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The Role of Purchase Intention in Mediating Content Marketing and E-Wom on Product Purchase Decision

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ABSTRACT

Objectives: This study aims to analyze the role of Purchase Intention as a mediating variable in the relationship between Content Marketing and Electronic Word of Mouth (E-WOM) on Purchase Decisions for Bata shoe products in Denpasar.

Methodology: This study uses a quantitative method with a population of individuals who have seen marketing content or Bata shoe advertisements in Denpasar. A sample of 100 respondents was selected using a purposive sampling technique, referring to the Hair formula. Data analysis was carried out using SEM-PLS (Structural Equation Modeling - Partial Least Square).

Finding: The results of this study indicate that content marketing has a positive and significant effect on purchasing decisions. Content marketing has a positive but insignificant effect on purchasing intention. E-WOM has a positive but insignificant effect on purchasing decisions. E-WOM has a positive and significant effect on purchasing intention. Purchasing intention has a positive and significant effect on purchasing decisions. Content marketing has a positive and insignificant effect on purchasing decisions through purchasing intention. Purchasing intention does not mediate (unmediated). E-WOM has a positive and significant effect on purchasing decisions through purchasing intention. Purchasing intention mediates fully (full mediation).

Conclusion: Improving Content Marketing, E-WOM, and Purchase Intention strategies consistently and interactively can increase the Purchase Decision of Bata shoe products. Especially, Purchase Intention has an important role as a full mediator in the influence of E-WOM on purchasing decisions.

Keywords: Purchase Decisions; Content Marketing; Electronic Word of Mouth; Purchase Intention.

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INTRODUCTION

The fashion industry in Indonesia has seen rapid growth in recent decades, fueled by the country's rich cultural diversity and increasing global influences. As one of the leading textile and apparel producers in the world, Indonesia has developed a distinctive fashion identity that blends traditional and contemporary styles. A key area of growth within this industry is the footwear market, which includes established brands like Bata. Operating since 1931, Bata is renowned for offering high-quality shoes at affordable prices for all segments of society.

However, with intense competition from both local and international brands that are more innovative in design and marketing, Bata faces significant challenges in maintaining its competitive edge.

The digital age has significantly transformed marketing approaches, with an increasing number of companies turning to digital marketing to engage consumers more efficiently. According to the Indonesian Internet Service Providers Association (APJII), internet penetration in Indonesia reached 78.19% in 2023, showing that the majority of people are online. This creates a valuable opportunity for businesses to enhance their internet-driven marketing tactics, such as content marketing and electronic word of mouth (e-WOM). In Indonesia's footwear sector, PT Sepatu Bata Tbk faces substantial challenges despite achieving a 46% increase in sales in 2022. The sharp rise in operating expenses and mounting debt led to a loss of IDR 106.12 billion. This highlights a disconnect between the marketing strategy used and its effectiveness in improving company performance. Without properly optimizing digital marketing strategies, particularly content marketing and e-WOM, the sales growth may not be sufficient to cover rising operational costs.

The issue at hand highlights that although the footwear industry in Indonesia is experiencing rapid growth, brands like Bata are still struggling to enhance their competitiveness. Ineffective or unsuitable digital marketing strategies can result in low consumer purchase intent, which in turn affects purchasing decisions. As a result, this study is crucial in examining how purchasing intention mediates the impact of content marketing and e-WOM on purchasing decisions for Bata shoes in Denpasar. Social media, e-commerce, and other digital platforms have become key tools for brands to build purchasing intent and influence consumer buying choices. However, despite the growing adoption of digital strategies, there is ongoing debate among academics and marketing professionals regarding the effectiveness of content marketing and e-WOM in driving purchasing decisions.

Building on the issues and findings from previous studies that the author has outlined concerning content marketing, e-WOM, and purchase intention, as well as their impact on purchasing decisions for Bata shoes, the author aims to conduct research and analysis in a study titled "The Role of Purchase Intention in Mediating Content Marketing and Electronic Word of Mouth on Purchase Decisions for Bata Shoe Products in Denpasar."

LITERATURE REVIEW

Stimulus Organism Response (SOR) Theory

The SOR (Stimulus-Organism-Response) theory is based on the Stimulus-Response (SR) concept in behaviorism, which was developed by John B. Watson and BF Skinner in the early 20th century. SR theory suggests that human and animal behavior is directly influenced by environmental stimuli, with responses occurring without considering internal mental processes. According to this view, behavior can be predicted and controlled by altering the environment. The SOR theory is particularly relevant in understanding how content marketing and electronic word of mouth (e-WOM) impact consumer purchasing decisions through purchase intention. In this framework, content marketing and e-WOM serve as stimuli that affect consumers. Well-crafted, informative, and relevant marketing content can trigger consumers' intentions toward specific products or services. Similarly, e-WOM—opinions and reviews from other consumers

shared online—acts as a stimulus that can either enhance or diminish consumer perceptions of products.

Purchase Decision

Purchase decision is the process of integrating knowledge to evaluate two or more alternatives and select one (Nugraha et al., 2023). It represents the stage in the decision-making process where consumers make the actual purchase of the product they have chosen. Higher purchasing decisions lead to greater profits for the company (Tua et al., 2022). Based on expert opinions, it can be concluded that a purchasing decision is the final step in the consumer decision-making process, during which they weigh various alternatives before selecting a product to purchase. This decision can be influenced by several factors, including personal experience, preferences, and the information available to the consumer (Fazmi & Imaningsih, 2024).

Content Marketing

Content marketing is the marketing strategy that focused on creating and distributing high-quality, engaging, and trend-driven content that appeals to all age groups, boosts consumer engagement, and fosters trust in a brand. According to Iriani et al. (2022), content marketing is effective in reaching a broad consumer base and can be implemented at a low cost. It is a process that encourages individuals to promote their websites, products, or services through online social platforms, engaging with a larger community that is more likely to share and market the content compared to traditional advertising methods (Ardheta & Shiratina, 2024).

Electronic Word of Mouth(e-WOM)

According to Alviansyach et al. (2024), e-WOM is defined as the exchange of ideas, suggestions, and feedback between two or more consumers regarding the evaluation of a specific product, service, or even an entire company. Mauludin (2024) describes electronic word of mouth (e-WOM) as a form of marketing communication in which consumers and former consumers share both positive and negative opinions about products or services through electronic media. Ismagilova (2017) in Mauludin (2024) identifies several key characteristics of e-WOM, including increased reach and volume, platform distribution, observability and persistence, anonymity, the importance of valence, and community involvement. The indicators of e-WOM include review frequency, review sentiment, reviewer credibility, review interaction, review influence, review platform, and review context (Imaningsih et al., 2024).

Purchase Intention

Purchase intention refers to consumer behavior where individuals express a desire to select and buy a product. It is defined as a favorable attitude toward an object that motivates someone to acquire it through payment or other sacrifices (Purwati & Cahyanti, 2022). According to Kotler and Keller (2016), purchase intention is a consumer response that reflects a person's desire to make a purchase. Producers can assess purchase intention or identify consumer motivations by using the AIDA model, developed by Kotler (2016) in Pratiwi et al. (2023), which includes Attention, Intention, Desire, and Action. The indicators of purchase intention include: Desire to Buy, Purchase Plan, Tendency to Recommend, and Readiness to Buy.

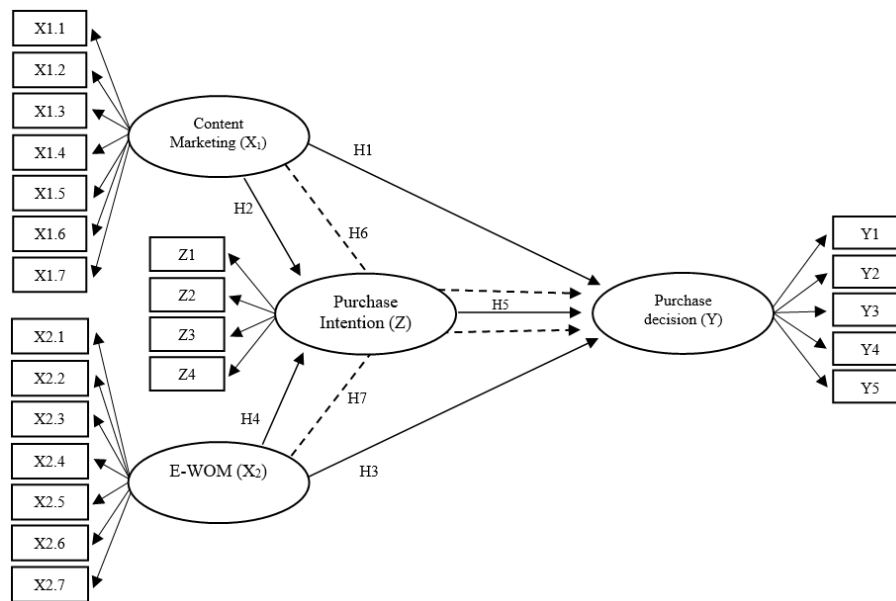


Figure 1. Research Framework

H1: Content Marketing has a positive and significant influence on Purchasing Decisions.

H2: Content Marketing has a positive and significant effect on Purchase Intention.

H3: E-WOM has a positive and significant effect on purchasing decisions.

H4: E-WOM has a positive and significant effect on Purchase Intention.

H5: Purchase Intention has a positive and significant effect on Purchase Decisions.

H6: Content Marketing has a positive and significant effect on Purchase Decisions through Purchase Intention.

H7: E-WOM has a positive and significant effect on Purchase Decisions through Purchase Intention.

METHOD

This research examines the role of purchase intention in mediating the effects of content marketing and electronic word of mouth (e-WOM) on purchasing decisions for Bata shoes in Denpasar. The research was conducted in Denpasar, Bali, a city that has experienced significant growth in the fashion and retail sectors. A quantitative approach was employed for this study, with the target population consisting of individuals who have encountered marketing content or advertisements for Bata shoes in Denpasar. A purposive sampling technique was used to select the sample, which was determined using the Hair formula, resulting in a total of 100 respondents. Data collection was carried out through surveys with questionnaires. The statements in the questionnaires were measured using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). In addition to surveys, interviews were conducted to gather direct information from respondents, and observations were made to understand the actual situation in the field. Inferential analysis was used for data analysis, with SmartPLS 3 employed as the tool for analysis.

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Table 1 indicates that all research instruments for the study variables have passed the validity test, as the total correlation score (Pearson Correlation) for each instrument exceeds 0.316 and the significance value is below 5% (0.05). Therefore, these instruments are deemed appropriate for measuring the variables under investigation.

Table 1. Validity Test Results

Variable s	Question Items	Correlatio n	Significan ce	Informatio n
<i>Content Marketing(X 1)</i>	X1.1	0.702	0,000	Valid
	X1.2	0.682	0,000	Valid
	X1.3	0.744	0,000	Valid
	X1.4	0.754	0,000	Valid
	X1.5	0.821	0,000	Valid
	X1.6	0.821	0,000	Valid
	X1.7	0.736	0,000	Valid
E-WOM (X2)	X2.1	0.758	0,000	Valid
	X2.2	0.814	0,000	Valid
	X2.3	0.743	0,000	Valid
	X2.4	0.727	0,000	Valid
	X2.5	0.746	0,000	Valid
	X2.6	0.698	0,000	Valid
	X2.7	0.762	0,000	Valid
Purchase Intention (Z)	Z1	0.900	0,000	Valid
	Z2	0.759	0,000	Valid
	Z3	0.830	0,000	Valid
	Z4	0.879	0,000	Valid
Purchase Decision (Y)	Y1	0.768	0,000	Valid
	Y2	0.735	0,000	Valid
	Y3	0.763	0,000	Valid
	Y4	0.706	0,000	Valid
	Y5	0.731	0,000	Valid

Source: Data processed by SPSS 26

Table 2 shows the reliability test of the Cronbach's Alpha value for each variable is above 0.60, so it can be said that all instruments have met the reliability requirements.

Table 2. Reliability Test Results

No	Variables	Cronbach's Alpha	Information
1	<i>Content Marketing(X1)</i>	0.870	Reliable
2	E-WOM (X2)	0.869	Reliable
3	Purchase Intention (Z)	0.864	Reliable
4	Purchase Decision (Y)	0.792	Reliable

Source: Data processed by SPSS 26

Hypothesis Testing

Table 3 shows the results of direct effect, indirect effect, r-Square and Q-Square.

Table 3. Hypothesis Test Results

Hypothesis	Relationship Between Variables	Original Sample (O)	T Statistics (O/STDEV)	P Values	Note
H1	Content Marketing (X1) -> Purchase Decision (Y)	0.348	2.236	0.026	Significant
H2	Content Marketing (X1) -> Purchase Intention (Z)	0.159	1.293	0.197	Not Significant
H3	E-Wom (X2) -> Purchase Decision (Y)	0.076	0.432	0.666	Not Significant
H4	E-Wom (X2) -> Purchase Intention (Z)	0.653	5.271	0.000	Significant
H5	Purchase Intention (Z) -> Purchase Decision (Y)	0.353	3.034	0.003	Significant
H6	Content Marketing (X1) -> Purchase Intention (Z) -> Purchase Decision (Y)	0.056	1.187	0.236	Not Significant
H7	Purchase Intention (Z) -> Purchase Decision (Y)	0.231	2,575	0.010	Significant
R2 Purchase Intention = 0.623					
R2 Purchase Decision = 0.508					
Q2 =0.263					

Source: Data processed by SmartPLS 3

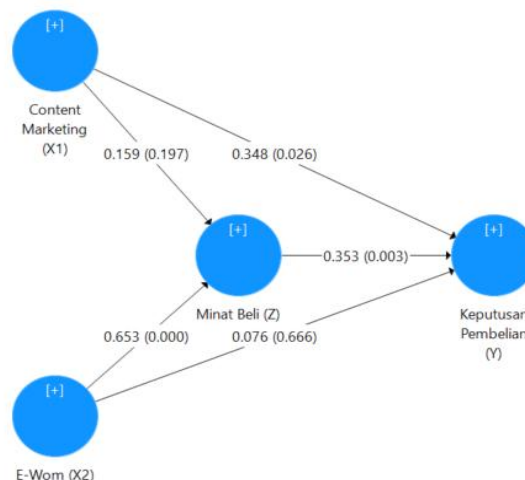


Figure 2. Path Analysis Bootstrapping Results

The results of the path and significance tests are presented in Table 3. The analysis shows that H1 is supported, indicating that content marketing has a positive and significant impact on purchasing decisions. Specifically, content marketing has a positive effect of 0.348 on purchasing decisions, with a significance level of 0.026 (<0.05) and a t-statistic value of 2.236 (>1.96). For H2, the hypothesis is rejected, suggesting that content marketing has a positive but insignificant effect on purchasing intention. Content marketing shows a positive effect of 0.159 on purchasing intention, but the relationship is not significant at the level of 0.197 (>0.05), with a t-statistic value of 1.293 (<1.96).

Regarding H3, the hypothesis is also rejected, meaning e-WOM has a positive but insignificant effect on purchasing decisions. e-WOM demonstrates a positive effect of 0.076 on purchasing decisions, but the relationship is not significant at the level of 0.666 (>0.05), with a t-statistic value of 0.432 (<1.96). H4 is accepted, indicating that e-WOM has a positive and significant effect on purchase intention. e-WOM has a positive effect of 0.653 on purchase intention, with a significance level of 0.000 (<0.05) and a t-statistic value of 5.271 (>1.96). Finally, H5 is accepted, showing that purchase intention has a positive and significant effect on purchasing decisions. Purchase intention has a positive effect of 0.353 on purchasing decisions, with a significance level of 0.003 (<0.05) and a t-statistic value of 3.034 (>1.96).

The analysis results show that H6 is rejected. This is evident from the mediation role test, which examines both indirect and direct effects. The indirect effect indicates that content marketing does not significantly influence purchasing decisions. Additionally, the impact of content marketing on purchasing intention is not significant, although the effect of purchasing intention on purchasing decisions is significant. The direct effect analysis reveals that content marketing directly influences purchasing decisions without significantly involving purchasing intention. Therefore, based on the mediation role test, purchasing intention (Z) does not act as a mediator (unmediated).

The analysis results indicate that H7 is supported, meaning that e-WOM has a positive and significant effect on purchasing decisions through purchase intention. This is demonstrated by the mediation role test, which examines both indirect and direct effects. The indirect effect shows that e-WOM influences purchasing decisions through a significant impact on purchase intention. Both the influence of e-WOM on purchase intention and the effect of purchase intention on purchasing decisions are significant. In contrast, the direct effect shows that e-WOM does not significantly influence purchasing decisions without involving purchase intention. Therefore, based on the analysis, it can be concluded that purchase intention (Z) acts as a full mediator (full mediation).

Table 3 shows that the R^2 value for job satisfaction is 0.713, which places the model within the moderate model category. This means that the variations in leadership and work environment can explain 71.3% of the job satisfaction variable, while the remaining 28.7% is explained by factors not included in the analyzed model. The R^2 value for the employee performance variable is 0.932, indicating a strong model. This means that leadership, work environment, and job satisfaction can explain 93.2% of the employee performance variable, with the remaining 6.8% explained by external factors. The Q^2 value for employee performance is 0.720, and since this value is greater than 0, it can be concluded that job satisfaction, leadership, and work environment have predictive relevance for employee performance, making the model relationship strong.

Discussion

The Influence of Content Marketing on Purchasing Decisions

Based on the analysis results, H1 is supported, indicating that content marketing has a positive and significant impact on purchasing decisions. This is evidenced by content marketing having a positive effect of 0.348 on purchasing decisions, with a significance level of 0.026 (<0.05) and a t-statistic value of 2.236 (>1.96). This suggests that an increase in content marketing will

lead to a higher likelihood of purchasing decisions, highlighting the crucial role of content marketing strategies in encouraging consumers to buy Bata shoe products.

The Influence of Content Marketing on Purchase Intention

Based on the analysis results, H2 is rejected, indicating that content marketing has a positive but insignificant effect on purchase intention. Content marketing shows a positive effect of 0.159 on purchase intention, but the relationship is not significant, with a significance level of 0.197 (>0.05) and a t-statistic value of 1.293 (<1.96). This suggests that while increasing content marketing may boost purchase intention, the impact is not substantial enough or significant in the context of Bata shoe products. Other factors appear to play a more dominant role in driving purchase intention.

The Influence of e-WOM on Purchasing Decision

Based on the analysis results, H3 is rejected, indicating that e-WOM has a positive but insignificant effect on purchasing decisions. e-WOM shows a positive effect of 0.076 on purchasing decisions, but the relationship is not significant, with a significance level of 0.666 (>0.05) and a t-statistic value of 0.432 (<1.96). This suggests that while an increase in e-WOM may have the potential to influence purchasing decisions, its effect is not strong or significant enough in the context of Bata shoe products. Other factors seem to play a more dominant role in driving purchasing decisions.

The Influence of e-WOM on Purchase Intention

Based on the analysis results, H4 is supported, indicating that e-WOM has a positive and significant effect on purchase intention. e-WOM shows a positive effect of 0.653 on purchase intention, with a significance level of 0.000 (<0.05) and a t-statistic value of 5.271 (>1.96). This suggests that an increase in positive e-WOM and the number of reviews will boost purchase intention, highlighting the important role that favorable and abundant consumer reviews play in enhancing consumer intention to purchase Bata shoes.

The Influence of Purchase Intention on Purchase Decisions

Based on the analysis results, H5 is supported, indicating that purchase intention has a positive and significant effect on purchasing decisions. Purchase intention shows a positive effect of 0.353 on purchasing decisions, with a significance level of 0.003 (<0.05) and a t-statistic value of 3.034 (>1.96). This suggests that an increase in purchase intention will lead to higher purchasing decisions, emphasizing the important role that strong purchase intention plays in encouraging consumers to buy Bata shoes.

The Influence of Content Marketing on Purchasing Decisions through Purchase Intention

Based on the analysis results, H6 is rejected. This conclusion is drawn from the mediation role test, which examines both indirect and direct effects. The indirect effect shows that the influence of content marketing on purchasing decisions through purchase intention has a coefficient of 0.056 with a p-value of 0.236, indicating an insignificant relationship. The effect of content marketing on purchase intention has a coefficient of 0.159 with a p-value of 0.197, which is also not significant. However, the influence of purchase intention on purchasing decisions has a coefficient of 0.353 with a p-value of 0.003, indicating a significant relationship.

The Influence of e-WOM on Purchasing Decisions through Purchase Intention

Based on the analysis results, H7 is supported, indicating that e-WOM has a positive and significant effect on purchasing decisions through purchase intention. This is demonstrated by the results of the mediation role test, which examines both indirect and direct effects. The indirect effect shows that the influence of e-WOM on purchasing decisions through purchase intention has a coefficient of 0.231 with a p-value of 0.010, indicating a significant relationship. The effect of e-WOM on purchase intention has a coefficient of 0.653 with a p-value of 0.00, also significant. Additionally, the influence of purchase intention on purchasing decisions has a coefficient of 0.353 with a p-value of 0.003, indicating a significant relationship.

CONCLUSION

Content marketing has a positive and significant impact on purchasing decisions, meaning that the more effective the content marketing strategy, the greater the likelihood that consumers will decide to purchase Bata shoes. However, content marketing has a positive but insignificant effect on purchasing intention, suggesting that while increased content marketing may raise purchasing intention, its impact is not strong enough or significant enough to effectively influence consumers to intend to buy Bata shoes. Similarly, e-WOM has a positive but insignificant effect on purchasing decisions, indicating that while consumer reviews may contribute to purchasing decisions, their influence is not substantial enough to actually motivate consumers to purchase Bata shoes.

Content marketing has a positive but insignificant effect on purchasing decisions through purchase intention. Purchase intention does not act as a mediator (unmediated) between content marketing and purchasing decisions. This implies that the content marketing strategy used by Bata shoes directly influences purchasing decisions, without needing to first increase purchase intention.

On the other hand, e-WOM has a positive and significant effect on purchasing decisions through purchase intention. Purchase intention fully mediates (full mediation) the relationship between e-WOM and purchasing decisions. This means that e-WOM positively impacts purchase intention, which ultimately leads to an increased decision to purchase Bata shoes.

Future research is recommended to explore additional variables, such as brand trust, customer satisfaction, and brand loyalty, to gain a deeper understanding of the factors influencing Bata shoe purchasing decisions. Additionally, the scope of the study could be broadened by including respondents who have not been exposed to Bata advertisements. For more thorough results, in-depth interviews or mixed-methods approaches are suggested. Conducting comparative studies with competitor brands could also provide valuable insights to enhance competitiveness.

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