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The Influence Of Content Marketing And Influencer Marketing On Evangeline Perfume Purchasing Decisions In Palembang City

M. Taqi Triabdel[1], Nofiawaty[2], Mohammad Eko Fitrianto[3], Aslamia Rosa[4], Ana Yanovi[5]

[1,2,3,4,5]Management Study Program, Sriwijaya University

E-mail: 01011382227148@student.unsri.ac.id, nofiawaty@unsri.ac.id, m_eko_fitrianto@unsri.ac.id, aslamiarosa@unsri.ac.id, ana.yanovi@fe.unsri.ac.id

Abstract

The development of the internet and social media has driven a shift in marketing strategies toward digital marketing, which is more effective in influencing consumer behavior. Content marketing and influencer marketing have become two strategies widely used by companies to increase brand awareness, build trust, and drive purchasing decisions, particularly in the highly competitive perfume industry. This study aims to analyze the influence of content marketing and influencer marketing on purchasing decisions for Evangeline perfume in Palembang. The study employs a quantitative approach using a survey method. Data were collected by distributing questionnaires to Evangeline perfume consumers in Palembang and were analyzed using IBM SPSS Statistics via multiple linear regression analysis. The results indicate that Content Marketing and Influencer Marketing have a positive and significant effect on purchasing decisions. Informative, relevant, and engaging content, along with support from influencers who possess credibility, appeal, and expertise, can increase consumer trust, thereby driving purchasing decisions. Thus, optimizing Content Marketing and Influencer Marketing strategies is a key factor in boosting purchasing decisions and strengthening the competitiveness of local perfume brands in Indonesia.

Keywords: Content Marketing, Influencer Marketing, Purchasing Decisions

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INTRODUCTION

Advances in information and communication technology have driven a major transformation in marketing activities, moving from conventional marketing to digital marketing, which is more interactive, faster, and more consumer-focused. This change is driven by the increasing use of the internet and social media, which have altered consumer behavior in seeking information, evaluating products, and making purchasing decisions.(Kotler & Armstrong, 2021) explains that modern marketing no longer focuses solely on product sales, but rather emphasizes value creation and building long-term relationships with customers. Therefore, companies are required to develop effective digital marketing strategies to maintain their competitiveness amidst increasingly fierce business competition. In line with this,(Miftahudin & Wahyudi, 2025) stated that digital marketing has become an important instrument in shaping consumer perceptions and behavior towards a product.

Indonesia's digital development further reinforces the importance of implementing social media-based marketing strategies. According to data from the Indonesian Internet Service Providers Association (APJII, 2025), Indonesia's internet penetration rate has reached 80.66%, or approximately 229 million users. Furthermore, TikTok is the most widely used social media platform in Indonesia, followed by YouTube, Facebook, and Instagram. The high level of social media usage presents a significant opportunity for companies to build more effective marketing communications through the delivery of engaging content and collaboration with influencers. This situation demonstrates that social media functions not only as a means of communication but has also become a primary medium for shaping consumer perceptions and influencing purchasing decisions.

One local perfume brand actively utilizing digital marketing strategies is Evangeline. Evangeline's success is evident in its improved social media performance, its Top Brand award, and its success in becoming the local perfume market leader in 2024 with a market share of 4.3% (Databoks, 2024). Marketing activities through TikTok also showed significant growth, with over 2,221 content pieces, 1.13 million likes, and 200.10 million views in 2025. This indicates that the company has succeeded in increasing visibility and engagement through social media. However, this success has not been fully followed by a sustainable increase in market performance.

An interesting phenomenon in this study is the discrepancy between high digital marketing activity and the market performance of Evangeline's products. Although Evangeline's TikTok account achieved a very high level of engagement and the

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company actively used various well-known influencers to promote its products, MarketHac data (2025) shows that Evangeline's market share actually decreased by 1.07% and dropped to seventh place in 2025. Furthermore, an analysis of 439 comments on Evangeline's TikTok account showed that 68 comments stated that the product did not match the influencer's review and 44 comments stated that the product information did not match the actual conditions. This phenomenon indicates that high digital exposure and the use of influencers may not necessarily increase purchasing decisions if the quality of the content and the credibility of the information received by consumers do not meet their expectations.

This research is highly urgent given that companies currently allocate significant resources to content marketing and influencer marketing as primary strategies for increasing sales. However, the effectiveness of these two strategies on purchasing decisions still needs to be empirically proven, particularly in the local perfume industry. The research findings are expected to provide strategic recommendations for companies in developing more relevant marketing content, selecting credible influencers, and improving the effectiveness of digital marketing communications, thereby strengthening consumer loyalty and enhancing company competitiveness amidst the increasingly competitive perfume industry.

Previous research on the influence of Content Marketing and Influencer Marketing on purchasing decisions still shows inconsistent results.(Mahardini et al., 2023),(Ernawati, 2024),(Arhofa & Andarini, 2024), as well as(Pujiastuti et al., 2025)found that Content Marketing and Influencer Marketing have a positive and significant influence on purchasing decisions. On the other hand, research(Miftahudin & Wahyudi, 2025),(Berasa et al., 2025),(Adilla & Hendratmoko, 2023), as well as(Setiawan & Chasanah, 2025)shows that neither or both of these variables have a significant influence on purchasing decisions. In addition to the inconsistency of research results, most previous studies have focused on cosmetics, fashion, or e-commerce products and have not examined local perfume products, particularly the Evangeline brand. Research specifically conducted on Evangeline perfume consumers in Palembang is also very limited. Therefore, this study was conducted to fill this research gap by re-examining the influence of Content Marketing and Influencer Marketing on Evangeline perfume purchasing decisions based on consumer characteristics in Palembang.

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Methodology

This study uses a quantitative approach with descriptive and causal research types to analyze the influence of Content Marketing and Influencer Marketing on purchasing decisions for Evangeline perfume among consumers in Palembang City. The study was conducted in Palembang City with a population of all consumers who have purchased Evangeline perfume. Because the population size is not known for certain, the sampling technique used non-probability sampling with a purposive sampling approach. The number of samples was determined using the Lemeshow formula, resulting in 100 respondents who met the criteria, namely domiciled in Palembang City, at least 17 years old, actively using social media, having seen promotional content and influencer reviews about Evangeline perfume, and having purchased the product. Data collection was carried out through the distribution of Google Form-based questionnaires supported by literature studies.

Data analysis was performed using IBM SPSS Statistics through multiple linear regression analysis to test the influence of Content Marketing and Influencer Marketing on purchasing decisions. Prior to hypothesis testing, classical assumption tests were conducted, including normality tests, multicollinearity tests, and heteroscedasticity tests to ensure the regression model met statistical assumptions. Furthermore, hypothesis testing was conducted using the t-test to determine the partial effect of each independent variable, the F-test to test the simultaneous effect, and the coefficient of determination (R^2) to measure the contribution of Content Marketing and Influencer Marketing in explaining variations in purchasing decisions for Evangeline perfume in Palembang City.

RESULTS AND DISCUSSION

Classical Assumption Test

1. Normality Test

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
Asymp. Sig. (2-tailed)	.200

*Source:*Primary Data Processed (2026)

As can be seen in table 1, Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test method, it is known that the Asymp. Sig. (2-

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tailed) value is 0.200. This value is greater (>) than the significance level of 0.05, so it can be concluded that the residual value is normally distributed.

2. Multicollinearity Test

Table 2. Multicollinearity Test Results

Coefficients			
Model		Collinearity Statistics	
		Tolerance	VIF
1	*Content Marketing*	.440	2,273
	Influencer Marketing	.440	2,273

*Source:*Primary Data Processed (2026)

Based on Table 2, it is known that all independent variables have a Variance Inflation Factor (VIF) value of 2.273, which is below the regulatory limit of 10, and a Tolerance value of 0.440, which is greater than 0.10. These results indicate that the regression model in this study does not experience symptoms of multicollinearity, so that the Content Marketing (X1) and Influencer Marketing (X2) variables do not have a high correlation and are suitable for use in regression analysis.

3. Heteroscedasticity Test

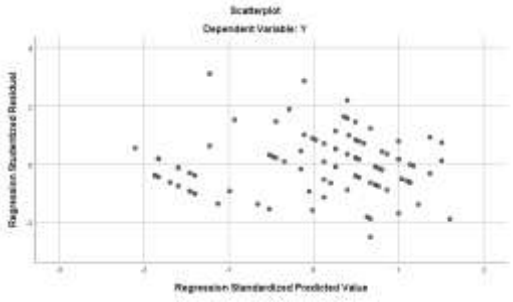


Figure 1 ResultsScatter Plot Heteroscedasticity Test

*Source:*Primary Data Processed (2026)

Based on Figure 1, the points on the scatterplot graph are randomly distributed above and below the number 0 on the Y-axis and do not form a specific pattern. These results indicate that the regression model in this study does not exhibit symptoms of heteroscedasticity. Thus, the regression model is declared to meet the

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heteroscedasticity assumption and is suitable for analyzing the influence of Content Marketing and Influencer Marketing on Purchasing Decisions.

Hypothesis Test Results

1. Partial test (T-Test)

Table 3. Results of the T-Test (Partial)

Coefficients			
Model		**t**	**Sig.**
1	(Constant)	2,270	.025
	Content Marketing	3,876	.000
	Influencer Marketing	5,344	.000

*Source:*Primary Data Processed (2026)

Hypothesis Test 1

According to the results of the t test, the Content Marketing variable (X1) has a significance value (sig.) of 0.000 and a calculated t value of 3.876. The calculated t value of 3.876 is greater than the t table of 1.660 and the significance value is smaller than the significance level of 0.05 (0.000 <0.05), therefore it can be said that Hypothesis H1 is accepted and hypothesis H01 is rejected, which shows that purchasing decisions (Y) are positively and significantly influenced by the Content Marketing variable (X1).

Hypothesis Test 2

According to the results of the t test, the Influencer Marketing variable (X2) has a significance value (sig.) of 0.000 and a calculated t value of 5.344. The calculated t value of 5.344 is greater than the t table of 1.660 and the significance value is smaller than the significance level of 0.05 (0.000 <0.05), therefore it can be said that the H2 hypothesis is accepted and the H02 hypothesis is rejected, which shows that the purchasing decision (Y) is positively and significantly influenced by the Influencer Marketing variable (X2).

2. Simultaneous Test (F-Test)

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Table 4. F-Test Results (Simultaneous)

ANOVA			
Model		**F**	**Sig.**
1	Regression	84,755	.000b

*Source:*Primary Data Processed (2026)

Hypothesis Test 3

According to the results of the f test, the variables Content Marketing (X1) and Influencer Marketing (X2) have a significance value (sig.) of 0.000 and a calculated f value of 84.755. The calculated f value of 84.755 is greater than the f table of 3.09 and the significance value is smaller than the significance level of 0.05 (0.000 <0.05), therefore it can be said that therefore it can be said that Hypothesis H3 is accepted and hypothesis H03 is rejected, which shows that purchasing decisions (Y) are influenced simultaneously and significantly by the variables Content Marketing (X1) and Influencer Marketing (X2).

Results of the Analysis of the Coefficient of Determination (R^2)

Table 5. Results of the Analysis of the Coefficient of Determination (R^2)

Model Summary	
Model	R Square
1	.636

*Source:*Primary Data Processed (2026)

Based on the results of the coefficient of determination analysis in Table 4.23, the R Square value obtained was 0.636 or 63.6%. These results indicate that the variables Content Marketing (X1) and Influencer Marketing (X2) are able to explain the variation in Purchase Decisions (Y) by 63.6%. Meanwhile, the remaining 36.4% is influenced by other factors outside the variables examined in this study.

DISCUSSION

The Influence of Content Marketing on Purchasing Decisions for Evangeline Perfume in Palembang City

Based on the results of the hypothesis test (t-test), the Content Marketing variable has a positive and significant effect on the Purchasing Decision of Evangeline Perfume in Palembang City. This is evidenced by the calculated t-value of 3.876, which is greater

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than the t-table of 1.660, and a significance value of 0.000 < 0.05, so that the first hypothesis (H_1) is accepted. In addition, the regression coefficient of 0.364 indicates that every increase in the quality of content marketing will increase the purchase decision for Evangeline perfume. These results indicate that the better the marketing content delivered by Evangeline, the higher the consumer's tendency to decide to purchase the perfume.

The results of this study are in line with research(Mahardini et al., 2023) And(Majid & Faizah, 2023)which states that Content Marketing has a positive and significant influence on purchasing decisions. This finding also supports research(Anhar et al., 2025)which explains that marketing content that is interesting, informative, and tailored to consumer needs can increase purchasing decisions. However, the results of this study differ from those of research conducted by(Septiani & Harsoyo, 2025),(Setiawan & Chasanah, 2025), And(Abdjul et al., 2022)which states that Content Marketing does not have a significant influence on purchasing decisions.

Overall, the research results indicate that Content Marketing plays a significant role in increasing purchasing decisions for Evangeline perfume in Palembang. This is supported by statistical test results that show a positive and significant influence, the characteristics of respondents who are predominantly young people with high social media usage intensity, the majority of respondents obtain information through social media, especially TikTok, and a positive assessment of Evangeline's Content Marketing activities. The high engagement on Evangeline's social media shows that the published content is able to attract attention and increase consumer interaction. However, high engagement is not always followed by an increase in market share, because some consumers may only be interested in the visuals or content without having any intention of purchasing. In addition, the decline in market share can also be influenced by other factors outside the research, such as increasingly fierce competition, product innovation from competitors, and changes in consumer preferences. Therefore, the company needs to continue to improve the quality of creative, informative content that is able to encourage conversion from interest to purchasing decisions, so as not only to increase sales but also strengthen Evangeline's market share.

The Influence of Influencer Marketing on Purchasing Decisions for Evangeline Perfume in Palembang City

Based on the results of the hypothesis test (t-test), the Influencer Marketing variable has a positive and significant effect on the Purchasing Decision of Evangeline

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Perfume in Palembang City. The test results show that the Influencer Marketing variable has a calculated t-value of 5.344, greater than the t-table of 1.660, with a significance value of 0.000 < 0.05, so the second hypothesis (H_2) is accepted. In addition, the regression coefficient value of 0.499 indicates that every increase in the quality of Influencer Marketing will increase the purchase decision for Evangeline perfume. This finding indicates that the more effective the Influencer is in promoting Evangeline perfume, the higher the consumer's tendency to make a purchase decision.

The results of this study are in line with research(Gonçalves et al., 2024) which states that Influencer Marketing has a positive and significant influence on purchasing decisions. This finding also supports research(Sari & Darma, 2024)And(Herman et al., 2023)which explains that influencers with credibility, attractiveness, and good communication skills can increase consumer trust, thus driving purchasing decisions. However, research results(Purnomo et al., 2024),(Sadevia & Artika, 2023), And(Arhofa & Andarini, 2024)This differs from several previous studies which stated that Influencer Marketing does not have a significant influence on purchasing decisions.

Overall, the research results indicate that Influencer Marketing plays a significant role in increasing purchasing decisions for Evangeline perfume in Palembang. This is supported by statistical test results that show a positive and significant influence, the characteristics of respondents who are predominantly young people with high social media usage intensity, the majority of respondents obtain product information through social media, especially TikTok, and a positive assessment of Evangeline's Influencer Marketing activities. The high engagement on social media indicates that influencer promotions are able to attract consumer attention, but this does not necessarily increase market share because some consumers may only be interested in influencer reviews without making purchases. In addition, the decline in market share can also be influenced by increasingly fierce competition and changes in consumer preferences. Therefore, Evangeline needs to collaborate with credible influencers who are in line with the target market so that engagement can be converted into purchases.

The Influence of Content Marketing and Influencer Marketing on Purchasing Decisions for Evangeline Perfume in Palembang City

Based on the results of the simultaneous hypothesis test (F test), the variables Content Marketing and Influencer Marketing were proven to have a positive and significant influence on the Purchasing Decision of Evangeline Perfume in Palembang City. The test results showed that the calculated F value of 84.755 was greater than the

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F table of 3.09, with a significance value of 0.000 which is smaller than 0.05. Thus, the third hypothesis (H_3) is accepted, which means that Content Marketing and Influencer Marketing together are able to influence purchasing decisions for Evangeline perfume in Palembang City.

In addition, the results of the determination coefficient analysis show an R Square value of 0.636 or 63.6%, which means that the variation in Evangeline perfume purchasing decisions can be explained by the Content Marketing and Influencer Marketing variables by 63.6%, while the remaining 36.4% is influenced by other factors outside the research model, such as price, product quality, brand image, promotion, lifestyle, and consumer psychological factors that were not examined in this study. The determination coefficient value indicates that both independent variables have a fairly strong ability to explain Evangeline perfume purchasing decisions in Palembang City.

The results of this study are in line with research(Ernawati, 2024)And (Fitriani et al., 2026)which states that content marketing and influencer marketing simultaneously have a positive influence on purchasing decisions. Digital marketing strategies that combine the delivery of quality content with influencer support have been shown to increase consumer knowledge, build trust, strengthen product image, and encourage consumers to make purchases. Therefore, the results of this study further reinforce the importance of both strategies in increasing the effectiveness of product marketing in the digital era.

Overall, the results of the study indicate that Content Marketing and Influencer Marketing have a very important role in increasing purchasing decisions for Evangeline perfume in Palembang City. This is evidenced by the results of simultaneous tests that show a positive and significant influence, an R Square value of 63.6% which indicates the model's ability to explain purchasing decisions, the characteristics of respondents who are dominated by the younger generation with high intensity of social media use, and respondents' assessments that tend to be positive towards both variables. Therefore, Evangeline is advised to continue optimizing its Content Marketing strategy by presenting creative, informative, and relevant content, as well as strengthening collaboration with Influencers who have credibility and suitability with the target market. The synergy of these two strategies is expected to increase product competitiveness, expand promotional reach, and encourage an increase in consumer purchasing decisions in a sustainable manner.

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CONCLUSION

Based on the research results, it can be concluded that Content Marketing and Influencer Marketing have a positive and significant influence on purchasing decisions for Evangeline perfume in Palembang City. Informative, relevant, consistent, and engaging marketing content can increase consumer interest and trust in the product, while the use of influencers with credibility, appeal, and expertise is effective in building consumer confidence before making a purchase. Simultaneously, these two variables have been proven to contribute significantly to driving purchasing decisions, so that the implementation of the right digital marketing strategy through the development of quality content and collaboration with appropriate influencers is an important factor in increasing competitiveness, strengthening brand position, and driving increased sales of Evangeline perfume amidst the increasingly competitive perfume industry.

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