CHAPTER I

INTRODUCTION

1.1. Background

In this era, very tight competition in business field makes businessman have to strive to be able to compete with one another. Attempt to compete with producers or business owners is to dominate the market. In facing a challenge and competition, every producer or business owner must make various strategies, one of which is to show a creative and innovative attitude. In this era, technology is growing rapidly, and internet usage is also increasing every year.
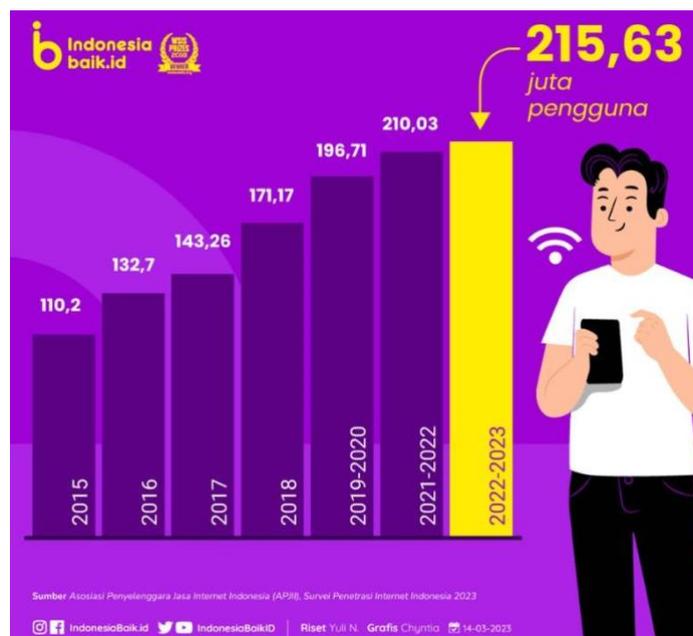

Figure 1. 1 Internet Users Growth

Source: Indonesia.baik (2023)

Based on figure 1.1 The increase in internet users from year to year has increased. According to findings from Indonesiabaik.id (2023) on internet user rankings, the surge can be attributed to several pivotal factors. These include the

relentless progression of technology, the continuous expansion of telecommunications infrastructure, the advent of diverse social media platforms and digital content services, and the seamless facilitation of communication and collaboration. Collectively, these elements fuel a consistent upsurge in internet usage year after year. The increase caused by various factors, such as increasingly advanced technological developments, the development and expansion of telecommunications infrastructure, the emergence of social media platforms and digital content services, communication and collaboration, and so on. All of these factors encourage an increase in internet usage from year to year.

These developments driving changes in consumer behavior, as delineated by Kotler and Keller (2008), underscore the complex process of individuals, groups, or organizations selecting, purchasing, using, and disposing of goods or services. This evolution, spurred by increasing technological influence, consumer engagement, pursuit of value, and the desire for experiences and emotions, necessitates companies to comprehend and adapt their marketing strategies to meet evolving consumer needs and preferences.

Consequently, it is imperative for companies to embrace and leverage the internet's impact on current marketing trends. Utilizing the internet effectively becomes crucial for companies to compete in the contemporary business landscape. By employing robust marketing strategies tailored to suit changing consumer dynamics, companies can influence purchasing decisions effectively. Content marketing emerges as a strategic initiative in this context, as emphasized by Kotler and Armstrong (2016), playing a pivotal role in shaping consumer behavior and

fostering purchasing decisions.

Changes in purchasing decisions is due to the influence of technology, this is because in the current digital and connected era consumers have greater access to information and have more choices so a company must adapt and present a value that is relevant and meet consumer expectations (Kotler, 2016). purchasing decisions are a part of consumer behavior. Several factors that influence purchasing decisions include content marketing and sales promotion.

Content marketing according to Pulizzi (2013) is a marketing approach focusing on creating and distributing valuable, relevant and consistent content to attract and retain a clear audience and turn them into profitable consumers. In the process of creating content marketing, it is assisted and encouraged by social media assistance. In addition, according to Kotler (2016) content marketing can influence a purchase decision, this is because relevant and quality content will help influence an attitude and behavior in purchasing. Based on previous research on the effect of content marketing on purchasing decisions, researched by Rahman (2019) in a study entitled "The effect of content marketing on purchasing decisions: studies on Go-Kopi caffe consumers". In this study, it shows a result that there is a direct influence of content marketing on coffee consumer purchasing decisions.

According to Baym (2010), social media itself states that social media is a communication tool that facilitates social relations and human interaction through digital technology. Meanwhile, according to Solis (2011) states that social media is a form of media that allows user interaction and participation in the creation and exchange of content through an internet-based platform and application. Solomon

(2017) social media changes how a consumer can learn and choose a product. According to Yazdanifard & Wong (2015) it was found that content marketing on social media makes a consumer aware of the power of knowledge and information that can have an impact on a consumer making a better buying decision. Aprinta, (2016) also mentions and confirms that online advertising for a brand can determine audience targets and optimize features to provide increased brand awareness by potential consumers.

Over time, social media continues to evolve, leading to many companies utilizing it for content marketing. One of the most frequently used and rapidly growing social media platforms is Instagram. This is evidenced by social media applications or sites that are often used by Indonesian people or dominate. WhatsApp ranks first with 88%, while Instagram holds the second position with 84%
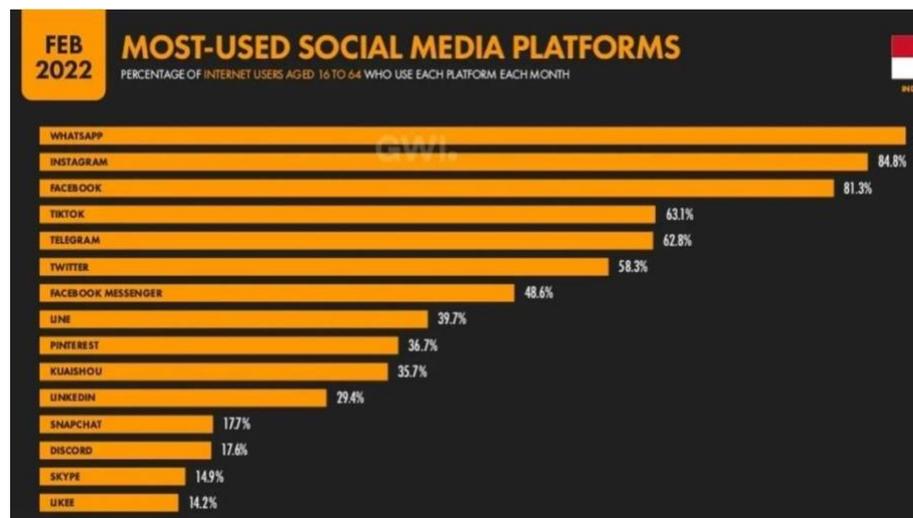

Figure 1. 2 Promotion trends in 2020 graphic of social media users

Source: We are social (2022)

Instagram is one of the most actively used social media platforms by

Starbucks to develop their business. This is supported by the fact that Instagram is among the top two social media applications that are rapidly growing and widely used by the Indonesian community. Instagram itself is a social media platform primarily focused on sharing photos and videos. This is why the distribution of content marketing is dominated by Instagram. Instagram is categorized as one of the main social media platforms that allows its users to interact, share content, and connect with other individuals.

Even though Starbucks is already a well-known brand in Indonesia, they still utilize and maximize Instagram and other social media applications to drive their sales and expand their branding. Starbucks Indonesia's Instagram profile (@starbuckindonesia) shows that Starbucks has managed to gain 1.7 million followers with 5,839 posts.
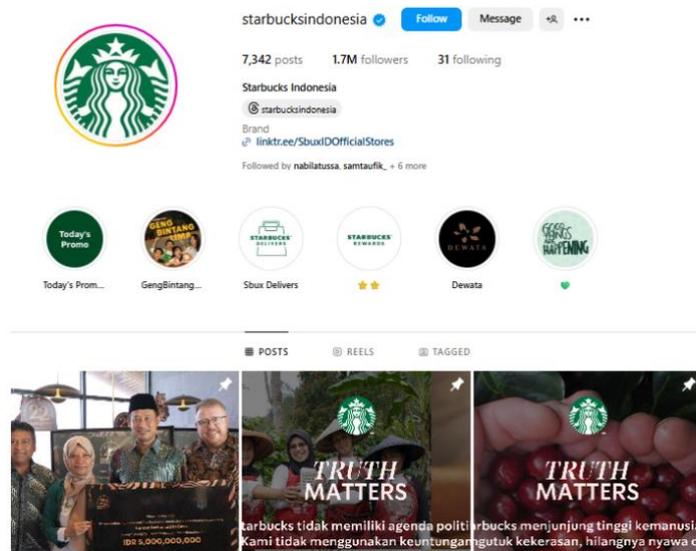

Figure 1. 3 Starbucks's Instagram

Source: Starbucks Indonesia Instagram (2024)

Sales promotion is a marketing activity that provides added value or

incentives to sales personnel, distributors or consumers which is expected to increase sales (Morrisan, 2010). Kotler and Armstrong's, 2012 Sales promotions means a short-term incentive for encourage buying or selling a product or service. Form of promotion used include discounts, coupons, displays, demonstrations, contests, sweepstakes, and events. According to Kotler and Keller (2012) Sales promotion has three benefits namely as communication, incentives, and invitation.

Rizky et al (2020) dan Nuraeni & Irawati (2021) proves that the sales promotion variable has a significant effect on purchasing decisions. We can see that Sales promotions have an impact on purchase decision. Sales promotion is an effective communication tool to introduce products new products and increase product purchases, as well as reduce switching behavior brand with the aim of increasing short-term sales to build long-term market share.
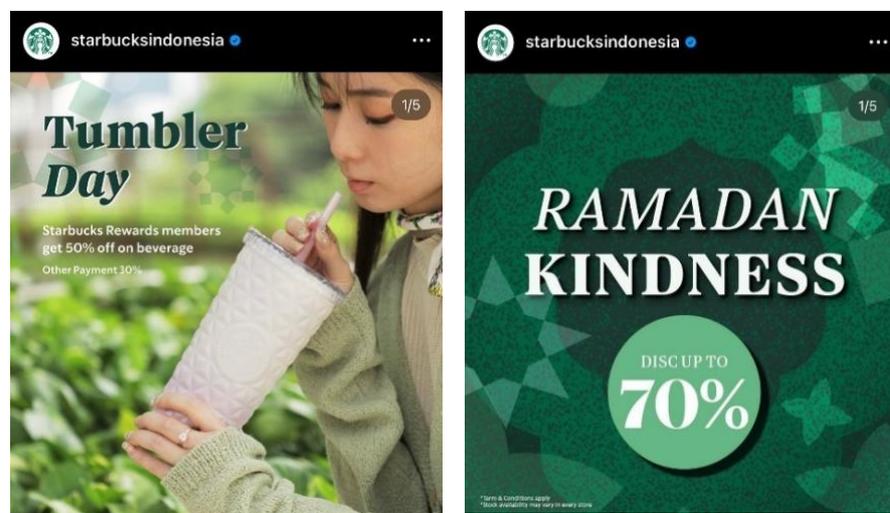

Figure 1. 4 Starbucks Sales - Promotion

Source: Official Instagram Account @Starbuckindonesia (2025)

From this figure 1.6 one of the companies that adapts to current developments and implements content marketing efforts and a Starbuck's sales promotion. This

is because Starbucks has various marketing objectives. The reason for using Starbucks content marketing is to build relationships with consumers and strengthen the image of the Starbucks brand itself. Another reason why Starbucks uses their sales promotion strategy is that Starbucks can persuade consumers to buy what is in accordance with the applicable sales promotion.
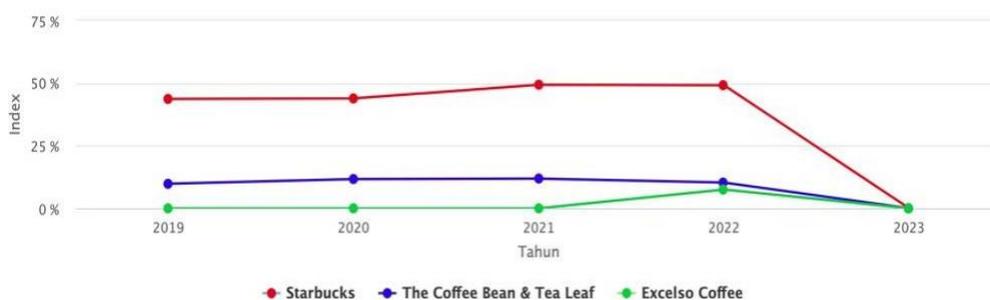
Figure 1. 5 Starbucks Top Brand Index

Source: Top Brand Index (2023)

Based on figure 1.7 Starbuck's Top Brand Index shows the highest sales level among its competitors, namely Exelcso and The CoffeeBean & Tea Leaf. With percentage details as follows. Based on existing brands, they use social media to attract consumers to make purchases, thereby influencing the competition between brands.

Figure 1. 6 Starbucks competitors Instagram

Source: Instagram of Excelsocoffee and Coffeebeanindonesia (2025)

Event Starbuck already has a big name and is said to be famous in the world, including Indonesia. It still makes efforts in developing its business, namely by following marketing trends using social media.
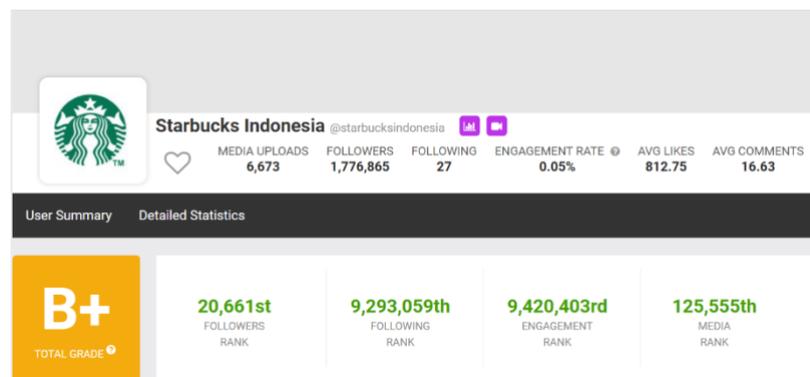
Figure 1. 7 Engagement Starbuck Indonesia

Source: Starbuck Instagram (2024)

Starbucks has positive and negative values on content marketing strategy. Some positive reviews regarding Starbucks content marketing are:

1. Inspirational and educational content, this is content that can inspire and can promote positive messages that can strengthen brand image and attract consumer attention.

Figure 1. 8 Inspirational and Educational Content for Starbucks Indonesia

Source: Instagram Starbuck Indonesia (2025)

2. Interesting, creative and responsive content, this content can be seen in terms of copywriting and design made by Starbucks to connect with consumers.
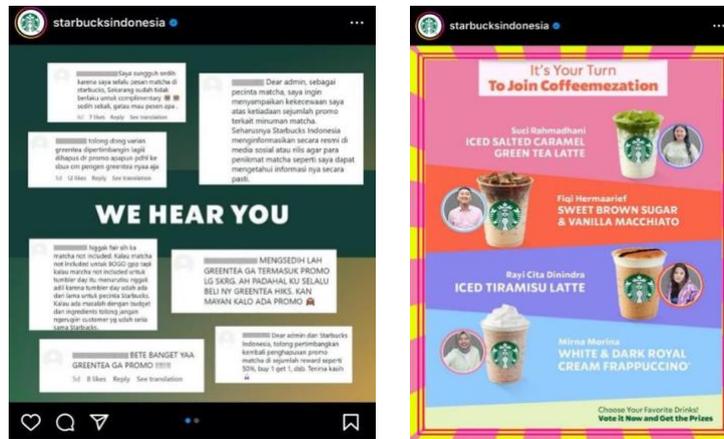
Figure 1. 9 Interesting, Creative and Responsive Starbuck Content

Source: Instagram Starbuck Indonesia (2025)

Starbucks' content marketing strategy on Instagram has also been met with various negative reviews from consumers. Based on an analysis of the 50 most recent posts on Starbucks Indonesia's official Instagram account, negative reviews can be classified into three main categories: promotional content, pricing, and taste.

Figure 1. 10 Negative Review Starbuck's Instagram

Source: Starbuck Indonesia's Instagram (2025)

The combined bar chart highlights the negative customer sentiment toward Starbucks promotions, pricing, and product taste collected between May 16 and June 3, 2025. The dominant area of dissatisfaction is clearly the promotional strategy, peaking on May 25 with seven complaints, followed closely by June 3 and May 16. This suggests either a lack of clarity, misleading advertisements, or unmet promotional expecta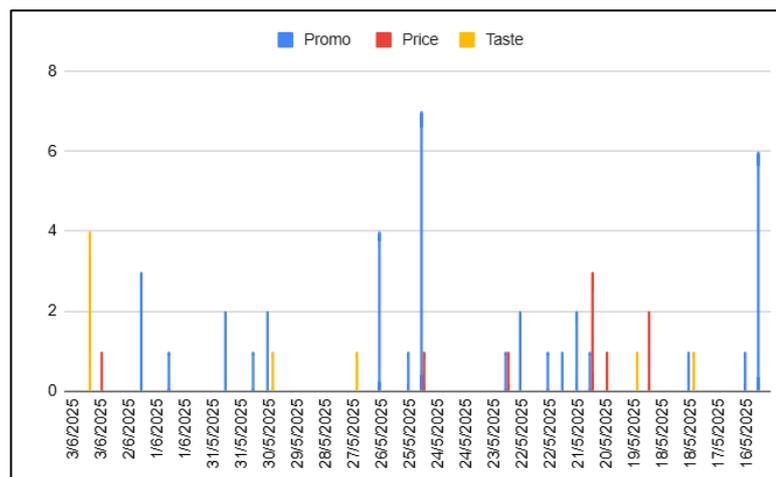tions during campaigns. Price complaints showed a noticeable spike on May 21, indicating perceived overpricing or mismatched value for money. Meanwhile, taste-related issues were less frequent but sharply increased on June 3, possibly linked to a product change or batch inconsistency.

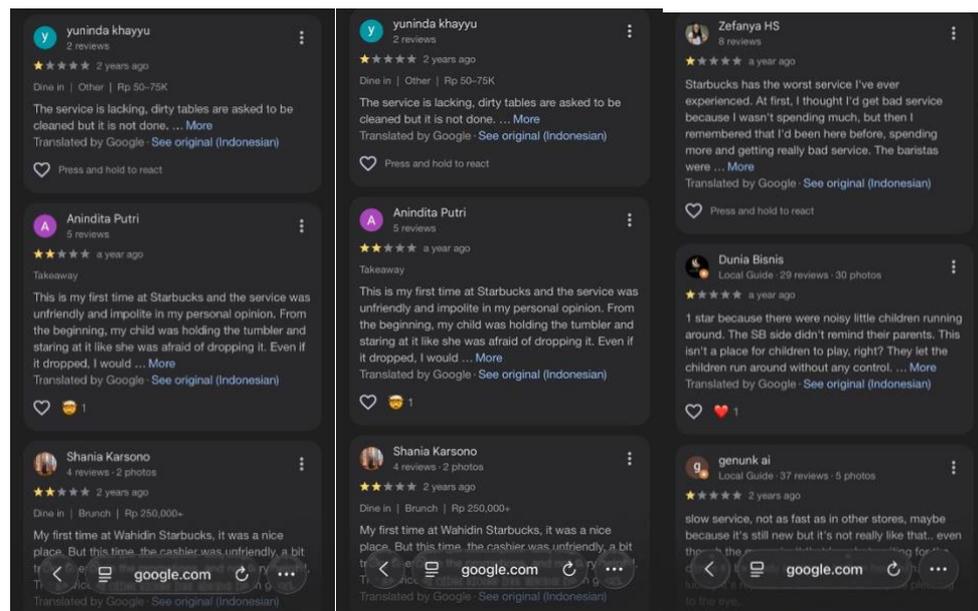**Figure 1. 11 Review Negative Google Maps**

Source: Starbuck Dr Wahidin's Google Maps (2025)

The increasing trend of negative reviews related to promotions, price, and taste, as evidenced by the "Starbucks Google Maps Negative Reviews" graphic, signals fundamental challenges that may affect the long-term sustainability of the brand. These negative reviews represent a growing dissatisfaction among customers

concerning core aspects of the Starbucks experience. Promotional issues, frequently cited in customer complaints, indicate a mismatch between the promise of marketing campaigns and the actual in-store experience, which risks lowering consumer trust in the brand as customers feel misled or that their expectations are not being met.

Starbuck Indonesia also implements a marketing strategy, namely the use of the Sales Promotion strategy. The Sales Promotion Strategy is used by Starbucks to be able to change or attract consumers so they can make purchases in accordance with the ongoing Sales Promotion. In the application of the Starbuck sales promotion, Starbucks provides several promotions every day and create consistent promotions with different offers.

Due to the challenges faced by content marketing, such as the emergence of new competitors and rapidly changing digital trends and the negative reviews received regarding sales promotion strategies; these issues have become critical in evaluating the effectiveness of Starbucks' marketing communication. Based on these considerations, the researcher has chosen the following title for this study: **"The Influence of Instagram Content Marketing and Sales Promotions on Purchase Decisions (A Study on Starbucks Consumers in Semarang City)."**

1.2. Problem Statement

Based on this background, the research problem can be formulated as follows:

1. Is there a relationship between content marketing strategy and purchasing decisions?

2. Is there a relationship between the sales promotion on purchasing decisions?

3. Is there a relationship between content marketing strategy and sales promotion on purchasing decisions?

1.3. Research Purposes

Based on the formulation of the problem that has been described previously, there are research objectives, namely:

1. Is there a relationship between content marketing strategy and purchasing decisions.

2. Is there a relationship between the sales - promotion on purchasing decisions.

3. Is there a relationship between content marketing strategy and sales - promotion on purchasing decisions.

1.4. Research Contribution

The results of this study are expected to provide theoretical and practical contributions.

1. Theoretical Contribution

    This research is expected to contribute to the development of knowledge, particularly in the fields of consumer behavior and digital marketing theory. In addition, the findings of this study may serve as a reference for future research seeking to examine the relationship between digital marketing activities on social media and consumer purchasing decisions.

2. Practical Contribution

    The results of this study are expected to provide meaningful contributions to Starbucks management, particularly in Semarang City, in designing and implementing more effective marketing strategies through the Instagram

platform and sales promotion activities. The research findings may serve as a basis for understanding consumer preferences and behavior, thereby enhancing the effectiveness of marketing campaigns in influencing purchasing decisions. In addition, this study can also serve as a reference or strategic guideline for other business practitioners in optimizing the use of social media as a relevant and adaptive marketing tool in response to the evolving behavior of digital consumers.

3. Social Contribution

Socially, this research can help raise awareness among the public, particularly consumers, about how marketing strategies encountered on social media may influence their purchasing decisions. As a result, consumers may become more conscious and critical in responding to various forms of digital marketing. Moreover, this research can encourage the development of more transparent and responsible business practices in the digital era, fostering healthier relationships between businesses and consumers.

1.5. Theoretical framework

1.5.1. Customer Behavioral

According to Peter & Olson (2008), the American Marketing Association (AMA) defines consumer behavior as the dynamic interaction of affect and cognition, behavior, and the environment through which individuals conduct the exchange aspects of their lives. In other words, consumer behavior involves both thought and action in the consumption process. Consumer behavior is dynamic because consumers' thoughts, feelings, and actions are constantly changing.

Meanwhile, Schiffman & Wisenblit (2015) define consumer behavior as the study of consumer actions during the process of searching for, using, and evaluating products and services they expect will satisfy their needs.

This has also been explained by Hawkins & Mothersbaugh (2010), that Consumer behavior is a study of individuals, groups or organizations and processes in choosing, acquiring, using, and selling products, services, and their experiences in meeting needs. Consumer behaviour explains how individuals make decisions to spend their resources (time, money, and effort) on goods offered by marketers.

According to Schiffman and Kanuk, as cited in Sumarwan et al. (2012:186), consumer behavior is defined as the actions directly involved in obtaining, consuming, and disposing of products or services, including the decision-making processes that precede and follow these actions.

1.5.2. Marketing

According to Kotler & Amstrong (2018) Marketing is a function of a business that has a relationship with a consumer. In this marketing will later involve a company with its consumers, and later will build and manage a customer relationship that will provide an advantage for a company. This marketing also has a goal as to attract both new and old consumers by promising a value and will retain good and old consumers by providing a value and satisfaction. With this value later so that the customer as a reward. This marketing theory will become a basis for attracting new consumers and retaining old customers by providing value that consumers will enjoy.

According to Kotler & Amstrong (2018) in marketing management this is a

strategy that will involve a target customer and will build a relationship that will provide benefits and advantages between the company and consumers. So that in this case it will provide five alternative concepts, in which organizations design and implement their marketing strategies, namely:

1. The Production Concept

    This is a production concept that has the view that a consumer will like a product that is available at a price that can be said to be very affordable, so company management must focus on increasing production and distribution efficiency.

2. The Product Concept

    This is a product concept which states that a consumer will like a product that offers quality, performance and other innovative features. So, the quality and improvement of these products must be considered by the company.

3. The Selling Concept

    This is a selling concept which states that a consumer will not be enough to buy a company's product unless the company makes a sales and promotion effort.

4. The Marketing Concept

    This is a marketing concept which states that the achievement of company goals depends on the needs and wants of the target market. So that later it can provide better satisfaction than competitors.

5. The Social Marketing Concept

    This is a concept in marketing which states that a marketing strategy must provide a value to consumers in a way to maintain or increase consumer

welfare.

According to Kotler & Amstrong (2018) the marketing mix is classified into four major groups known as the 4Ps of marketing, namely:

1. Product

    This product is goods and services offered by a company to the target market or potential customers. To convey its value proposition. A company will first have to make a product that can satisfy the needs of a consumer.

2. Price

    This price is an amount of money that must be paid by a consumer to get a product that consumers want. This price determines how much it will cost to bid.

3. Place

    This place is a place to carry out a company activity in making products for a targeted consumer. This place also means that it will determine a location in the offer available to the target consumer.

4. Promotions

    This promotion refers to an activity that communicates the benefits of the product and persuades target consumers to buy it. This promotion also means involving target consumers by communicating about an offer and persuading a consumer about the benefits of the product to be offered.

1.5.3. Marketing Strategy

This marketing strategy is a strategy that contains the whole concept. The concept that contains how a company can organize itself in all activities with a goal,

namely that the business it runs will run well and be successful, carry out a competition and be able to make returns. According to Assauri, this marketing strategy is a series of goals and objectives, policies and rules that provide direction to the company's marketing efforts from time to time, at each level, reference and allocation, especially as a company response in facing an environment. and conditions of competition that are always changing or unstable.

Marketing Strategy according to the Swasta (2018) is an overall system of all business activities through planning, pricing, promoting and distributing goods and services that can satisfy or meet the needs of a consumer. With this, the Marketing Strategy will become something that provides direction in relation to a market segmentation, identification of target markets, positioning and marketing mix. This marketing mix or marketing mix consists of four elements, namely product, price, promotion, place. Meanwhile, according to Hurriyati (2008), for service marketing, an expanded marketing mix is needed with the addition of three elements, namely people, facilities and processes.

1.5.4. Marketing Psychology

Marketing Psychology comes from the Greek word Psychology which means a combination of two words, namely Psyche and the word logos. Psyche means the soul and logos itself is a science. So literally psychology means that it is a psychology, while in general psychology itself means a science that studies the behavior and psychology of a person. This psychology has a close relationship with an interaction between individuals, both personal and group. This is because it will contain interactions, these interactions will occur in psychology.

In this psychology will later learn about a person's behavior or behavior in buying and selling activities. Certainly, in this case there is a group that will have different behavior or behavior from one individual to another. Psychology in selling can be interpreted as a science that studies the behavior of sellers and buyers in an activity that is formed from the existence of a buying and selling system in it.

This marketing psychology is an understanding of the relationship with motives that influence the emotions and actions of target consumers in viewing a product or service offered by businesses. There are several key principles in psychology that are suitable for anyone with a business to know. This principle can be used by business owners to be able to help and maximize in attracting, convincing and converting more individuals and groups with what is in content marketing. This principle of human behavior will relate to efforts in developing a business.

1.5.5. Consumer behavior

This consumer is an individual or organization that will pay some of their money or will spend some of their money to consume a good or service that will be offered by a company or producer. A consumer will play a very important role in a demand and in the supply chain in the economic system in every country. Later a producer of goods or services will not have a motive or encouragement to carry out an activity in production if there is no demand for a product or service.

According to Schiffman & Wisenblit (2015), this consumer behavior is a study or consumer action while searching for, buying, using, evaluating and disposing of products or services that consumers expect can satisfy their needs.

According to Schiffman & Wisenblit (2015) this consumer behavior explains how a consumer will decide to be able to spend available resources, such as time, money and energy on an item offered by a seller. Later a consumer will buy goods because they feel they need the goods, and the type of goods purchased is determined by the owner expressing himself.

The purpose of this consumer behavior is to see the buying behavior of consumers. To see consumer behavior is divided into three stages, namely Input, Process and Output. This input stage includes two factors in it that influence, namely a company's marketing efforts, namely product and promotional prices and socio-cultural influences. Then at this stage of the process is a stage of how a consumer will plan. In this process stage, it will usually have a connection with psychological factors that originate from within the consumer itself. Many things will affect psychological factors such as motivation, perception, learning, personality and an attitude. In this process stage will also be influenced by external, this is influenced by the disbursement of information before a purchase occurs, such as seeing someone's evaluation after making a purchase. Then the last stage is the output stage, which is a stage that contains two activities after a decision is taken, namely buying behavior and evaluation after the purchase.

These marketers believe that with an understanding of what drives someone to buy a particular product or service, it will be much easier to identify which products a consumer will need, and which products are no longer appropriate or no longer needed. So that later a better and more effective marketing strategy will be developed. stage is the output stage, which is a stage that contains two activities

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1.5.6. Content Marketing

According to Chan & Astari (2017), content is something that will be presented through a publication, so that later this content marketing is an online marketing strategy that will be carried out with a publication. According to Kotler et al., (2019:119), content marketing is a marketing approach that will include and create, select, share and enlarge content that is interesting, relevant and of course useful for a clear group of audiences to create a conversation about the content so that a given brand can be conveyed clearly in the minds or minds of consumers.

According to Gunelius (2011) states that content marketing is a form in direct or indirect marketing that is used to build awareness, recognition, level power and action for brands, businesses, products, people or other entities and is carried out using a tool from the web. social media such as blogging, microblogging, social networking, social bookmarking and content sharing, Content Marketing is a process that encourages an individual to carry out a promotion through a website, their product or service through online social channels and to communicate by utilizing a distant community. are more likely to have a possibility to do marketing than through an advertising channel.

In today's digital era, the content of a message is very important. Content marketing itself is something that becomes a marketing strategy where we will be able to plan, distribute and create content that is able to attract an audience that is right on target, then encourage them to become consumers. This content marketing has 2 important goals to attract an audience and encourage the audience to become consumers. According to Umit Kucuk & Krishnamurthy (2007) Content marketing can attract consumers who will create an engagement between customers, through content sharing and creativity of content in content with content that is relevant, meaningful, valuable and will later be able to become an inspiration for potential customers in a company. (Karr, 2016):

1. Reader Cognition.

    Audiences of content creation always have diverse variations in how creators create audiences to digest content, so this diversity in content is made to include the interactions, visuals, sounds and kinesthetics needed to reach all audiences.

2. Sharing Motivation.

    This is a very important thing in the social world to be able to expand the reach of content creators to a wider and more relevant audience. In this case, there are specific reasons why an audience of content will share their content. Audiences share this content to increase their inner value for others, create an online identity, involve themselves in their community, expand their network, and bring awareness to a particular event.

3. Persuasion.

    This refers to how a company can persuade a content audience or group to

move from one option to another in their process of becoming a consumer.

4. Decision Making.

   Each individual is influenced differently from various supporting criteria when making a decision. These supporting criteria such as beliefs, facts, emotions and efficiency all play a role in combination therein. That's why having balanced content taking into account these supporting criteria is a best practice in every piece of content produced.

   According to Patricia (2015: 20) the success of content marketing consists of the quality and quantity of content with information content provided to consumers, namely

1. Quality

   The content that is created must have quality that must be relevant, then content that has a value and content that is easily understood by the audience.

2. Quantity

   Quantity in the creation of this content must be considered, especially a marketer must ensure that the content he creates is easy to find and the information contained in it is provided regularly and of course consistently.

1.5.7. Sales Promotion

Marketing communications or promotional activities are intricately linked to marketing endeavors. As outlined by Tjiptono (2015), promotion constitutes a component of the marketing mix aimed at informing, persuading, and reminding consumers about a brand and its products. The objective of this promotion is to provide information, persuade, and reinforce brand recall. This underscores the

concept that marketing communications, as described by Kotler (1997), encompasses a set of tools available to company management to impact sales.

The framework utilized in marketing activities is referred to as the 4P model, which encompasses Product, Place, Price, and Promotion. It is elucidated as follows:

1. Product: The product should align with consumers' needs, desires, and demands, fulfilling their expectations.

2. Place (Distribution): It pertains to the accessibility of products to the intended consumers, which can now be facilitated through online networks or platforms such as marketplaces.

3. Price: This represents the perceived value of a product or the value perceived by consumers in exchange for their expenditure.

4. Promotion: This aspect involves various promotional strategies such as advertising, sales promotions, and leveraging social media platforms for communication. These channels are utilized to convey informative or emotionally appealing messages to consumers, capturing their interest.

Sales promotion encompasses various objectives, with one primary aim being to prompt consumers to make immediate purchases. However, companies implementing sales promotion typically aspire to achieve several key objectives, as articulated by Belch (2018):

1. Encouraging consumers to sample a product or service and fostering repeat purchases.

2. Amplifying sales for renowned or established brands.

3. Retaining existing customers or those who have previously used the product through promotional incentives.

4. Targeting specific market segments or effectively reaching the company's intended target market.

To accomplish short-term purchasing objectives, sales promotion strategies are typically categorized into two types: trade-oriented sales promotion, targeting intermediaries like distributors and retailers, and consumer-oriented sales promotion, directed at end consumers. Trade-oriented sales promotion primarily focuses on marketing intermediaries such as distributors and retailers. Distributors often employ tools like sales contests and trade exhibitions to enhance sales performance.

According to Kotler & Armstrong (2014), the promotion mix consists of several dimensions, including advertising, personal selling, sales promotion, public relations, and direct marketing. Among these dimensions, sales promotion plays a crucial role in determining the success of a marketing program. Sales promotion encompasses all activities aimed at communicating a product or service to the target market, encouraging immediate action.

Kotler & Keller (2012) delineated Sales Promotion as an incentive tool primarily of short-term nature, aimed at expediting the purchase of specific products or services by consumers or traders in greater volume and speed. They further outlined several indicators for implementing sales promotions, as follows:

1. Promotion frequency

The number of sales promotions carried out at one time through sales

promotion media.

2. Promotion quality

   A measure of how well sales promotions is carried out.

3. Promotion quantity

   The value or number of sales promotions given by consumers.

4. Promotion time

   The length of the promotion carried out by the company.

5. Determination or appropriateness of promotional targets

   A factor necessary to achieve the company's desired targets.

1.5.8. Purchase Decision

According to Tjiptono (2014), this purchase decision is a series of processes that start with the consumer knowing the problem, seeking information about a particular product or brand and evaluating the product or brand. Each of these alternatives can solve the problem which then goes through a series of processes leading to a purchase decision.

According to Kotler, P., & Keller, (2012) adds that the process in this purchasing decision is a five-stage process that a consumer will pass, this starts with an introduction to a problem, searching for information, evaluating alternatives that can solve the problem, purchasing decisions and behavior. post purchase. It starts long before the actual purchase is made by a consumer and has an impact long after that. Factors that can influence purchasing decisions according to (Kotler, Philip., Keller, 2013:214) are influenced by four factors, namely

a. Cultural Factors

Culture, sub-culture and social class which are very important in the formation of buying behavior. This culture is one of the most basic determinants of the desires and behavior of a consumer.

b. Social Factors

1) Reference Group

This reference group in consumer buying behavior can be interpreted as a group that influences directly or indirectly on a person's attitude or behavior.

2) Family

This family is divided into two types, namely the orientation family consisting of parents and siblings of a person who can provide religious, political and economic orientation as well as personal ambition, self-esteem and love.

According to Lamb, Hair, (2000) there are four factors that influence consumers in purchasing decision-making behavior.

1. Culture

a. Culture: can be defined as a complex set of symbols and facts created by humans and passed down from one generation to the next. Human behavior is typically learned from the surrounding environment. Different environments will lead to different behaviors. Therefore, marketers have a strong interest in understanding culture to offer new products that meet consumer desires.

b. Subculture: Every culture includes smaller groups that possess unique

identification and socialization patterns that influence the behavior of their members. Sub-cultures can generally be categorized into four types: ethnic groups, religious groups, racial groups, and geographic regions.

    c. Social Class: refers to relatively homogeneous and enduring divisions within a society, arranged in a hierarchical order, where members of each class share similar values and behaviors. Social class is measured by a combination of occupation, income, education, wealth, and other variables. Social classes show distinct product and brand preferences. In general, social classes can be divided into three categories: upper class, middle class, and lower class.

2. Social Factor

    a. Reference Groups: An individual's behavior is significantly influenced by various groups. A reference group provides direct or indirect influence on a person's attitudes and behaviors.

    b. Family: The attitudes and behaviors within a family unit strongly affect the purchasing behavior of each family member.

    c. Roles and Status: A person's position within a group can be understood in terms of their role and status. Each role influences buying behavior, and every role may also carry a certain status, which reflects the general recognition or respect granted by society. People often choose products or services that express their roles and status in the community.

3. Personal Factors

    a. Age and Life Cycle Stage: People buy different goods and services

throughout their lives depending on their age and life stage. Therefore, marketers should pay attention to changes in consumer buying interests related to various stages of the human life cycle.

b. Occupation: A person's consumption pattern is influenced by their profession. As a result, marketers can identify specific occupational groups that are more likely to be interested in particular products or services.

c. Lifestyle: Lifestyle refers to a person's pattern of living as expressed in their daily activities, interests, and opinions. It reflects how individuals spend their time, what they consider important, and how they view themselves and the world around them.

4. Psychological Factors

a. Motivation: is a need strong enough to drive an individual to seek satisfaction in deciding. In other words, motivation can be described as an internal force that compels a person to act or make a choice.

b. Perception: A motivated person is ready to act. However, their action is influenced by how they perceive the situation. Two people with the same level of motivation, goals, and facing the same situation may act differently because they interpret and respond to the situation in different ways.

c. Learning: involves changes in an individual's behavior that arise from experience. Learning theories suggest that learning occurs through the interaction of drive, stimuli, cues, responses, and reinforcement. Over time, this process shapes buying behavior.

In the buying process, there are five stages that the buyer will pass to reach a purchasing decision, which are as follows
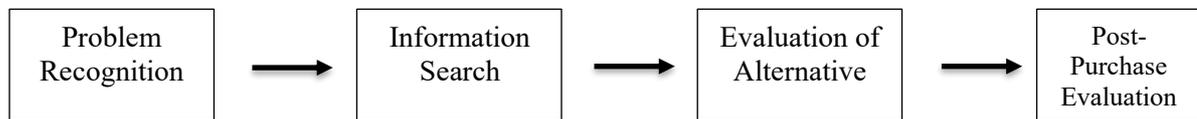
| Problem Recognition | → | Information Search | → | Evaluation of Alternative | → | Post-Purchase Evaluation |

Figure 1.1 Model Stages of the Buying Process

Source: Kotler (2013)

a. Problem Recognition

It is a buying process with a recognition of a problem or buying need that recognizes a difference between the actual situation and the desired state. This need can be driven by stimulation from within the buyer or from outside. For example, the needs of normal people, namely thirst and hunger, will increase until they reach a stimulus threshold and form into an impulse based on existing experience.

b. Information Search

These consumers may in this case not be actively trying to find information that will relate to their needs. This will be how far the person will search for information that depends on the strength or weakness of the need, the amount of information possessed, the ease of obtaining information, additions and satisfaction obtained from the activity of searching for information. Usually, the amount of this activity seeking an information increases as the consumer moves from a limited problem-solving decision situation to maximal problem solving.

c. Evaluation of Alternative

This is the information that a potential customer is looking for which is used to be able to obtain a clearer picture of the alternatives he is facing and the attractiveness of each alternative. Producers in this case must be able to try to understand how consumers know the information obtained and arrive at a certain stage regarding product brands and a decision for consumers.

d. Purchase decision

This is when a producer must understand and know that a consumer has his own way of handling information obtained by limiting the alternatives that must be selected or evaluated to determine which product a consumer will buy.

e. Post-Purchase Evaluation

Goods that have been purchased by a consumer do not provide the expected satisfaction, so a consumer will change his attitude towards a brand of goods or services into a negative attitude, maybe even rejecting it from the list of choices. But on the contrary, if a consumer can give satisfaction from the goods or services he has purchased, then a consumer's desire to repurchase the brand will arise continuously or consistently. Therefore, producers must reduce an unpleasant feeling or negative feeling towards a product by helping a consumer find information that justifies a consumer choice through a communication that can be directed to a repeat purchase.

According to Kotler, P., & Keller (2012) there are three indicators in determining a purchasing decision, namely

a. Stability in a product

In making a purchase, a consumer will choose one of several alternatives. This

choice will be based on a quality, quality and other factors that will provide stability for a consumer to buy a product that is needed. Good product quality will later build a passion for consumers so that it will become a support for consumer satisfaction.

b.   Habits in buying products

This habit is a repetition of something repeatedly or continuously in making a purchase of the same product. When a consumer has made a purchase decision and the consumer will feel that a product has stuck in his mind, even the benefits of the product have been felt. Consumers with this will feel uncomfortable if they buy another product.

c.   Speed in buying a product

Consumers will often decide using simple choice rules (heuristics). This heuristic is a process in which a person decides quickly, using a general guideline in part of the information.

This decision making that occurs to consumers can be influenced by various factors, both those that are individual (internal) or originating from the external environment. With this, consumers can choose a product based on a priority scale in their lives.

In the last stage, when the consumer is at the time of deciding. In this case the consumer will be aware of a need that must be met to solve or deal with a problem. According to Anang Firmansyah (2018) there are indicators that influence consumers to make a purchasing decision, namely

1.   Rational

In this indicator consumers will decide to purchase an item or service that puts forward several aspects to consider. Such as urgent needs, primary, or benefits. The characteristics of a rational nature are that consumers choose a product according to their needs or priority scale first.

2. Irrational

This indicator is an act of consumer behavior that is easily influenced by something or persuaded by a marketing offer, in other words without prioritizing aspects of needs or interests. The characteristics of this trait are that consumers are easily attracted to advertisements and promotions in the media (both digital and print media).

1.6. Relations Between Variables

1.6.1. The Relationship Between Content Marketing and Purchase Decisions

Content marketing is something that is part of efforts in digital marketing. This content marketing has several effects in other sectors, one of which is an effect on a purchasing decision. This is because content marketing becomes a boost or additional belief for someone in making a choice, in this case, a choice in making a purchase decision.

Research conducted previously by Siti Khoziah from the University of Riau stated that there is an influence of digital marketing, which in this case content marketing is part of this digital marketing. The result is a high and good category level, meaning that in this case it has a positive influence on a purchasing decision. Other research results that are in line are the findings from Yazdanifard & Wong, (2015) that content marketing will have a significant influence on a purchasing

decision. The results of another study by Diana from UPN University stated that the results of the research that the researchers had done were that content marketing would have a positive and significant effect on a purchasing decision. Where in this case the more marketing content created by a company, the higher the possibility of a purchase decision occurring. So, from that based on this statement, a hypothesis can be compiled as follows

H1: There is a positive and significant influence between Content Marketing on a purchasing decision

1.6.2. Relationship Between Sales Promotion and Purchase Decision

Promotional activities not only serve as a means of communication between the company and consumers but also as a tool to influence consumers in purchasing or using products according to their needs and desires (Sunyoto, 2012:154). The main purpose of the promotion is the modification of consumer behavior, informing, influencing, persuading, and reminding the target consumer about the company and the products or services it sells. Every company that does something activity certainly has a purpose. Promotion is one of the variables in the marketing mix that is very important implemented by the company in marketing products. Tjiptono (2008:229) states that sales promotion is a form of direct persuasion through the use of a variety that can be arranged to stimulate the purchase of products immediately and increase the number of goods purchased by customers. According to Zaini's research (2013), showing that promotions have a positive relationship to purchasing decisions, this result is in line with research conducted by Purwosembodo (2014), which means that companies that promote in some

media used can attract interest from prospective consumers, so it can be concluded that the more often companies conduct promotional activities will be a concern of consumers and prospective consumers.

H2: There is an influence between the Marketing Sales Promotion Strategy which is positive and significant on a purchasing decision.

1.6.3. The Influence of Content Marketing and Sales Promotion on Purchasing Decisions

Content marketing and sales promotion have an effect on a purchase decision. According to the Kotler & Keller (2009) stated that Sales promotion is fundamental in marketing campaigns, consisting of various incentive media, planned to influence purchase decisions. According to Peter & Jerry (2014), Sales promotion is a direct stimulus to consumers to induce purchases. From the opinions above, it can be concluded that sales promotion and content marketing share similarities in their strategies to market products offered by companies to generate purchase decisions among consumers.

H3: The influence between content marketing and the Sales Promotion effect is positive and significant on a purchasing decision.

1.7. Previous Research

This previous research is considered almost to have a similarity that is used by researchers to support research being conducted at this time. With the existence of a previous or previous research, it has a similarity as a goal to find out a relevance

Table 1. 1 Previous Research

No	Research title And author	Variable	Analysis Method	Research Result	Equality	Difference
1.	"The Influence of Content Marketing on Purchasing Decisions", Rahman (2019)	- Content marketing - Buying decision	- Quantitative - Descriptive statistical analysis - questionnaire	There is a significant influence on content marketing and purchasing decisions	- Variable content marketing and purchasing decisions - Quantitative and questionnaire analysis methods	The method of analysis uses descriptive statistics
2.	"The Effect of Content Marketing on Consumer Buying Interest In Yours Bandung Creative Services", (Akhmad Fauzi, 2018)	- Content marketing - Purchase decision	- Quantitative - Path analysis - Questionnaire	There is a significant influence on content marketing and purchasing decisions	- Content marketing variables and purchasing decisions - Quantitative and questionnaire analysis - Methods	Method of analysis using path analysis
3.	"The Influence of Content Marketing and Product Knowledge On Purchasing Decisions And Their Impact On eWOM", (Ramayani Yusuf, 2021)	- Content Marketing - Product knowledge - Buying decision - eWOM	- Quantitative - Interview questionnaire	The results of this study show that content marketing and product knowledge have a significant effect on purchasing decisions and eWOM	- Content marketing variables and purchasing decisions quantitative analysis methods and questionnaires	- Product knowledge and eWOM variables
4.	"The Effect of Content Marketing on Purchasing Decisions with Purchase Intention as An Intervening Variable in	- Content Marketing - Buying decision - Interest in buying	- Quantitative - Least square partial test - Purposive sampling	There is a significant influence on content marketing and purchasing decisions	- Marketing content variables and purchasing decisions - Quantitative analysis method	- Variable purchase intention - Square partial test analysis method.

No	Research title And author	Variable	Analysis Method	Research Result	Equality	Difference
	Studies on Go_Kopi Consumer (Rahman, T, 2019)					
5	Determinants of Customer Satisfaction and Customer Loyalty: Price and Product Quality (Marketing Management Literature Review). (Pramudita, 2022).	- Content marketing - Brand image - Purchase decision - Purchase intention	- Quantitative - Least square partial test - Purposive sampling	There is a significant influence of content marketing on purchasing decisions	- Marketing content variables and purchasing decisions - Quantitative analysis method	Variable purchase intention and brand image
6	The Effect of Advertising and Sales Promotion on Purchasing Decisions at Poskopi Zio Jombang (Salsabila, C. B., & Rachmi, A., 2023)	- Advertising - Sales Promotion - Purchase decision	- Quantitative - Purposive sampling	There is a significant influence of sales promotion on purchasing decisions	- Sales promotion and purchase decisions variablesQuantitative analysis method	- Variable advertising

1.8. Hypothesis

According to Sugiyono (2018) states that the hypothesis is a temporary answer to a problem statement in research, where the research statement has been stated in the form of a sentence. Based on this, the hypothesis framework obtained by the hypothesis model is as follows:

H1: There is a positive significant between content marketing and purchasing decisions.

H2: There is positive significant between sales promotion and purchasing decision.

H3: There is positive significant between content marketing, sales promotion and purchasing decision.
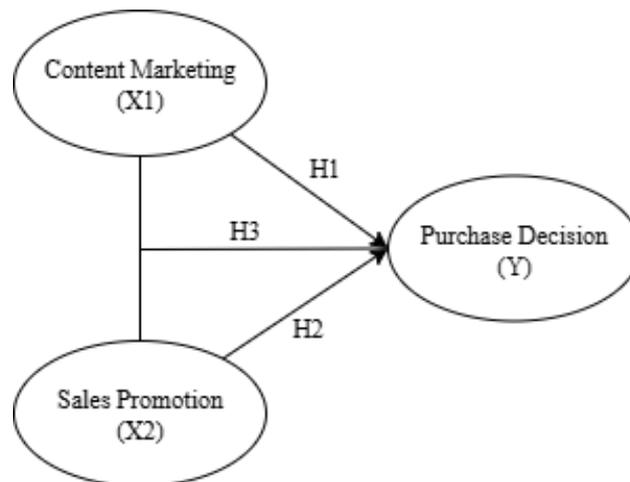

Figure 1. 12 Hypothesis Model

1.9. Conceptual Definition

Conceptual definition itself is an understanding of the understanding of a concept of each variable in a study. This Conceptual Definition will be described as follows:

1.9.1. Content Marketing

According to Kotler (2019) content marketing is a marketing approach that includes creating, selecting, sharing and enlarging good and interesting, relevant and useful content for clear audience groups in order to create conversations about the content so that the given brand can be conveyed clearly in the eyes of consumers.

1.9.2. Sales Promotion

According to Kotler (2016), sales promotion constitutes a form of marketing

campaign comprising various incentive tools, predominantly short-term in nature, aimed at accelerating or amplifying consumer or distributor purchases of products or services.

1.9.3. Purchase Decision

According to Tjiptono (2014) purchasing decisions are a series of processes that start with the consumer getting to know the problem, looking for information about a particular product or brand and evaluating the product or brand how well each of these alternatives can solve the problem.

1.10. Operational Definition

The operational definition is an explanation of how a variable can be measured in the research to be carried out.

1.10.1. Content Marketing

According to Aušra et al. (2016), high-quality content marketing should incorporate seven essential elements:

1. Relevance

   The content provided must be relevant to the characteristics of the product or the company being marketed. Relevance is viewed as the usefulness of the information for consumers, making it crucial to ensure the content stays aligned with the actual conditions and context.

2. Informative

   Content should offer valuable information to potential customers, including knowledge, skills, and insights into the processes the company uses to create its products and services.

3. Reliability

Reliability is a key element in creating high-quality content. Companies must carefully evaluate data processing procedures and apply appropriate techniques.

4. Value

Content creation should reflect both functional and emotional values, not merely serve as a marketing tool. It must provide benefits that go beyond sales, resonating meaningfully with the audience.

5. Uniqueness

Unique content can serve as a strategic positioning tool, helping the company build a distinct image and stand out in a crowded market.

6. Emotions

Companies must understand content on a broader level and incorporate emotional and entertaining elements that can excite customers. Emotional characteristics, whether positive or negative, tend to engage consumers more effectively than neutral content.

7. Intelligence

Content must be capable of being understood by humans and processed by machines or technology. This dual capability ensures content is adaptable for both user engagement and digital platforms.

1.10.2. Sales Promotion

According to Kotler and Keller (2012), the indicators of sales promotion are:

1. Sales Frequency

This refers to the measurable strategy of how often sales promotions are conducted within a certain time frame using promotional media. It indicates the intensity and regularity of promotional efforts aimed at driving purchases.

2. Promotion Quality

This involves the assessment and evaluation of the effectiveness and execution of a company's promotional activities. High-quality promotions are those that deliver clear value and are well-received by the target audience.

3. Promotion Appropriateness

This reflects how accurately a promotion targets the intended audience to achieve sales objectives. A well-targeted promotion ensures the right message reaches the right consumer segment, increasing the chances of conversion.

1.10.3. Purchase Decision

According to Tjiptono (2012), the indicators of purchasing decision are:

1. Product choice, which is a dimension that will show that a consumer will make a purchase of a product based on a variety and quality of the product that suits his needs and desires.

2. Distribution choice, which is a dimension that shows that a consumer makes a purchase of a product based on several distribution choices

3. Purchase time, this is a dimension that shows that a consumer can make a purchase of a product at the right time to be able to meet the needs and desires of a consumer.

4. Number of purchases, this is a dimension that shows that a consumer can adjust the number of purchases of a product according to the needs and desires of

consumers.

Table 1. 2. Operational Definition

Variable	Definition	Indicator	Sub Indicator	Source
Content marketing (X1)	Content marketing is a marketing approach that includes creating, selecting, sharing and enlarging good and interesting, relevant and useful content for clear audience groups to create conversations about the content so that the given brand can be conveyed clearly in the eyes of consumers.	Relevance	a. Starbuck Indonesia creates content that has relevance for consumer information. b. Starbuck creates content that has content with levels of engagement or engagement	Aušra et al. (2016)
		Informative	a. Starbuck Indonesia creates content that provides information to consumers or potential customers about knowledge b. Starbucks Indonesia presents marketing content that is interesting and appropriate for its target consumers.	
		Reliability	a. Starbuck Indonesia is careful in evaluating a data processing procedure in creating its content. b. Starbuck Indonesia uses an appropriate technique in creating marketing content.	
		Value	a. Starbuck Indonesia creates content that has value "Delivering our very best in all we do". b. Starbuck Indonesia creates content that has a moral.	
		Uniqueness	a. Starbuck Indonesia creates unique content. b. Starbuck Indonesia	

Variable	Definition	Indicator	Sub Indicator	Source
			creates content that follows current trends.	
		Emotion	a. Starbuck Indonesia creates content by understanding its consumers so that the content messages conveyed can be received by its audience. b. Starbuck Indonesia creates content that is relevant to what is happening.	
		Intelligence	a. Starbuck Indonesia creates content that its audience can understand. b. Starbuck Indonesia creates content that can attract consumers' interest	
Sales promotion (X2)	Sales promotion constitutes a form of marketing campaign comprising various incentive tools, predominantly short-term in nature, aimed at accelerating or amplifying consumer or distributor purchases of products or services.	Sales Promotion	a. Starbucks Indonesia creates many promotions in a year b. Starbucks often runs limited time offers	Kotler and Keller (2012)
		Promotion Quality	a. Customers perceive Starbucks' member-exclusive discounts b. Starbucks communicates their promos clearly through multiple channels	
		Promotion Appropriateness	Starbuck Indonesia creates promotion considering appropriateness of promotional targets	
Purchase decision (Y)	Purchase decisions are a series of processes that start with the consumer getting to know the problem, looking	Product choice	a. Starbuck Indonesia provides various types and product variants to suit the needs of Starbuck's consumers. b. Starbuck Indonesia	Tjiptono (2012)

Variable	Definition	Indicator	Sub Indicator	Source
	for information about a particular product or brand and evaluating the product or brand how well each of these alternatives can solve the problem.		provides products that have quality according to the wishes of Starbuck's consumers themselves. c. Starbuck Indonesia provides products that are in accordance with current developments or keep up with developments.	
		Distribution choice	a. Starbuck Indonesia is a brand that is easily available and found in the market b. Starbuck Indonesia has outlets that are easily accessible to consumers. c. Starbuck Indonesia has strategic outlets.	
		Purchase Time	Starbuck consumers will decide to buy Starbuck products after feeling the need for Starbuck products themselves Starbuck consumers will decide to buy if they need other factors to meet their needs (example place)	
		Frequently Purchase	a. Starbuck Indonesia consumers will decide to buy Starbuck products in the amount according to their needs and desires b. Starbuck consumers will decide to buy Starbuck products according to existing promos.	

1.11. Research Methods

1.11.1. Research Type

This research will use the type of research that is in the form of research with a quantitative approach. Where in quantitative research according to Hamdi & E. Bahruddin, (2014) it will emphasize a phenomenon that is actually without being influenced by a personal opinion and is examined quantitatively using a number and statistical management. This quantitative approach is an approach that expresses an event in the form of a number, number or quantity (Saptutyningsih & Setyaningrum, 2019).

This study employs an explanatory research design. According to Singarimbun and Effendi (2006), explanatory research aims to explain causal relationships between variables by testing hypotheses. This research investigates the associative relationship between two independent variables content marketing (X1) and sales promotion (X2) on purchase decision (Y).

1.11.2. Population and Research Sample

a. Population

Population is a collection of all measurements, objects or individuals that are being studied in a study Eng (2015). The population in this case is not only limited to a group of people, so this object can be a source of research. Population is an object that is a source of data from a study (Saptutyningsih & Setyaningrum, 2019). The population in this study consists of all follower Starbucks Indonesia's Instagram consumers with total 1.776.865 consumers.

b. Sample

Sample is part or part of the total population which is an object of research (Saptutyningsih & Setyaningrum, 2019). To determine the sample size in this study, the slovin formula was used, because the population size is unknown.

$$n = \frac{N}{1 + N\,(0,1)^2}$$

Where:

n = Sample size / Number of respondents

N = Population size

E = Margin of error that can still be tolerated; in this case, e = 0.1

According to Slovin's formula, the following conditions apply:

- A margin of error (e) of 0.1 (10%) is used for large populations

- A margin of error (e) of 0.2 (20%) is used for small populations

The sample size range determined using Slovin's formula typically falls between 10% to 20% of the total population. In this study, the total population is 1.776.865 consumer. By applying a 10% margin of error, the sample size is calculated as follows:

$$n = \frac{1.776.865}{1 + 1.776.865\,(0,1)^2} = \frac{1.776.86}{17.769,65} = 99.99 \approx 100$$

The sample in this study consisted of 100 Starbucks Dr Wahidin's consumer.

1.11.3. Sampling Technique

This research will use a sampling technique in the form of non-probability sampling. Non-probability sampling is a sampling technique where each member in a population does not have the same opportunity as other members (Saptutyningsih & Setyaningrum, 2019). Furthermore, in this study will use

purposive sampling method. Purposive sampling method is a method that determines participants to be made into samples that will be based on a number of predetermined criteria (Siregar, 2013). The reason for using this method is to determine a sample that logically represents the population. In this study the researcher has determined the criteria that will be used to determine the sample, namely

a. Respondents who will be used are Starbucks Dr Wahidin's consumer, with at least 1 month of consumption.

b. Respondents are consumers aged 15-60 years.

c. The respondents used are Starbuck Indonesia consumers who live in the city of Semarang.

d. Respondents are willing to conduct and fill out questionnaires for the purposes of this research.

1.11.4. Data Types and Sources

1.11.4.1. Data Type

Endah Saptutynigsih and Esty Setyanigrum (2020) state that there are two types of data based on their nature, namely:

a. Quantitative Data

This quantitative data is the type or form of data presented in the form of numbers or nominal. In this study, quantitative data will be used to collect data through a questionnaire that has been distributed to respondents, namely Starbuck Indonesia consumers according to the respondent criteria that have been determined by the researcher.

b. Qualitative Data

Qualitative data in this case is the type or form of data that will be presented in the form of a description. This qualitative data will generally explain the opinions of experts or the results of research that has been done before.

1.11.4.2. Data source

In conducting this research, data sources will be divided into two. That is:

1. Primary data

Primary data is original data that will be collected by a researcher and will be obtained directly from the source (Istijanto, 2005). In this data will be related to a variable that has been determined by the researcher. Researchers in this case will get primary data from distributing questionnaires using Google Forms which will be distributed to Starbuck Indonesia consumers in Semarang City.

2. Secondary Data

Secondary data is a series of analyzes carried out to obtain different knowledge from different sources (David E Gray, 2009). Secondary data is data that comes from censuses, surveys and other documents (Effendi & Tukiran, 2012). In this study, secondary data will be used, namely journals, theses and websites that have a connection with the research conducted by this researcher.

1.11.5. Method of collecting data

Questionnaire is a data collection tool that will later be collected by researchers and processed to produce certain data. In this research, a Likert Scale

will be used (Umar, 2003). The Likert scale is used by giving a value to a variable with a variable indicator through a question that will be asked to the respondent. This data collection technique will later be carried out by researchers using an online-based questionnaire, namely by using the Google Form using a Likert scale which will later measure the answers of respondents to Starbuck consumers in Semarang City. Respondents will be presented with questions and will be asked to provide answers. This is necessary for the purposes of quantitative analysis.

Table 1. 3 Skala Likert

Predicate	Information	Score
SS	Strongly agree	5
S	Agree	4
N	Neutral	3
TS	Disagree	2
STS	Strongly Disagree	1

1.11.6. Data Collection Technique

a. Literature review

In this study, one of the data collection techniques used was library research. Library Studies is a data collection technique using theory that is relevant to the research being conducted.

b. Questionnaire

In this study another technique used is to use a questionnaire. This questionnaire is a data collection technique or gathering information through a list of questions that have been designed in detail and are related to research. This questionnaire will later be carried out online using the Google Form to respondents, namely Starbuck consumers in Semarang City.

1.11.7. Data Processing Techniques

This data processing is a process where later the researcher will get a summary of certain information. This data management technique will be used in this research

a. Editing

At this stage it is a process to re-check the data that has been obtained and will minimize incorrect or inappropriate data.

b. scoring

At this stage it is a process of giving a value or score to the results of the questionnaire answers that have been obtained from the respondents. Later this scoring will race against the Likert Scale.

c. Tabulating

This stage is a process for compiling a table which will later be used to load data using certain code as analysis needs.

1.11.8. Research Instruments

In this research instrument is a tool that will later be used to collect data, manage data, measure data and analyze data in a study. In this case the research instrument (Sugiyono, 2010) is a tool used to measure a natural or social phenomenon that is being observed by researchers. In this study the research instrument that will be used later uses a questionnaire. Later this questionnaire will become a technique for efficient data collection.

1.11.9. Data Analysis Method

1.11.9.1. Validity and Reliability Test

This study utilizes quantitative data analysis based on the calculated results of previously measured variables. The data analysis process involves grouping the data according to respondent types and research variables, presenting the data for each variable, and then processing it using statistical methods through IBM SPSS for Windows software.

1. **Validity Test**

Validity is a measure of the accuracy of field data in research with data collected by the researcher (Sugiyono, 2013). Validity testing is used as a standard measure to explain the accuracy of the research instrument. According to Ghozali (2009), the accuracy of a questionnaire is determined by whether the questions inside can validly measure each instrument question by considering the following criteria:

   a) If the calculated r value > the table r value, then the significance point of the question or statement is considered valid.

   b) If the calculated r value < the table r value, then the significance score of the question or statement is considered invalid.

In determining the table r value, data that has been tested for validity using SPSS will display a table in the SPSS application containing the correlation results with significant values.

2. **Reliability Test**

Reliability testing serves as a standard for measuring the extent to which a

measurement instrument exhibits consistency in both the object and the data (Sugiyono, 2013). If the research shows consistent results, meaning there is similarity in testing the object and questions on different days, it is considered reliable. According to Ghozali (2009), reliability testing, and measurement use the Cronbach Alpha formula, with the note that a questionnaire is considered reliable if the Cronbach Alpha value > 0.6. The following are the criteria for measuring reliability using the Cronbach Alpha formula:

a) If the Cronbach Alpha value > 0.6, the questionnaire is considered reliable.

b) If the Cronbach Alpha value < 0.6, the questionnaire is considered unreliable.

1.11.9.2. Correlation Coefficient Test

The correlation coefficient is used to measure the strength of the influence of the independent variable (X) on the dependent variable (Y). Correlation analysis can be conducted based on the following criteria:

Table 1. 4 Correlation Coefficient Test

Coefficient Interval	Relationship Strength
0.00 - 0.199	Very Low
0.20 - 0.399	Low
0.40 - 0.599	Moderate
0.60 - 0.799	Strong
0.80 - 1.000	Very Strong

(Source: Sugiyono, 2010)

If the calculation of the r value is close to 0, the influence of the independent variable on the dependent variable is weak. On the other hand, if the r value is close to 1, the influence between the independent and dependent variables is strong.

1.11.9.3. Coefficient of Determination Test

The Coefficient of Determination (R²) in research is used to measure the extent to which the developed model can explain the variation in the dependent variable. The value of the determination coefficient ranges between zero and one. If the resulting R² value is small, it indicates that the independent variables have very limited ability to explain the dependent variable. On the other hand, if the R² value approaches one, it means that the independent variables are comprehensive and provide complete information useful for predicting the variation in the dependent variable (Imam Ghozali, 2007).

$$KD = (r^2) \times 100\%$$

Noted:

- KD: Coefficient of Determination
- r: Correlation coefficient

1.11.9.4. Simple Linear Regression Analysis

Simple linear regression analysis is used to determine the relationship between the independent variable (X) and the dependent variable (Y). The model for simple linear regression analysis is as follows:

$$Y = a + bx$$

Noted:

- Y: Dependent variable
- a: Constant value (intercept)
- b: Regression coefficient (slope)
- x: Independent variable

1.11.9.5. Multiple Linear Regression Analysis

Multiple linear regression analysis in research aims to predict the condition of the dependent variable in other words, the rise and fall of the dependent variable itself when two or more independent variables as predictor factors are manipulated (increased or decreased in value). In this study, the analysis is used to test the third hypothesis, namely: "There is significant between content marketing, sales promotion and purchasing decision." In the calculation of multiple linear regression, the following formula is used:

$$Y=a+b_1X_1+b_2X_2+e$$

Noted:

- Y: Dependent variable

- a: Constant

- b_1: Regression coefficient of X_1 on Y

- b_2: Regression coefficient of X_2 on Y

- X_1: Sales promotion

- X_2: Content marketing

- e: Residual (error term)

1.11.10. Significance Test

1.11.10.1. Partial Test (T-Test)

The partial test, also known as the t-test, is a method used in research to determine the extent to which an independent variable (X) significantly influences the dependent variable (Y). In this study, the t-test is conducted to assess how strongly sales promotion and content marketing affect purchase decision at a 5%

significance level ($\alpha = 0.05$), using the following criteria:

a) If the t-count value > t-table value and the significance level is below 0.05, then H_0 is rejected and H_a is accepted. This indicates that the independent variable (X) significantly affects the dependent variable (Y), and the hypothesis is accepted.

b) If the t-count value < t-table value and the significance level is above 0.05, then H_0 is accepted and H_a is rejected. This means the independent variable (X) does not have a significant effect on the dependent variable (Y), and the hypothesis is rejected.

1.11.10.2. Simultaneous Significance Test (F-Test)

The simultaneous test, or F-test, is a method used in research to determine whether two or more independent variables together have a significant effect on the dependent variable (Surajiyo et al., 2020). In this study, the F-test is used to assess whether sales promotion and content marketing simultaneously influence purchase decision significantly. The hypothesis criteria for conducting the F-test are as follows:

a. $H_0 = 0$, indicates that the independent variables (X) do not have a significant simultaneous effect on the dependent variable (Y) in the research object.

b. $H_a \neq 0$, indicates that the independent variables (X) have a significant simultaneous effect on the dependent variable (Y) in the research object.

After setting the hypothesis criteria for the F-test, the significance level is determined at 5% (0.05). The F-count value is then compared with the F-table value based on the following rules:

- **H₀ is accepted** if F-count < F-table

- **Hₐ is accepted** if F-count > F-table