skincare products among Generation Z in Bima City.

Based on Table 10 above, the test results obtained an F-count value of 43.288 and an F-table value of 3.87 (43.288 > 3.87), with a significance value of 0.001 (0.001 < 0.05). Since the significance value is smaller than 0.05, the third hypothesis stating that “Content Marketing and Influencer Marketing have a significant simultaneous effect on the Purchase Decision of Glad2Glow skincare products among Generation Z in Bima City” is accepted **(H3 Accepted).**

The results of this study are consistent with the research conducted by Ridwan (2023), which revealed that Content Marketing and Influencer Marketing simultaneously have a significant effect on the Purchase Decision of Wardah products in Palembang City. In addition, research conducted by Yuniarti (2022) also stated that Content Marketing and Influencer Marketing simultaneously have a significant effect on the Purchase Decision of Kopi Kita in Bekasi City. Another supporting study conducted by Farla (2021) found that Content Marketing and Influencer Marketing also have a significant simultaneous effect on Purchase Decision at Pizza Hut.

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RESEARCH CONCLUSION

Conclusion

Based on the results of the research data analysis and discussion, several conclusions can be drawn as follows:

a. Content Marketing has a significant partial effect on the Purchase Decision of Glad2Glow skincare products among Generation Z in Bima City.
b. Influencer Marketing has a significant partial effect on the Purchase Decision of Glad2Glow skincare products among Generation Z in Bima City.
c. Content Marketing and Influencer Marketing simultaneously have a significant effect on the Purchase Decision of Glad2Glow skincare products among Generation Z in Bima City.

Suggestions

Based on the conclusions above, the suggestions that can be provided by the researcher are as follows:

a. The company needs to further improve the quality of its content marketing, such as creating more informative and relevant content according to the needs of Generation Z (for example skincare education, before-after content, and honest reviews). The company should also maximize the use of social media platforms such as Instagram and TikTok, since these platforms are widely used by Generation Z. In influencer marketing, the company is advised to choose credible influencers with high
b. Future researchers are expected to examine other variables related to consumer purchase decisions toward Glad2Glow products, such as Price, Positioning, and Trust as additional variable

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