



The Influence of Content Marketing and Social Media Marketing on Purchase Decisions through Purchase Intentions

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Abstract

This study aims to examine the influence of content marketing and social media marketing on purchase decisions through purchase intention among consumers of Elat Sapi products from Dapur Dewi Sari MSME in Samarinda. A quantitative approach was employed using purposive sampling, involving 100 respondents who had visited the business's social media accounts and made at least one purchase. Data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 4.0. The results indicate that content marketing, social media marketing, and purchase intention have a positive and significant effect on purchase decisions. Content marketing and social media marketing also significantly influence purchase intention. Furthermore, purchase intention significantly mediates the relationship between content marketing and purchase decision, while it does not significantly mediate the relationship between social media marketing and purchase decision. These findings imply that MSMEs should prioritize informative and persuasive content strategies, supported by effective social media activities, to enhance consumer purchase decisions.

Keywords: Content Marketing, Social Media Marketing, Purchase Intention, Purchase Decision.

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1. Introduction

Digitalization has become one of the most significant phenomena in the development of the business world today. Digital transformation has not only changed the way large companies operate, but also opened up new opportunities for Micro, Small, and Medium Enterprises (MSMEs) to develop their businesses more effectively and efficiently (Morisson and Fikri, 2025). In this era of increasingly advanced information technology, the use of digital platforms and social media has become an important tool in marketing strategies, especially for MSMEs that want to expand their market reach and increase their competitiveness.

In Indonesia, MSMEs play a vital role in the national economy with a significant contribution to the Gross Domestic Product (GDP) and employment. However, many MSMEs still face challenges in adopting digital technology, both in terms of knowledge, resources, and

infrastructure. This is a major obstacle in optimizing the potential of digital marketing, which can actually accelerate their business growth.

Micro, Small, and Medium Enterprises (MSMEs) contribute significantly to Indonesia's Gross Domestic Product (GDP). Data from the Ministry of Cooperatives and SMEs shows that MSMEs contribute 61.07% of the national GDP, with a value of Rp8,573.89 trillion. This figure is in line with previous records showing that the contribution of MSMEs to Indonesia's GDP was in the range of 56.8% to 61% during the 2010-2023 period (Ramadhani et al., 2025).

In an effort to maintain the contribution of MSMEs to the national economy, MSMEs need to adapt to existing digital technology developments, especially in terms of marketing their products. One strategy that is increasingly being adopted is marketing content on social media, which allows MSME players to reach a wide range of consumers (Arifin and Kohar, 2019).

Several studies have highlighted the importance of digital strategies in improving SME performance. Research by Zeqiri et al., (2024); Ali et al., (2025); Romadhoni et al., (2023); and Choedon and Lee, (2020) found that social media marketing has a significant effect on purchase intention. In addition, research by Hien and Nhu, (2022); Genoveva et al., (2022); Ali et al., (2025); and Ratri et al., (2025) found that content marketing has a significant effect on purchase intention. Research by Sari et al., (2025); Agi and Kerti, (2023); and Gultom et al., (2025) found that social media marketing has a significant effect on purchase decisions. In addition, research by Mubarrak et al., (2023); Asnawati et al., (2022); Agi and Kerti, (2023); dan Sari et al., (2025) found that content marketing has a significant effect on purchase decisions.

Meanwhile, there are inconsistencies in the results of several studies. Cahyani et al., (2021) and Hanaysha, (2025) found that social media marketing had no significant effect on purchase decisions. In addition, Mishra and Varshney, (2024) found that content marketing had no significant effect on purchase decisions.

Based on the inconsistency of previous research results, this study was conducted with the aim of obtaining valid answers regarding the relationship between variables. Therefore, this study focuses on filling the gap in research on the influence of content marketing and social media marketing on purchase decisions through purchase intention of Elat Sapi products from Dapur Dewi Sari MSME in Samarinda City.

2. Literature Review

2.1 Content Marketing

One way to communicate with customers or potential customers without engaging in sales activities is through content marketing (Ilmi et al., 2018). Content marketing is a marketing strategy that aims to design, distribute, and produce innovative information to attract customers who are interested in products or services (Bening and Kurniawati, 2019). Content marketing is defined as a marketing strategy characterized by creating and disseminating valuable, consistent, and relevant content to achieve desired goals (Baltes, 2015). Based on the above definitions, it can be concluded that content marketing is a way of communicating with customers by providing valuable and consistent information, so that they are interested and choose the product or service. According to Huda, Karsudjono, and Darmawan, (2021), several indicators of content marketing include: reader cognition, sharing motivation, persuasion, and decision making.

2.2 Social Media Marketing

Social media marketing is an interdisciplinary and cross-functional concept that utilizes social media to achieve organizational goals by creating value for stakeholders (Felix et al., 2017). Social media marketing is promotional activity through social media to promote goods or services

(Miah et al., 2022). Social media marketing consists of efforts to use social media to convince consumers about a company, product, or service (Farzin et al., 2022). Based on the above definitions, it can be concluded that social media marketing is the use of social media as a marketing tool to communicate with consumers, ultimately convincing them of the value offered by the company. According to Aji, Nadhila, and Sanny, (2020), several indicators of social media marketing include entertainment, interaction, trendiness, and advertisement.

2.3 Purchase Intention

Purchase intention is understood as a combination of consumer interest in a product and the ability to purchase that product (Kim and Ko, 2012). Pantano and Viassone, (2014) state that purchase intention is closely related to consumers' plans to make actual purchases within a certain period of time. Schiffman, Kanuk, and Hansen, (2012) define purchase intention as consumer transaction behavior that tends to emerge after evaluating a product. Consumer reactions to the product are used to measure the likelihood of purchase by consumers. Purchase intention is an important variable because it serves as a bridge between content marketing and social media marketing and purchase decisions. When consumers are exposed to marketing content through social media platforms, this can shape their purchase intention, which then drives their purchase decision. According to Nasermodeli, Ling, and Maghnati, (2013), several indicators of purchase intention include: recommending others to buy, buying for oneself, and buying for family and friends.

2.4 Purchase Decision

Purchase decisions involve a series of choices made by consumers before making a purchase, beginning when they have a desire to fulfill a need (Hanaysha, 2025). Purchase decisions are consumer decisions to buy a product based on an awareness of the fulfillment of needs and desires (Mubarrak et al., 2023). In addition, Kotler and Keller, (2017) state that the consumer decision-making process involves five stages, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. Purchase decisions are relevant in the context of this study because content marketing and social media marketing play a role in the information search and alternative evaluation phases, where consumers collect and process information before forming purchase intentions that ultimately lead to purchase decisions. According to Upadana and Pramudana, (2020), several indicators of purchase decisions include: decided to choose, priority, awareness of sacrifice, and liking the product.

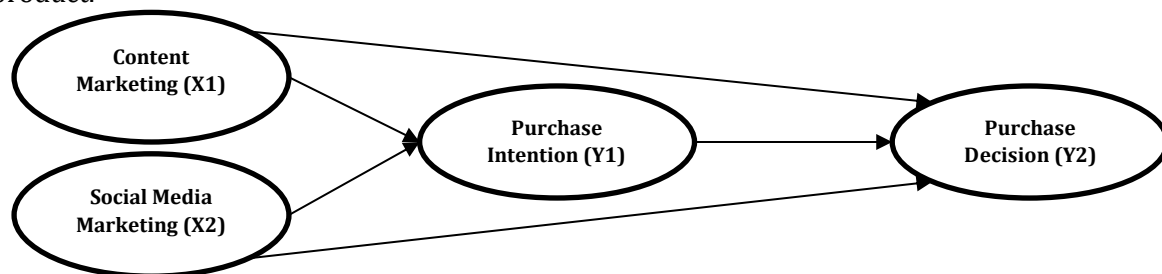


Figure 1. Conceptual Framework

Based on the conceptual framework above, the hypotheses in this study are as follows:

- H1: Content Marketing has a significant effect on Purchase Intention
- H2: Content Marketing has a significant effect on Purchase Decision
- H3: Social Media Marketing has a significant effect on Purchase Intention
- H4: Social Media Marketing has a significant effect on Purchase Decision

H5: Purchase Intention has a significant effect on Purchase Decision

H6: Purchase Intention mediates the effect of Content Marketing on Purchase Decision.

H7: Purchase Intention mediates the effect of Social Media Marketing on Purchase Decision.

3. Method

This study adopts a quantitative approach. Quantitative methods are methods based on numerical data and analyzed using statistical methods to draw conclusions about a phenomenon (Sugiyono, 2013). This study consists of three types of variables, namely independent variables, namely content marketing (X1) and social media marketing (X2), and intervening variables, including purchase intention (Y1), and dependent variables, including purchase decision (Y2).

Primary data in this study were obtained through the distribution of questionnaires. Questionnaire responses were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). In addition, secondary data were obtained from relevant books and journals to strengthen the research (Sugiyono, 2013).

The population in this study has an unknown size, so the Lemeshow formula was used to determine the minimum sample size. With a 95% confidence level and a 10% margin of error, a minimum of 96 respondents is required (Lemeshow et al., 1997). According to Hair et al., (2019), the optimal sample size for SEM analysis tools is between 100-200 respondents, so the sample used in this study was 100 respondents. The sampling technique used a non-probability method with a purposive sampling approach, which involves selecting respondents based on specific criteria to ensure the relevance of the sample to the research topic (Sugiyono, 2013). The criteria for respondents in this study were respondents who were at least 17 years old, has visited the social media page of Dapur Dewi Sari, an SME that produces Elat Sapi products and had made at least one purchase.

Data analysis was performed using the Partial Least Squares - Structural Equation Modelling (PLS-SEM) method with the assistance of SmartPLS 4.0 software. The PLS-SEM method was chosen because of its ability to test theoretical frameworks with complex structural models on relatively small sample sizes (Setiabudhi et al., 2025).

The analysis was conducted in two stages: testing the measurement model (outer model) and testing the structural model (inner model). The measurement model aims to evaluate the relationship between latent variables and their constituent indicators. Convergent validity was evaluated based on factor loadings with a minimum threshold of 0.70 and an Average Variance Extracted (AVE) of at least 0.50. Construct reliability was measured using Composite Reliability with a minimum value of 0.70. Additionally, discriminant validity was tested to ensure that each construct clearly differs from the others. Discriminant validity testing was conducted using the Heterotrait-Monotrait Ratio (HTMT) with a cutoff value below 0.90. Furthermore, cross-loadings were used to compare the loading values of each indicator on its original construct with other constructs, where an indicator was considered valid if it had the highest loading value on the variable it measured. Meanwhile, the structural model (inner model) was used to analyze the causal relationships among latent variables by evaluating the R-squared values, which were categorized as high (0.67), moderate (0.33), and low (0.19). Additionally, the significance of the relationships among constructs was tested through path coefficient analysis using the bootstrapping method. Relationships between variables were considered significant if the t-statistic value was greater than 1.65 at a 10% significance level, 1.96 at a 5% significance level, and 2.58 at a 1% significance level, or if the p-value was below the specified significance level. (Setiabudhi et al., 2025).

4. Result And Discussion

Table 1. Respondents Demographic Profil

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	53	53%
	Female	47	47%
Age	18 – 22 Years	7	7%
	23 – 27 Years	16	16%
	28 – 32 Years	6	6%
	33 – 37 Years	13	13%
	38 – 42 Years	23	23%
	>43 Years	35	35%
Last Educations	Elementary School	2	2%
	Junior High School	4	4%
	Senior High School	33	33%
	Diploma (D1/D2 or D3)	16	16%
	Bachelor (S1 or D4)	41	41%
	Master (S2)	4	4%
Occupation	Student	5	5%
	Private Employee	45	45%
	Entrepreneur	18	18%
	Housewife	13	13%
	Civil Servant	19	19%
Income	2 – 3 million	28	28%
	3.1 – 4 million	14	14%
	4.1 – 5 million	18	18%
	5.1 – 6 million	10	10%
	>6 million	30	30%
Purchase Frequency	For the First Time	47	47%
	2-3 Time in the Last 6 Mouths	32	32%
	Once a Mouth	8	8%
	2-3 Times Per Month	6	6%
	More Than 3 Times Per Month	7	7%
Commonly Used Media	Instagram	54	54%
	Facebook	10	10%
	WhatsApp	32	32%
	TikTok	4	4%

Source: Primary data processed (2025)

The results of data collection through questionnaires show the characteristics of respondents based on several categories, namely gender, age, education, occupation, income, frequency of purchase, and frequently used media. Based on gender, most respondents were male, with a percentage of 53%. In the age category, respondents aged over 43 years accounted for 35%. In terms of highest level of education, respondents were dominated by bachelor's degree (S1/D4) graduates, accounting for 41%. In terms of occupation, most respondents worked as private employees, accounting for 45%. In terms of income, the group with an income above 6 million was the largest, with a percentage of 30%. In terms of purchase frequency, 47% of

respondents were first-time buyers. Meanwhile, the most frequently used media was Instagram, with a percentage of 54%.

The testing was conducted in two stages. The measurement model (outer model) testing was conducted to assess the relationship between indicators and latent variables. This assessment included convergent validity testing, average variance extracted (AVE) values, composite reliability, and Cronbach's alpha. The results were considered good if the correlation value was greater than 0.70 (Setiabudhi et al., 2025).

Table 2. Factor Loading Values

Indicator	X1	X2	Y1	Y2
Content Marketing (X11)	0,805			
Content Marketing (X12)	0,853			
Content Marketing (X13)	0,882			
Content Marketing (X14)	0,866			
Social Media Marketing (X21)		0,872		
Social Media Marketing (X22)		0,862		
Social Media Marketing (X23)		0,915		
Social Media Marketing (X24)		0,887		
Purchase Intention (Y11)			0,770	
Purchase Intention (Y12)			0,916	
Purchase Intention (Y13)			0,908	
Purchase Decision (Y21)				0,853
Purchase Decision (Y22)				0,931
Purchase Decision (Y23)				0,931
Purchase Decision (Y24)				0,905

Source: Processed using SmartPLS 4.0

Based on the table above, each indicator has a factor loading above 0.70. Therefore, the indicators for each variable are considered valid because they meet the correlation criteria.

Table 3. Average Variance Extracted

Variable	Average Variance Extracted (AVE)	Description
Content Marketing (X1)	0,726	Valid
Social Media Marketing (X2)	0,782	Valid
Purchase Intention (Y1)	0,752	Valid
Purchase Decision (Y2)	0,820	Valid

Source: Processed using SmartPLS 4.0

Based on the table above, each variable has an Average Variance Extracted (AVE) value above 0.50. This indicates that convergent validity has been well fulfilled.

Table 4. Composite Reliability and Cronbach's Alpha Test

Variable	Cronbach's Alpha	rho_a	Composite Reliability
Content Marketing	0,874	0,877	0,914
Social Media Marketing	0,907	0,909	0,935
Purchase Intention	0,832	0,841	0,901
Purchase Decision	0,926	0,929	0,948

Source: Processed using SmartPLS 4.0

Based on the table above, each latent variable has a Cronbach's Alpha, rho_a, and composite reliability value above 0.70. Therefore, the latent variables in this study meet the reliability criteria.

Table 5. Cross Loadings

	CM	PD	PI	SMM
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X11	0.805	0.665	0.627	0.713
X12	0.853	0.718	0.761	0.599
X13	0.882	0.735	0.774	0.712
X14	0.866	0.723	0.709	0.692
X21	0.693	0.648	0.699	0.872
X22	0.710	0.661	0.637	0.862
X23	0.702	0.692	0.713	0.915
X24	0.707	0.744	0.701	0.887
Y11	0.679	0.621	0.770	0.667
Y12	0.744	0.769	0.916	0.699
Y13	0.774	0.732	0.908	0.661
Y21	0.675	0.853	0.741	0.612
Y22	0.765	0.931	0.742	0.706
Y23	0.805	0.931	0.737	0.731
Y24	0.771	0.905	0.745	0.758

Source: Processed using SmartPLS 4.0

Table 6. Discriminant validity (HTMT)

	CM	PD	PI	SMM
CM				
PD	0,926			
PI	0,990	0,932		
SMM	0,896	0,845	0,898	

Source: Processed using SmartPLS 4.0

Discriminant validity was assessed using cross loadings and HTMT ratio. The cross loadings results indicate that each indicator loads highest on its intended construct. However, several HTMT values were above the recommended threshold, suggesting close conceptual relationships among some constructs.

Next, structural model testing (inner model) was conducted to assess the relationship between constructs in accordance with the established hypotheses. This assessment included R-Square and t-statistic tests. The R-Square test was conducted to show the proportion of variance in the endogenous variable that can be explained by the exogenous variable. The R-Square value ranges from 0 to 1. In general, an R-Square value of 0.67 is considered strong, 0.33 is moderate, and 0.19 is weak. Meanwhile, the t-statistic test is conducted to see whether there is an effect and to assess how strong the relationship between the constructs is. The test is conducted using a significance level of 5%, so that a relationship is considered to have a significant effect if the p-value is below 0.05 or the t-statistic value exceeds the applicable t-table.

Table 7. R-Square Test

Variable	R Square	R Square Adjusted
Purchase Intention	0,745	0,740
Purchase Decision	0,757	0,749

Source: Processed using SmartPLS 4.0

Based on the table above, the R-Square value for the Purchase Intention (Y1) variable is 0.745, meaning that the independent variables of content marketing and social media marketing can influence purchase intention by 74%, while the remaining 26% is influenced by other factors. Meanwhile, the R-Square value for the Purchase Decision (Y2) variable is 0.749, meaning that the independent variables of content marketing, social media marketing, and purchase intention are able to influence 75%, while the remaining 25% is influenced by other factors.

Table 8. Path Coefficient Test Results

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values	Effect
CM – PI	0,616	0,583	0,136	4,541	0,000	Positive and Significant
CM – PD	0,397	0,380	0,108	3,671	0,000	Positive and Significant
SMM – PI	0,289	0,323	0,144	1,999	0,048	Positive and Significant
SMM - PD	0,218	0,241	0,093	2,339	0,021	Positive and Significant
PI - PD	0,313	0,311	0,131	2,394	0,019	Positive and Significant
CM – PI – PD	0,193	0,182	0,088	2,199	0,030	Positive and Significant
SMM – PI – PD	0,090	0,098	0,061	1,479	0,142	Positive, but not significant

Source: Processed using SmartPLS 4.0

Based on the table above, the content marketing variable shows a significant effect on the purchase intention variable, as indicated by a path coefficient value of 0.616, a t-statistic value of 4.541, and a p-value of 0.000, thus accepting hypothesis H1. Furthermore, the content marketing variable shows a significant effect on the purchase decision variable, as indicated by a path coefficient value of 0.397, a t-statistic value of 3.671, and a p-value of 0.000, thus accepting hypothesis H2. Then, the social media marketing variable shows a significant effect on the purchase intention variable, as indicated by a path coefficient value of 0.289, a t-statistic value of 1.999, and a p-value of 0.048, so hypothesis H3 is accepted. In addition, the social media marketing variable shows a significant effect on the purchase decision variable, as indicated by a path coefficient value of 0.218, a t-statistic value of 2.339, and a p-value of 0.021, thus accepting hypothesis H4. Furthermore, the purchase intention variable shows a significant effect on the purchase decision variable, as indicated by a path coefficient value of 0.313, a t-statistic value of 2.394, and a p-value of 0.019, thus accepting hypothesis H5. Then, the variable content marketing via purchase intention on purchase decision” shows a significant effect, as indicated by a path coefficient of 0.193, a t-statistic of 2.199, and a p-value of 0.030. Therefore, it can be concluded that purchase intention mediates the effect of content marketing on purchase decision, and thus hypothesis H6 is accepted. Meanwhile, the variable social media marketing via purchase intention on purchase decision shows a positive but insignificant effect, as indicated by a path coefficient of 0.090, a t-statistic of 1.479, and a p-value of 0.142. Therefore, it can be concluded that purchase intention does not mediate the effect of social media marketing on purchase decision, and thus hypothesis H7 is rejected.

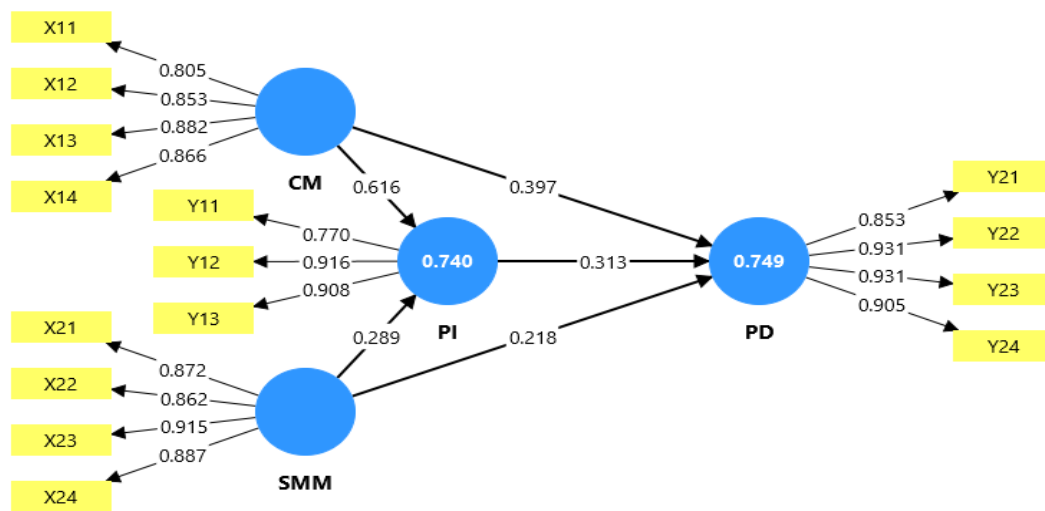


Figure 2. Bootstrapping Test Results

Based on Table 8, the results of this study shows that content marketing has a positive and significant effect on purchase intention. This indicates that the better the content marketing strategy implemented, the higher consumers’ purchase intention toward Dapur Dewi Sari’s Elat Sapi products. This can be explained by the fact that informative, engaging, relevant, and persuasive content is capable of increasing consumer attention and confidence in the products offered. According to Baltes (2015) content marketing is a strategy for delivering valuable content that can attract and retain consumers. When consumers receive clear information about Dapur Dewi Sari’s Elat Sapi products, they are more likely to be interested in trying and purchasing them. The results of this study are also consistent with those of Studies from Hien and Nhu, (2022) and Genoveva et al., (2022), who found that content marketing has a positive effect on purchase intention. Therefore, Dapur Dewi Sari needs to continue presenting engaging visual content, clear product descriptions, and consistent posts to increase consumer interest in purchasing the Elat Sapi product.

Based on Table 8, the results of this study shows that content marketing has a positive and significant effect on purchase decisions. This indicates that the more effective the content marketing, the higher the likelihood of consumers deciding to purchase Elat Sapi products from Dapur Dewi Sari. Content that effectively explains the product’s benefits, quality, and unique selling points helps consumers in their evaluation process before making a purchase. According to Kotler and Keller (2017), the purchase decision begins with information search and evaluation of alternatives before consumers decide to buy. In the context of culinary SMEs, digital content serves as a substitute for consumers’ direct experience with the product. These findings are also supported by Mubarrak et al., (2023) and Agi and Kerti, (2023), who found that content marketing has a significant influence on purchase decisions. Therefore, Dapur Dewi Sari needs to utilize customer testimonials, high-quality product photos, and promotional information to encourage the purchase of Elat Sapi products.

Based on Table 8, the results of this study shows that social media marketing has a positive and significant effect on purchase intention. This indicates that the better the marketing activities on social media, the higher consumers’ purchase intention for Dapur Dewi Sari’s Elat Sapi products. This occurs because social media provides entertainment, two-way interaction, keeps users up-to-date with trends, and facilitates the delivery of promotions to consumers. According to Felix et al. (2017), social media marketing is a cross-functional concept that utilizes social media to create value for consumers and organizations. Active interaction between businesses and consumers can foster emotional closeness and enhance trust in the product. The results of

this study are also consistent with those of Zeqiri et al., (2024) and Ali et al., (2025), who found a positive influence of social media marketing on purchase intention. Therefore, Dapur Dewi Sari needs to improve the consistency of its promotions on Instagram, WhatsApp, and other platforms to further increase consumer purchase interest in Elat Sapi products.

Based on Table 8, the results of this study shows that social media marketing has a positive and significant effect on purchase decisions. This indicates that the more effective the social media marketing strategy, the higher the likelihood of consumers purchasing Dapur Dewi Sari's Elat Sapi products. Social media makes it easier for consumers to obtain information, view customer reviews, and quickly learn about promotions. According to Miah et al., (2022), social media plays a crucial role in influencing consumer shopping behaviour through access to information and digital communication. Additionally, visual content and interactive communication via social media can encourage consumers to make purchases immediately. These findings are also supported by Sari et al., (2025), Gultom et al., (2025), and Agi and Kerti, (2023), who found a positive influence of social media marketing on purchase decisions. Therefore, Dapur Dewi Sari needs to optimize digital promotions, respond quickly to consumer messages, and leverage emerging social media trends to increase purchases of Elat Sapi products.

Based on Table 8, the results of this study shows that purchase intention has a positive and significant effect on purchase decision. This indicates that the higher a consumer's purchase intention, the greater the likelihood that the consumer will decide to purchase Dapur Dewi Sari's Elat Sapi product. Purchase intention is a crucial psychological stage preceding the actual purchase. According to Ajzen (1991) in the Theory of Planned Behaviour, intention is the primary predictor of a person's actual behaviour. When consumers have the desire to buy, recommend the product to others, and consider it as their primary choice, the likelihood of purchase increases. The results of this study are also consistent with Khafsoh and Huda, (2024), Andasari and Anshori, (2023) and Romadhoni et al., (2023), who found a positive relationship between purchase intention and purchase decision. Therefore, Dapur Dewi Sari needs to build purchase interest through attractive promotions, positive testimonials, and satisfying customer experiences to increase the decision to purchase Elat Sapi products.

Based on Table 8, the results of this study shows that Purchase Intention mediates the effect of Content Marketing on Purchase Decision. This means that effective content marketing not only directly influences the decision to purchase Elat Sapi products from Dapur Dewi Sari, but also first increases consumers' purchase intention before the purchase decision is made. Engaging and informative content fosters a desire to try the product, builds confidence in its quality, and drives the urge to buy. According to the Stimulus-Organism-Response model, external stimuli such as content marketing can shape internal responses in the form of purchase intention, which subsequently leads to purchasing behaviour. Once purchase intent is formed, consumers tend to proceed to the actual purchase. These findings are also consistent with those of Khafsoh and Huda, (2024), who found that purchase intent mediates the influence of content marketing on purchase decisions. Therefore, Dapur Dewi Sari needs to focus on creating content that can attract attention while simultaneously building the desire to purchase Elat Sapi products.

Based on Table 8, the results of This study shows that Purchase Intention does not significantly mediate the effect of Social Media Marketing on Purchase Decision. This indicates that social media marketing activities have not yet been fully effective in increasing purchase decisions for Dapur Dewi Sari's Elat Sapi products through the formation of consumer purchase intent. According to Zeqiri et al., (2024), the influence of social media on purchasing behaviour can be affected by the level of consumer engagement, brand awareness, and market conditions. It is possible that consumers are interested in viewing social media activities, but that interest is

not yet strong enough to translate into consistent purchase intent before a purchase occurs. Additionally, purchasing decisions can be influenced by other factors such as price, product quality, location, urgent needs, or direct recommendations from others. These findings indicate that social media remains important as a promotional tool, but it does not necessarily operate through the psychological pathway of purchase intent. Therefore, Dapur Dewi Sari needs to combine social media strategies with promotions focused on price, service quality, and customer trust to increase purchasing decisions for Elat Sapi products.

5. Conclusion

Based on the results of the analysis and discussion, this study concludes that content marketing, social media marketing, and purchase intention have positive and significant effects on the purchase decision of Elat Sapi products from Dapur Dewi Sari MSME. Content marketing was found to significantly influence both purchase intention and purchase decision. This indicates that informative, relevant, and persuasive content is able to attract consumer attention, build confidence, and encourage consumers to purchase the product. Therefore, content marketing plays an important role in strengthening consumer responses toward Elat Sapi products.

Furthermore, social media marketing also has a positive and significant effect on purchase intention and purchase decision. This finding shows that marketing activities through social media, such as interactive communication, attractive promotional content, and trend-based information, are effective in increasing consumer interest and encouraging purchasing decisions. Social media therefore serves as an important digital channel for expanding market reach and building closer relationships with consumers.

In addition, purchase intention has a positive and significant effect on purchase decision, indicating that the stronger the consumer's intention to buy, the greater the likelihood of actual purchasing behaviour. This confirms that purchase intention is an important psychological stage before consumers make final purchasing decisions.

Regarding the mediating role, purchase intention was proven to significantly mediate the effect of content marketing on purchase decision, meaning that effective content marketing first increases consumer buying interest, which then leads to actual purchasing decisions. However, purchase intention was not proven to significantly mediate the effect of social media marketing on purchase decision, indicating that social media marketing tends to influence purchasing decisions more directly or through other factors outside this model.

The practical implication of this study is that Dapur Dewi Sari should prioritize the development of informative and persuasive content marketing strategies, while simultaneously optimizing social media activities through consistent promotions, customer engagement, and attractive visual communication. The integration of these strategies is expected to strengthen consumer interest and increase purchase decisions for Elat Sapi products.

This study has several limitations. First, the research was limited to respondents in Samarinda City, so the findings may not be fully generalizable to other regions. Second, the variables examined were limited to content marketing, social media marketing, purchase intention, and purchase decision. Therefore, future studies are recommended to include other variables such as brand trust, product quality, price perception, customer satisfaction, or electronic word of mouth to obtain a broader understanding of consumer purchasing behaviour.

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