INFLUENCERS AND CONTENT MARKETING AS THE MAIN DRIVERS OF PURCHASE DECISIONS AT BAKSO O'BOSS, BENGKULU CITY

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Article info	ABSTRACT
Corresponding Author: Muhammad Riski Minandar muhammadriskiminandar@gmail.com Department of Management, University of Muhammadiyah Bengkulu	This study aims to identify influencers and content marketing as drivers of consumer purchasing decisions at Bakso O'Boss in Bengkulu City. The study uses a quantitative approach with multiple linear regression methods to analyze data obtained from consumers. The results of the analysis show that partially the influencer variable has a positive and significant influence on purchasing decisions, as evidenced by the value t count > t table $(2,730>1.73406)$ and Sig level<alpha$0.05 = (0.001 < 0.05)$. The content marketing variable also has a positive and significant influence on purchasing decisions with a value of t count > t table $(4.453>1.73406)$ and Sig<alpha$0.05 = (0.012 < 0.05)$. Simultaneously, influencers and content marketing have a significant effect on purchasing decisions, with a calculated F value $(16.304) >$ F table (3.55) and significance $(0.000 < 0.05)$. This study concludes that collaboration between influencers and effective content marketing strategies can increase product appeal and drive consumer purchasing decisions.
	Keywords: *Influencers, Content Marketing, Purchase Decisions.*

INTRODUCTION

In today's digital age, the use of social media has become an inseparable part of people's lives. Social media can be used not only to communicate, but also as an effective marketing platform for various types of businesses. One trend in marketing is the reuse of influencers and content marketing. Influencers have the power to influence consumer purchasing decisions through interactions and content created, while content marketing is an effective strategy to build brand awareness and consumer trust.

Bakso O'Boss, is one of the famous culinary businesses in Bengkulu City, has utilized social media as the main promotional tool. However, with the increasingly tight business competition, it is necessary for Bakso O'Boss to evaluate whether the marketing strategy used is effective, has utilized social media as the main promotional tool. However, in the increasingly tight business competition, it is important for Bakso O'Boss to evaluate the effectiveness of the marketing strategy used. The influence of influencers and content

marketing on consumer purchasing decisions is an aspect that needs to be studied to identify the extent to which these two elements can increase product appeal and consumer loyalty.

(Amalia & Sagita, 2019)Purchasing decisions are a process of how to complete a case that is composed of analysis and desires, searching for information, and conducting research into the source of information on shopping choices, purchasing decisions, and how they behave after making a purchase.(Wiliana et al., 2021)An influencer is a person or people who are active on social media and have a large number of followers. What an influencer says can influence his/her followers. From the definition above, researchers conclude that influencers are a group of people who influence human behavior by using social media as a tool to promote products from companies they are affiliated with.(Artika et al., 2024)Content marketing is a combination of basic marketing concepts, web sales and search tools, social media and digital advertising.

The development of information technology has brought about significant changes in people's consumption patterns, including in Bengkulu City. Social media such as Instagram, Facebook, and TikTok have become the main means of finding information about products or services. In the context of the culinary business, consumers tend to rely on reviews, recommendations, and interesting content to determine their food choices.

Bakso O'Boss, as one of the local culinary entrepreneurs, realizes the importance of social media in building an image and attracting customers. One of the efforts made is to collaborate with local influencers to promote their products through creative and informative content. In addition, Bakso O'Boss is also active in creating various marketing content such as recipe videos, product photos, and stories about the uniqueness of their products.

The use of influencers is considered effective because influencers have loyal followers and can build trust through product recommendations that are considered more authentic. Consumers tend to be influenced by influencers' opinions and reviews, especially if they have an emotional connection with the figure. Meanwhile, content marketing provides added value through the delivery of interesting and relevant product information. Creative content, such as visual stories, interactive videos, or thematic campaigns, can help build brand awareness and create deeper relationships with consumers.

However, even though Bakso O'Boss has implemented this strategy, the challenge faced is how to ensure that the effort is truly effective in increasing consumer purchasing decisions. Some of the issues of concern are the lack of clear measurement of the influence of influencers and the quality of content marketing on consumer perceptions, as well as whether the strategy is in accordance with the needs and preferences of the target market.

In addition, there is also increasingly tight competition in the culinary industry, making it important for Bakso O'Boss to understand the extent to which these two strategies influence consumer purchasing decisions, both individually and in combination. With a deep understanding of the effectiveness of influencers and content marketing, Bakso O'Boss can design a marketing strategy that is more targeted, efficient, and has a direct impact on increasing sales.

Based on the background description above, the author is interested in conducting research with the title "Influencers and Content Marketing as the Main Drivers of Purchasing Decisions at Bakso O'boss, Bengkulu City"

Influencers

Influencers are a modern phenomenon, and collaboration with marketing agencies has increased significantly in the past year. Influencers fall into the following categories: celebrities, industry experts and thought leaders, bloggers or content creators, and micro-influencers. Social influencer marketing occurs on social media, specifically targeting micro-influencers. Industry experts and thought leaders (such as journalists) are also considered influencers and may play a significant role in a brand's coverage, and there are some famous people. Influencers were the early influencers, and although their role as influencers has diminished, they still play a role. Influencers who are active on social media (especially microbloggers) have the most authentic and active relationships with their fans.(Anjani & Irwansyah, 2020).

Influencers are one of the interesting ones in the context of social media. Operationally, influence is the influence on online behavior when someone uses different methods to increase their popularity on the Internet, using technologies such as videos, blogs, and other social networks. Digital influencers are people who have a big influence on social media. The users of these influential accounts have enjoyed the trust of their online followers, and their opinions can have a significant impact on the online reputation of products, brands, and more.(Gratitude & Salsabila, 2022).

Influencer characteristics must be considered in determining the quality of the product offered. Influencers can easily convince their followers once they are interested. Promotions carried out on social media platforms involve several factors, including: B. Trusted influencers who can influence customer purchasing decisions. Focused and directed aspects that show influencers have a clear understanding of the products promoted through video, photography, and audio(Fauzi et al., 2024).(Yasinta & Nainggolan, 2023)stated that there are four indicators that can measure influencers, namely visibility (popularity), credibility (credibility), attractiveness (attraction), power (strength) as follows:

Visibility reflects the extent to which an influencer is known to their audience. This popularity is usually measured by the number of followers on social media, the level of interaction (engagement rate), and their presence on various digital platforms. Influencers with high visibility can reach a wider audience and increase awareness of the message or product they are promoting.

Credibility refers to the trust that an audience places in an influencer. This relates to their reputation, knowledge, and ability to provide honest and accurate information. An influencer with high credibility will be more trusted to recommend a product or service.

The appeal of an influencer includes aesthetic aspects, communication style, and personality that attracts the audience. This factor includes their visual appearance, lifestyle, and how they interact with their followers. Influencers who are emotionally or visually appealing can create a stronger connection with their audience.

Power refers to an influencer's ability to influence the opinions, behaviors, or decisions of the audience. Indicator includes influence they have in shaping public perception and encouraging action, such as purchasing product or supporting campaign.

The results of research conducted by(Amalia & Sagita, 2019),(Wiliana et al., 2021),(Halim & Tyra, 2021). The results of the study show that the influencer variable has a positive and significant influence on purchasing decisions. H1: It is suspected that influencers influence purchasing decisions at Bakso O'boss, Bengkulu City.

Content Marketing

(Abdjul et al., 2022)Content marketing is a marketing strategy that distributes, plans, and creates interesting content with the aim of attracting target groups and encouraging them to become customers of a company.(Yunita et al., 2021)Content Marketing is a business marketing process of creating and distributing valuable and relevant content to attract, acquire, and retain target customers. Content marketing is a marketing strategy where companies plan, produce, and distribute content that is compatible with the products they sell to convert potential customers into customers. Content marketing is a marketing strategy to produce and distribute valuable and relevant content that is executed consistently to attract the attention of targeted potential customers. Content marketing can build strong long-term relationships with customers. Therefore, the content created must always be relevant to create a sense of need among customers who ultimately have an emotional connection to the content. (Artika et al., 2024) Content marketing indicators are relevance, accuracy, value, easy to understand, easy to find and consistency.

Relevance, Content must be in sync with the needs, interests, and preferences of the target audience. Relevance describes the extent to which the content created provides benefits or answers to the problems faced by the audience. The more relevant the content is to the audience, the more likely they are to engage.

Accuracy, The information conveyed in the content must be true, reliable, and based on valid data. Accuracy ensures that the audience receives synchronous coverage & increases the trustworthiness of the brand or company.

Worth, Content must provide benefits or added value to the audience. This value can be in the form of solutions, new news, or entertainment that helps the audience feel that the content is worth consuming and sharing.

Practical to Understand, Content must be presented in a simple and clear manner so that it is easy for the audience to understand. Good structure, use of language that is in sync with the target audience, and delivery of the message are crucial.

Practically Found, Content must be optimized to be easily accessible to the audience, for example through search engine optimization (SEO) techniques, use of appropriate keywords, and distribution through relevant channels such as social media or websites.

Consistent, Content should have a consistent style, tone, and message across all platforms. This consistency helps create a powerful brand identity and makes it easier for audiences to recognize the brand.

The results of research conducted by(Mahardini et al., 2022),(Abdjul et al., 2022),(Mukarromah et al., 2022) Research results prove that content marketing is a good strategy in influencing consumer product/service purchasing decisions. H2: It is suspected that content marketing influences purchasing decisions at Bakso O'boss, Bengkulu City.

Buying decision

The purchase decision is the final step in the decision-making process when the consumer buys a product. The decision-making process requires several stages of problem

solving, including problem recognition, information search, alternative evaluation, purchase decision, and post-purchase actions. (Kotler & Keller, 2016) in(Aninditya et al., 2023).

According to Tjiptono (2014) in(Putri Yolandha et al., 2022)Purchasing decisions are a series of processes that start with consumers recognizing their problems, seeking information about a particular product or brand and evaluating the product or brand to see how well each alternative can solve their problems, which then leads to a series of processes that lead to a purchasing decision. According to(Rahmawati et al., 2023)Purchase decision describes a stage where the consumer has made a choice about a product and is ready to make a purchase or exchange and promises to pay with the right to own or use a product.

Purchasing decision indicators according to(Purnomo, 2024)explains that the consumer's decision to purchase a product includes the following five decisions:

Product selection, Buyers can make decisions to buy a product or use their money for other purposes. In this case, the company must focus its attention on people who are interested in buying a product and the alternatives they are considering.

Brand selection, Buyers must make decisions about which brand to buy. Each brand has its own differences. In this case, the company must know how consumers choose a brand.

Supplier selection, Buyers must decide which distributor to visit. Each buyer has different considerations in determining the distributor, it could be due to factors such as close location, cheap price, complete stock of goods and others.

Purchase time, Buyers can make decisions about when they should make a purchase. The timing of the purchase can vary, for example, some people buy once a month, once every three months, once every six months or once a year.

Purchase amount, Buyers can decide how many products they will buy. In this case, the company must prepare the number of products according to the different desires of the buyers.

The results of this study illustrate(Shadrina & Sulistyanto, 2023),(Mahardini et al., 2022). The results show that content marketing and influencer marketing have a positive and significant influence on purchasing decisions. H3: It is suspected that influencers and content marketing have influence on purchasing decisions at Bakso O'boss, Bengkulu City.

Conceptual Framework
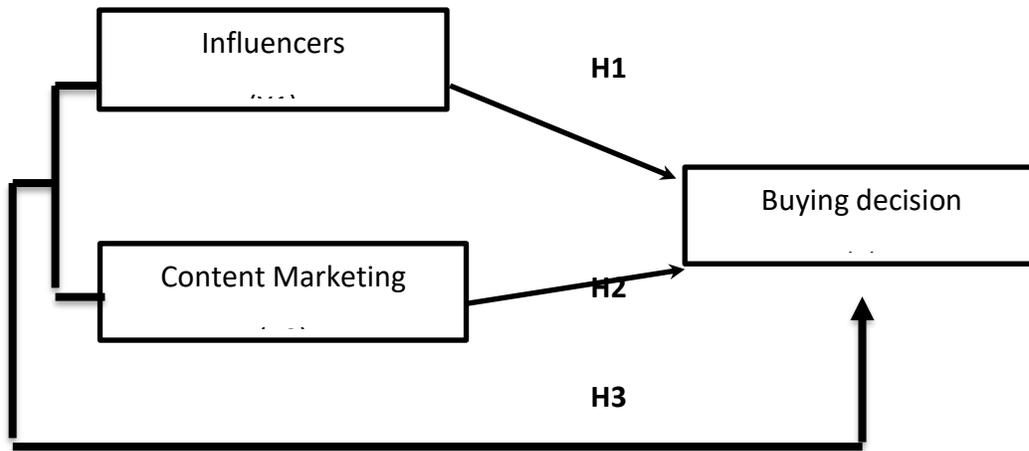
Information:
   X1   = Influencer Variable
   X2   = Marketing Content Variable
   Y   = Purchase Decision Variables
   ⟶   = Shows the Influence of Variable X on Variable Y

   .

METHOD

Research on influencers and content marketing influences purchasing decisions at Bakso O'boss, Bengkulu City. This study uses a quantitative approach. Quantitative methods are used to study a specific population or sample, collect data using research tools, and analyze statistical data for the purpose of testing predetermined hypotheses. Quantitative research is research that treats data as numbers (Gunawan, 2020). The population used in this study were consumers of O'boss Meatballs, Bengkulu City.

RESULT AND DISCUSSION

Finding

Multiple Linear Regression Analysis

The multiple linear regression analysis that will be discussed in this study aims to describe the respondents' responses to influencers and content marketing influencing purchasing decisions at Bakso O'boss, Bengkulu City using the SPSS Version 24.0 program for Windows, the results are shown in the following table:

Table 1 Multiple Linear Regression Analysis Results

	Coefficients a				
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	3,631	4,380		,829	,419
Influencers	,545	,202	,390	2,703	,001
Content Marketing	,625	,140	,643	4,453	,000
a. Dependent Variable: Purchase Decision					

From the calculation results above, the regression equation obtained is as follows:

$$Y = 3.631 + 0.545 \,() + 0.625 \,(X2)X_1$$

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

1. The constant value of 3.631 means that if the influencer () and content marketing (X2) variables are equal to zero, then the purchasing decision variable will remain at $3.63.X_1$
2. The Regression Coefficient, of 0.545, means that if the value of the influencer variable () increases by one unit, the value of the purchasing decision (Y) will increase by 0.545, assuming the content marketing variable (X2) is considered constant.X_1X_1
3. The Regression Coefficient, of 0.625, means that if the value of the content marketing variable () increases by one unit, the value of the purchasing decision (Y) will increase by 0.625, assuming the influencer variable (X1) is considered constant.X_2X_2

The research result that most dominantly influences the purchasing decision variable (Y) is the content marketing variable (X2) which is 0.625.

T-Test Hypothesis

To test the partial influence of independent variables on dependent variables, a t-test is used, as can be seen in the following table:

Table 2 Hypothesis with T Test

Coefficients a			
Model		t	Sig.
1	(Constant)	,829	,419
	Influencers	2,703	,001
	Content Marketing	4,453	,000
a. Dependent Variable: Purchase Decision			

Source: SPSS 24 Output

Through calculations carried out using the SPSS program, each variable is as follows:

1. Influencers ()X_1namely > ttable (t_{hit} 2,730>1.73406) and Sig<alpha0.05 = (0.001 < 0.05), this indicates that there is an influence of influencers ()X_1topurchasing decisions at Bakso O'boss, Bengkulu City.
2. Content Marketing(X2) namely > t table (t_{hit}4.453>1.73406) and Sig<alpha0.05 = (0.012 < 0.05), this indicates that there is an influence of content marketing. (X2) to purchase decision at Bakso O'boss, Bengkulu City

F Test Hypothesis

In this study, hypothesis testing is intended to measure the magnitude of the influence of the influencer () and content marketing (X2) variables on the variablesX_1Purchase decision at Bakso O'boss, Bengkulu Citythen the f test is used. To test the effect of the independent variable partially on the dependent variable, the F test is used as follows:

Table 3. Hypothesis with F Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86,765	2	43,382	16,304	,000b
	Residual	45,235	17	2,661		
	Total	132,000	19			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Content Marketing, Influencers						

Source: SPSS 24 Output

Based on the hypothesis test table with the F test above, the calculated F was 16,304 with an Ftable value of 3.55, namely (16,304 > 3.55) and (sig = 0.000 < 0.05), so it can be concluded that H3 is accepted, meaning that simultaneously the influencer variables (X1) and content marketing (X2) have a significant effect onαpurchasing decisions at Bakso O'boss, Bengkulu City.

Discussion

Based on the results of the research and data processing carried out, the influence of influencers (X1) and content marketing (X2) has a significant influence on purchase decision at Bakso O'boss, Bengkulu City

1. Influence influencer on purchasing decisions from test results on the influencer variable show t count > t table (2,730>1.73406) and Sig<alpha= (0.001 < 0.05), This indicates that there is a positive and significant influence of the influencer variable (X1) on purchasing decisions at Bakso O'boss, Bengkulu City.
2. Influence content marketing on purchasing decisions from the test results for the content marketing variable show that t count > t table (4.453>1.73406) and Sig<alpha= (0.012 < 0.05), This indicates that there is a positive and significant influence of the content marketing variable (X2) on purchasing decisions at Bakso O'boss, Bengkulu City.
3. Both influencers and content marketing have a positive and significant influence on purchasing decisions. Based on the hypothesis test table with the F test, it can be concluded that H3 is accepted, meaning that simultaneously or together the influencer variables (X1) and content marketing (X2) have a significant influence on purchasing decisions at Bakso O'boss, Bengkulu City.

CONCLUSION

Based on the research above, it can be concluded:

The Influence of Influencers on Purchasing Decisions

The results of the analysis show that the influencer variable has a positive and significant influence on purchasing decisions at Bakso O'boss, Bengkulu City. Thus, the use of influencers has been proven to be able to influence consumers in making purchasing decisions. This means that the more effective an influencer is in promoting a product, the higher the likelihood of consumers buying the product.

The Influence of Content Marketing on Purchasing Decisions

The test results also show that the content marketing variable has a positive and significant influence on purchasing decisions. In other words, an interesting, relevant, and informative content marketing strategy can significantly influence consumers' decisions to purchase a product. Well-designed content marketing helps build relationships with consumers and increase their interest in the product.

The Simultaneous Influence of Influencers and Content Marketing on Purchasing Decisions

From the results of simultaneous testing using the F test, it is known that influencers and content marketing together have a significant influence on purchasing decisions. This shows that the combination of using influencers and effective content marketing strategies can have a greater impact on purchasing decisions than if only one strategy is used. The collaboration of the two strengthens the appeal and information to consumers, thus motivating them to make purchases.

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