THE INFLUENCE OF INFLUENCER MARKETING AND CONTENT MARKETING ON PURCHASE DECISIONS OF JOFIE BAKERY PRODUCTS BY YOUNG CONSUMERS ON INSTAGRAM THROUGH BUYING INTEREST AS AN INTERVENING VARIABLE

FINAL PROJECT

Submitted to Partially Qualify
Earn a Bachelor of Management (S.M)
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ABSTRACT

THE INFLUENCE OF INFLUENCER MARKETING AND CONTENT MARKETING ON PURCHASE DECISIONS OF JOFIE BAKERY PRODUCTS BY YOUNG CONSUMERS ON INSTAGRAM THROUGH BUYING INTEREST AS AN INTERVENING VARIABLE

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The phenomenon behind this study shows that the decision to purchase Jofie Bakery products by young consumers on Instagram is still not optimal. This condition is characterized by the low tendency of consumers to make Jofie Bakery the main choice and make repurchases. In addition, consumer buying interest is still relatively low, while *the influencer marketing* and *content marketing* strategies implemented have not been able to attract attention, increase interest, and encourage maximum consumer engagement. In fact, *influencer marketing*, *content marketing*, and buying interest are important factors that can influence consumer purchase decisions. Therefore, the purpose of this study is to find out and analyze the influence of *influencer marketing* and *content marketing* on the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable. The research method used is quantitative, samples are determined by *lemeshow* and *purposive sampling* formulas. Data were collected by questionnaires, documentation studies, and interviews. The data was analyzed using the SEM-PLS data analysis technique using the SmartPLS application. The results of the study show that influencer marketing has a positive and significant effect on purchase decisions, content marketing has a positive and significant effect on purchase decisions, influencer marketing has a positive and significant effect on buying interest, content marketing has a positive and significant effect on buying interest, buying interest has a positive and significant effect on purchase decisions, influencer marketing has a positive and significant effect on purchasing decisions. purchase decisions through buying interest as an intervening variable, and content marketing have a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable.

Keywords: Influencer Marketing, Content Marketing, Mina Buy, Purchase Decision.

ABSTRAK

PENGARUH INFLUENCER MARKETING DAN CONTENT MARKETING TERHADAP KEPUTUSAN PEMBELIAN PRODUK JOFIE BAKERY OLEH KONSUMEN MUDA DI INSTAGRAM MELALUI MINAT BELI SEBAGAI VARIABEL INTERVENING

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Fenomena yang melatarbelakangi penelitian ini menunjukkan bahwa keputusan pembelian produk Jofie Bakery oleh konsumen muda di Instagram masih belum optimal. Kondisi tersebut ditandai dengan rendahnya kecenderungan konsumen untuk menjadikan Jofie Bakery sebagai pilihan utama dan melakukan pembelian ulang. Selain itu, minat beli konsumen masih relatif rendah, sementara strategi influencer marketing dan content marketing yang diterapkan belum mampu menarik perhatian, meningkatkan ketertarikan, serta mendorong keterlibatan (engagement) konsumen secara maksimal. Padahal, influencer marketing, content marketing, dan minat beli merupakan faktor-faktor penting yang dapat memengaruhi keputusan pembelian konsumen. Oleh karena itu, tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh influencer marketing dan content marketing terhadap keputusan pembelian produk Jofie Bakery oleh konsumen muda di Instagram melalui minat beli sebagai variabel intervening. Metode penelitian yang digunakan adalah kuantitatif, sampel ditentukan dengan rumus lemeshow dan purposive sampling. Data dikumpulkan dengan kuesioner, studi dokumentasi, dan wawancara. Data dianalisis dengan teknik analisis data SEM-PLS menggunakan aplikasi SmartPLS. Hasil penelitian menunjukan bahwa influencer marketing berpengaruh positif dan signifikan terhadap keputusan pembelian, content marketing berpengaruh positif dan signifikan terhadap keputusan pembelian, influencer marketing berpengaruh positif dan signifikan terhadap minat beli, content marketing berpengaruh positif dan signifikan terhadap minat beli, minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian,influencer marketing berpengaruh positif dan signifikan terhadap keputusan pembelian melalui minat beli sebagai variabel intervening, dan content marketing berpengaruh positif dan signifikan terhadap keputusan pembelian produk Jofie Bakery oleh konsumen muda di Instagram melalui minat beli sebagai variabel intervening.

Kata Kunci : Influencer Marketing, Content Marketing, Mina Beli, Keputusan Pembelian.

FOREWORD

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In writing this final project, the author is aware of the limitations and abilities that exist, but even so, the author has tried to make this final project as expected and the author realizes that without the help provided by various related parties, this final project cannot be completed properly. For this reason, the author would like to thank the:

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Medan, August 2026
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CHAPTER 1

INTRODUCTION

1.1 Background of the problem

The development of technology and the internet in today's era is happening very rapidly and has brought significant changes in various aspects of life. This progress is marked by the increasing access to information that can be obtained anytime and anywhere without space and time limits. The internet not only serves as a means of communication but also becomes an important part of people's economic, educational, and lifestyle activities. This condition shows that digital technology has become the main need that encourages people to continue to adapt to existing developments.

Along with the rapid development of technology and the internet, social media is also experiencing very rapid growth and is increasingly in demand by various groups. Platforms such as Instagram, TikTok, and Facebook continue to provide various features that support their users' activities ranging from sharing photos and videos, live broadcasts, to interaction features such as comments and direct messages. Apart from being a means of communication and entertainment, social media is also used as a promotional and marketing medium that is able to reach a wide audience in a more interesting and interactive way.

In the context of business and marketing, business people are required to be able to utilize social media as one of the effective marketing tools. The use of social media is considered more cost-efficient, has a wide market reach, and allows two-way communication between sellers and consumers. In addition, social media also provides convenience in targeting consumers according to certain characteristics

and provides access to evaluate marketing performance quickly. With these various advantages, social media is a strategic choice for business actors in increasing competitiveness and expanding the market.

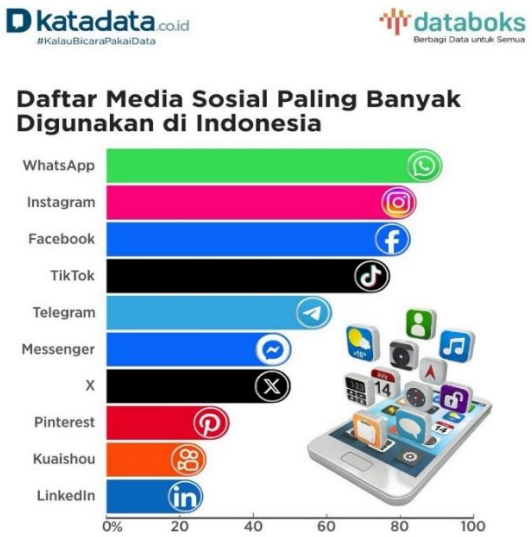


Figure 1.1 List of Most Used Social Media in Indonesia

Source : *We are social* (2025)

Based on Figure 1.1 above, it can be seen that Instagram is the second most widely used social media in Indonesia. Instagram is a visual-based social media platform that allows users to share photos and videos online and interact through various available features. As it develops, Instagram presents various features such as *feeds* for main uploads, *stories* for temporary content, *reels* for interesting short videos, and *direct messages* as a means of personal communication. In addition, Instagram also provides special features for promotion such as Instagram Ads, *insight analytics*, and business features that help business actors reach the target market more broadly and in a more targeted manner.

Through marketing strategies, companies can convey information about products, build interest, and influence consumer perception and trust in a product or brand to improve purchasing decisions. A purchase decision is a process of making a purchase decision that includes determining what to buy or not to buy.

Decision making is an individual activity that is directly involved in obtaining and using the goods offered (Zusrony, 2024). Understanding consumer purchasing decisions can help companies to align their products or services with consumer needs and preferences (Wulandari & Mulyanto, 2024).

One way to improve consumer purchasing decisions is to foster consumer buying interest (Mubarok, 2018). Buying interest is a consumer's interest in a product or service based on needs by considering factors that can have a positive impact on consumers (Tirtayasa et al., 2024). Buying interest can be a measure of consumers' tendency to buy a product or service where the stronger the purchase intention, the greater the consumer's desire to buy the product. Buying interest arises when a person has gained enough information regarding the desired product and has a tendency to act before the purchase decision is actually implemented (Wardhana, 2024).

Influencer marketing It is one of the relevant promotional strategies in the era of technological and social media developments in influencing purchasing decisions and building buying interest (Amini & Auliya, 2025). *Influencer marketing* consists of two meanings, namely *Influencers* and *Marketing*. *Influencer* is a person who influences others. The *Marketing* Derived from the English word which means "marketing" or marketing activity (Putri & Rosmita, 2024). *Influencer marketing* is a strategy in which brands work closely with individuals who have great influence on social media to promote their products or services to digitally connected audiences (As-syahri, 2024).

Usage *Influencer Marketing* It is very helpful for a business in building buying interest in consumers. With the presence of *Influencers* The marketing

purpose used by a business is greatly facilitated in the matter of introducing products that are marketed on social media. By using this marketing strategy, buyers will get some information about the product they choose. A *Influencers* It must also be honest in promoting the product. The message conveyed must be in accordance with what is in it, not exaggerated or subtracted because it can harm customers, companies as well *Influencers* itself (Putri & Rosmita, 2024).

In addition, *Content Marketing* It also plays an important role in attracting attention and building relationships with audiences. Content that is easy to understand, easy to find, accurate, and has a distinctive visual style helps audiences recognize and remember a brand (Fauzi & Sarasati, 2025). *Content Marketing* is a marketing strategy by producing content that aims to provide persuasive information to the target (consumer) about the product being marketed. Persuasion is an invitation by providing good reasons and prospects to convince. This marketing strategy approach is focused on creating and distributing content that is valuable, relevant and consistent in order to attract and retain a clearly defined audience, and overall to encourage customer actions that can generate profits (Pertiwi & Gusfa, 2018).

Further, Pertiwi & Gusfa (2018) Explain the purpose and function *Content Marketing* is to educate consumers and be a bridge that connects producers and consumers to form a pleasant communication process through information, information from the content owned. This means that content marketing is not a strategy to market products or services directly but rather a content creation effort that aims to influence consumers to make purchases, or the content marketed will influence consumers on purchase decisions.

The use of social media in marketing strategies also occurs in the culinary industry where one of the businesses that actively uses digital platforms is Jofie Bakery. Jofie Bakery is one of the businesses in the culinary sector engaged in the production and sale of bread and cakes located only in the city of Medan and its surroundings. This business was established in 2016 as a form of business development in the food sector to meet consumer needs for bakery products. At the beginning of its establishment, Jofie Bakery started its business activities on a small scale and then gradually expanded in line with increasing market demand.

Even though it has been operating for 10 years as a business in the culinary sector, Jofie Bakery still faces various challenges in its business, namely related to purchase decisions, buying interest, *influencer marketing* and *content marketing*. This problem can be proven through a pre-survey that the author has conducted to 30 respondents which can be seen in the following data:

Table 1.1 Pre-survey Purchase Decision

Yes	Statement	Yes	No	Total
1	I used to buy Jofie Bakery products	24	6	30
2	I chose Jofie Bakery when I wanted to buy cakes over other brands	10	20	30
3	I have bought Jofie Bakery products more than once	8	22	30

Source : Researcher pre-survey data (2026)

Based on the results of the pre-survey of purchase decisions that the author has made in Table 1.1 above, it can be seen that although as many as 24 respondents have bought Jofie Bakery products, only 10 respondents made it as the main choice compared to other brands and only 8 respondents made purchases more than once. This shows that even though the level of buying experience for Jofie Bakery is quite high, the majority of respondents have not made Jofie bakery the main choice in purchasing decisions and have not been able to encourage consistent repurchase among respondents.

Table 1.2 Pre-Survey of Buying Interest

Yes	Statement	Yes	No	Total
1	I have a desire to try the product.	10	20	30
2	I am interested in finding out more information about the product.	6	24	30
3	I want to know the advantages of the product over other products.	8	22	30

Source : Researcher pre-survey data (2026)

Based on the results of the pre-survey that the author has conducted in Table 1.2 above, it can be seen that only 10 respondents have the desire to try the product, 6 respondents are interested in seeking more information, and 8 respondents want to know the advantages of the product over other products. Meanwhile, most respondents answered no to every statement. This shows that respondents' buying interest in Jofie Bakery is still relatively low , both in terms of wanting to try, seeking information, and interest in finding out the advantages of the product compared to competitors.

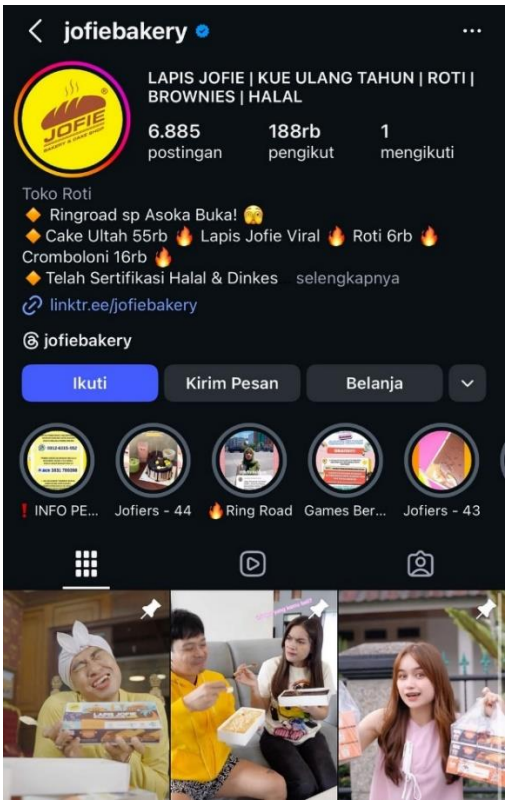


Figure 1.2 *Influencer marketing* Jofie Bakery's Instagram

Source : Instagram @jofiebakery

Figure 1.2 above shows that Jofie Bakery's Instagram account has done *influencer marketing* so strategically it can be said to be quite good because it is able to reach a wide audience. However, based on observations on the Reels content, it can be seen that the consumer response rate is still relatively low, which is characterized by a low number of *likes* and comments. This shows that even though the exposure of *influencers* is quite high, audience engagement with the content displayed is still not optimal.


Mak Beti


Vito Sinaga


Chintya Gabriella

Figure 1.3 *Influencer* Who Promotes Jofie Bakery Products

Based on Figure 1.3 above, it can be seen that some *influencers* who have promoted Jofie Bakery through the official Instagram account @jofiebakery are mega *influencer categories* with a number of followers above 1 million. *These influencers* include Arif Muhammad known as Mak Beti with a total of 2.9 million followers, then Vito Vinaga with a total of 1.5 million followers, and Chintya Gabriella with a total of 1.4 million followers on Instagram. This shows that Jofie Bakery utilizes *influencers* with a wide audience reach to increase brand visibility and awareness, so that it is expected to attract consumer attention and encourage buying interest in the products offered.

Table 1.3 *Influencer marketing* Jofie Bakery's Instagram

Yes	***Influencer***	***Platform***	**Average Viewer**	**Interaction Levels**
1	@arifmuhammaddd_ (Is Fat)	Posted on Instagram	200k-6m	Height
2	@vitosinaga		200k-3m	Height
3	@chintyagabriella		100k-500k	Low

Source : Instagram (2026)

Based on Table 1.3 above, it can be seen that @arifmuhammaddd_ (Mak Beti) has the advantage of a very large reach of 200 thousand to 6 million viewers and a high level of interaction so that it is effective in accelerating the dissemination of information and creating a viral effect. However, the disadvantage lies in the very wide and diverse audience so that market segmentation is less focused and the cost of cooperation tends to be higher. @vitosinaga has the advantage of a high level of interaction with an audience reach of 200k to 3 million which shows an emotional closeness to the audience, stronger trust, and better conversion potential. However, the disadvantage is that the reach is not as large as the first *influencer*, so the impact of disseminating information is relatively limited. Meanwhile, @chintyagabriella have the advantage of a more specific or segmented audience potential with a range of 100 thousand to 500 thousand, but have a low interaction rate that indicates a lack of audience engagement, so the effectiveness of promotions, content appeal, and the likelihood of response from the audience are lower than other *influencers*.

Table 1.4 Pre-survey *Influencer marketing*

Yes	Statement	Yes	No	Total
1	I've seen *influencers* on Instagram promoting Jofie Bakery	26	4	30
2	The marketing done by *influencers* on Jofie Bakery's Instagram caught my attention	8	22	30
3	I was interested in buying Jofie Bakery after seeing promotions from *influencers*	5	25	30
4	I prefer other bakery products even though I have seen Jofie Bakery's promotions from *influencers*	25	5	30

Source : Researcher pre-survey data (2026)

Based on the results of the pre-survey that the author has conducted in Table 1.3 above, it can be seen that as many as 26 respondents have seen *influencers* on Instagram promoting Jofie Bakery, but only 8 respondents stated that the *influencer content* attracted attention, and only 5 respondents were interested in buying Jofie

Bakery after seeing the promotion. In addition, as many as 25 respondents still prefer other bakery products even though they have seen Jofie Bakery's promotions through *influencers*. This shows that promotion through *influencers* has not been able to attract the attention of the majority of respondents and lead respondents to choose Jofie Bakery over other brands.

Table 1.5 Pre-survey *Content Marketing*

Yes	Statement	Yes	No	Total
1	Jofie Bakery's content provides clear information about the product	12	18	30
2	I'm more interested in other bakery content than Jofie Bakery's content	24	6	30
3	I'm interested in sharing Jofie Bakery's content with others	3	27	30

Source : Researcher pre-survey data (2026)

Based on the results of the pre-survey that the author has conducted in Table 1.4 above, it is known that only 12 respondents stated that Jofie Bakery's content provided clear information about the product, while 18 respondents stated that it did not. In addition, as many as 24 respondents were more interested in other bakery content than Jofie Bakery content, and only 3 respondents were interested in sharing Jofie Bakery content with others. This shows that the majority of respondents think that Jofie Bakery's content marketing is still relatively low in terms of delivering information, content appeal, and motivation to share content**,** so it has not been able to compete with other bakery content on social media.

Table 1.6 Survey of Young People's Favorite Bakery Stores on Instagram

Yes	Fire	Quantity
1.	Bolu Tower	15
2.	Napoleon Field	5
3.	The Harvest	6
4.	Jofie Bakery	7
5.	Clover Bakeshop	32
6.	Angliss Bakehouse	4
7.	Choco Bakery	15
8.	Chic	5
9.	TipTop	11
Total		100

Source : Researcher Survey Data (2026)

Based on the results of a survey conducted by researchers on 100 young generations of Instagram users regarding their favorite bakery shops in Medan City in table 1.5 above, it can be seen that *Clover Bakeshop* became the most chosen brand with a total of 32 respondents followed by Bolu Menara and *Choco Bakery* with 15 respondents each. Meanwhile, Jofie Bakery only obtained 7 respondents which showed that the level of preference for this brand is still relatively low compared to some other competitors. This condition indicates that although Jofie Bakery has been known among young consumers and has an existence on social media, the attractiveness and consumer preference for Jofie Bakery products is not yet in a dominant position**.**

The results of the survey support the pre-survey conducted previously on buying interest, *influencer marketing* and *content marketing*, namely even though Jofie Bakery has had a fairly good level of brand recognition among young consumers and has gained exposure through *influencers* and *content marketing* activities on social media, however, it has not been able to drive strong preferences and purchasing decisions. This can be seen from the low buying interest and the selection of Jofie Bakery as a favorite brand compared to other competitors, indicating that the effectiveness of *influencer marketing* and the quality of *content marketing* are still not optimal in shaping consumer purchase decisions.

In addition to the pre-survey results described above, this research is also based on the *research gap* which can be seen in the following table:

Table 1.7 *Research Gap*

Yes	Researcher	Title	Research Results
1	Nugroho (2021)	The Influence *of Influencers*, Social Media and Brand Image on Purchase Decisions for Compass Shoes Products	*Influencer marketing* has no effect on purchasing decisions

		(Study on Compass Shoe Consumers in Malang)	
2	Devi (2025)	The Influence of *Influencer Marketing* on Consumer Purchasing Decisions: A Qualitative Study on G2G Skincare Products Düsseldorf	*Influencer marketing* has a positive and significant effect on purchasing decisions
3	Huda et al (2021)	The Influence *of Content Marketing* and *Lifestyle* on Purchase Decisions in Small and Medium Businesses on Social Media	*Content marketing* has no significant effect on purchasing decisions
4	Atika et al (2024)	The Influence *of Content Marketing* and *Online Customer Reviews* on Online Purchase Decisions in the Berau Regency Student and Student Community (KPMKB) in Samarinda	*Content marketing* has a positive and significant effect on purchase decisions
5	Arofah & Anshori (2025)	The Influence of *Influencer Marketing*, *Brand Trust*, and Price on Interest in Buying Skintific Products	*Influencer marketing* has no effect on buying interest
6	Aritonang et al (2025)	The influence of *influencer marketing* and *brand image* on the interest in buying camille beauty products in students of the Faculty of Economics, Al Washliyah University, Labuhan Batu	*influencer marketing* has a positive and significant effect on buying interest
7	Hardiyanah et al (2023)	*The Influence of Content Marketing*, *Sales Promotion*, *Personal Selling* and *Brand Image* on Buying Interest in Laditri Karya's CV.	*Content marketing* has no effect on buying interest
8	Adelia & Light (2023)	The Influence of *Content Marketing* and Brand Image on the Buying Interest of the Gedang Mafia in the City of Surabaya	*Content marketing* has a positive and significant effect on Buying Interest
9	Irawanti (2024)	The influence of *brand image*, *brand experience* and *influencer marketing* on consumer purchase decisions through buying interest as an intervening variable in beauty products	Buying interest has no effect on the purchase decision
10	Zahra et al (2024)	The influence *of brand ambassadors* and *brand image* on purchase decisions through buying interest in *Skincare Somethinc* in Bekasi City.	Buying interest has a positive and significant effect on purchasing decisions
11	Princesses & Pambudi (2025)	The influence of *influencers* and *content marketing* on purchasing decisions	Buying interest does not mediate the influence of *influencer marketing* on purchase decisions.

		through student purchase intent on *the Shopee platform* : a case study *of shopee* video as a digital marketing medium	
12	Habibah et al (2025)	The influence *of influencers, brand image* on *the purchase decision of the originote* through buying interest (case study of FEB students class of 2021 at Bhayangkara University of Greater Jakarta)	*Influencer marketing* has a positive and significant effect on purchasing decisions through buying interest as a mediator
13	Mukarromah et al (2022)	The influence of content marketing and brand image on purchase decisions mediated by buying interest in Tokopedia application users	Buying interest does not mediate the influence of *content marketing* on purchase decisions.
14	Pratiwi (2025)	The Influence of *Content Marketing* and Price Perception on Purchase Decisions with Buying Interest as an Intervening Variable in *the Somethinc Brand* (Case Study on *Shopee* Users in Tembalang District)	*Content marketing* has a positive and significant effect on purchase decisions through buying interest as a mediator

The research gap in Table 1.6 shows that there is a discrepancy in the research results related to the influence of *influencer marketing* and *content marketing* on buying interest and purchase decisions. Some studies have found that *influencer marketing* and *content marketing* have no significant effect, while other studies have shown a positive and significant influence on buying interest and purchase decisions. In addition, there are differences in findings regarding the role of buying interest as a mediating variable, where some studies state that buying interest is unable to mediate the influence of independent variables on purchasing decisions, while other studies show that buying interest plays a significant mediator. These differences in results indicate that there are research gaps that need to be studied further to obtain a more consistent understanding of the relationship between these variables.

Based on the background of the problems described earlier, the author is interested in conducting research on purchase decisions, buying interest, *influencer marketing* and *content marketing*. Therefore, the author set the title of this study, namely **"The Influence Of Influencer Marketing And Content Marketing On Purchase Decisions Of Jofie Bakery Products By Young Consumers On Instagram Through Buying Interest As An Intervening Variable."**

1.2 Problem Identification

1. The results of the pre-survey found that consumer purchasing decisions for Jofie Bakery are still not optimal. This is shown by the low tendency to make Jofie Bakery the main choice and the low repurchase rate even though most respondents have made a purchase.
2. The low buying interest of respondents in Jofie Bakery is shown by the lack of desire to try, find information, and know the advantages of the products owned by the bakery store.
3. *The influencer marketing* that Jofie Bakery has done has not been able to have a significant impact on consumer attention and interest because although the majority of respondents have seen *influencer promotions*, only a few feel interested and encouraged to make purchases.
4. Jofie Bakery's content marketing is considered ineffective in attracting attention and encouraging audience engagement, as seen from the low perception of respondents to the clarity of information, the attractiveness of the content, and the low intention to share content with others.
5. The survey results show that Jofie Bakery has a relatively low level of preference compared to other competitors among the younger generation of

Instagram users so that it has not become the dominant choice in the bakery market.

1.3 Problem Limitations

To limit the problems in this study so as not to stray away from the topic being discussed, the author limits this study only to the variables of purchase decisions, buying interest, *marketing inlfuencer marketing*, *content marketing* and limits the object of this research only to young consumers on Instagram who follow the official Instagram account of jofie bakery located in the city of Medan.

1.4 Problem Formulation

Based on the determination of the research title in the previous sub-chapter, the formulation of the problem in this study is:

1. Does *influencer marketing* affect the decision to buy Jofie Bakery products by young consumers on Instagram?
2. Does *content marketing* affect the purchase decision of Jofie Bakery products by young consumers on Instagram?
3. Does *influencer marketing* affect the interest of young consumers in buying Jofie Bakery products on Instagram?
4. Does *content marketing* affect the interest of young consumers in buying Jofie Bakery products on Instagram?
5. Does buying interest affect the purchase decision of Jofie Bakery products by young consumers on Instagram?

6. Does *influencer marketing* affect the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable?
7. Does *content marketing* affect the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable?

1.5 Research Objectives

The purpose of the research is the direction to be achieved in the implementation of a research that is formulated based on the problems and the formulation of the problems that have been determined. The objectives of this study are:

1. To find out and analyze the influence of *influencer marketing* on the purchase decision of Jofie Bakery products by young consumers on Instagram.
2. To find out and analyze the influence of *content marketing* on the purchase decision of Jofie Bakery products by young consumers on Instagram.
3. To find out and analyze the influence of *influencer marketing* on the interest of buying Jofie Bakery products by young consumers on Instagram.
4. To find out and analyze the influence of *content marketing* on the interest of buying Jofie Bakery products by young consumers on Instagram
5. To find out and analyze the influence of buying interest on the purchase decision of Jofie Bakery products by young consumers on Instagram.
6. To find out and analyze the influence of *influencer marketing* on the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable.

7. To find out and analyze the influence of *content marketing* on the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable.

1.6 Research Benefits

1. Theoretical Benefits

   This research is expected to contribute to the development of science, especially in the field of marketing management related to *influencer marketing*, *content marketing*, buying interest, and purchasing decisions. In addition, this research can also be a reference for future research related to similar topics.

2. Practical Benefits

   a. For Jofie Bakery company

      This research is expected to be an input and consideration in developing a more effective marketing strategy, especially in the use of *influencer marketing* and *content marketing* to increase consumer buying interest and purchase decisions.

   b. For Researchers

      This research can add insight and knowledge to researchers in understanding the application of digital marketing strategies and their relationship with consumer behavior.

   c. For the Next Researcher

      This research is expected to be a reference or comparison material for future research related to similar variables and topics.

CHAPTER 2

THEORETICAL FOUNDATIONS

2.1 Theoretical Studies

2.1.1 *Theory Planned Behavior*

The Theory of Planned Behavior (TPB) is a part of consumer behavior that is used to predict purchase intentions and actions. This theory explains that consumer behavior is shaped by intentions, which are influenced by three factors: attitudes, subjective norms, and *perceived behavioral control*.

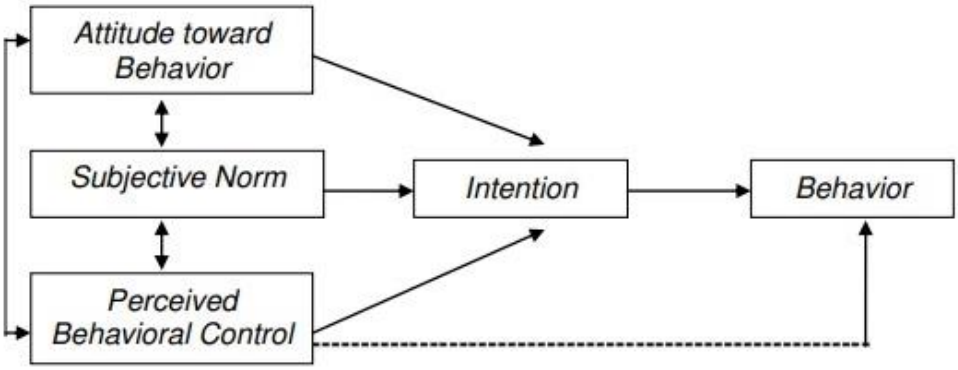


Figure 2.1 *Theory Of Planned Behavior* According to Ajzen
Source : Google

According to Ajzen (1991), *Theory of Planned Behavior* (TPB) explains that individual behavior is determined by intentions (*Intent*) to perform such behavior. This intention is influenced by three main factors, namely attitudes towards behavior (*attitude toward behavior*), subjective norms (*Subjective norm*), and the perception of behavioral control (*perceived behavioral control*). Attitudes towards behavior reflect the extent to which individuals have a positive or negative assessment of an action, subjective norms relate to the social pressure that individuals feel to do or not do a behavior, while perception of behavior control

describes the extent to which individuals feel capable or in control in performing the behavior.

In the context of consumer behavior, this theory explains that purchasing decisions are influenced not only by marketing stimuli and psychological factors as described in the previous model, but also by consumer intentions formed from attitudes, social influences, and perceptions of ease or difficulty in making purchases. Thus, the more positive the consumer's attitude towards a product, the stronger the social environmental support, and the higher the perception of control, the more likely the consumer is to make a purchase decision.

The Theory of Planned Behavior (TPB) put forward by Icek Ajzen is a relevant theoretical foundation in explaining the relationship between *influencer marketing*, *content marketing*, buying interest, and purchase decisions. Purchase *intention* plays a role as a form of intention which is the main factor in encouraging purchase decisions. The intention is formed from three main components, namely attitudes towards products, subjective norms, and perceptions of behavioral control.

Influencer marketing is associated with subjective norms because the existence of influencers reflects the existence of social pressures or impulses that consumers consider in forming intentions. Meanwhile, *content marketing* is related to attitudes towards behavior through the delivery of interesting, educational, and persuasive information so as to form an assessment of the product. In addition, these two variables are also related to *perceived behavioral control*, for example through the provision of information that helps consumers understand the product, how to use it, and the purchase process.

Thus, *influencer marketing* and *content marketing* can theoretically be linked to the formation of consumer attitudes, subjective norms, and perceptions of behavioral control, which then accumulate in buying interest as a form of intention, before finally being realized in the purchase decision.

2.1.2 Purchase Decision

2.1.2.1 Definition of Purchase Decision

Consumer purchasing decisions are part of consumer behavior, which is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and desires (Kotler et al., 2022). Purchasing decision is a process in which a consumer has decided and considered buying a number of goods or services that suit the consumer's wants and needs (Astuti et al., 2021).

Consumer Purchase Decision is a consumer behavior where consumers have a desire to choose, use, and consume or even want a product offered. Purchase Decision, i.e. Purchase Decision, is a behavior that arises in response to an object that indicates a consumer's desire to make a purchase (Kotler & Armstrong, 2020).

A purchase decision is also defined as a decision-making process that begins with identifying the problem then evaluating it and deciding on the product that best suits your needs (Cahaya et al., 2022). Meanwhile, according to Sister (2024) A purchase decision is a process of making a purchase decision that includes determining what to buy or not to buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. The purchase decision process begins long before the purchase action and continues long after,

where marketers need to pay attention to the overall purchase process and not just to the purchase decision.

Based on the opinions of the experts above, it can be concluded that the purchase decision is a process that consumers make in determining the choice to buy or not to buy a product, which begins with the introduction of needs or problems, searching for information, evaluating various alternatives, to finally choosing the product that is considered most suitable for their needs and desires.

2.1.2.2 Purpose and benefits of the purchase decision

According to Wulandari & Mulyanto (2024), ten The advantages of understanding and utilizing the consumer purchase decision-making process are:

1. Understanding consumer purchasing decisions helps companies to align their products or services with consumer needs and preferences. This allows for the development of products that are more in line with the market.
2. By understanding the factors that influence purchasing decisions, companies can design more targeted marketing strategies. This includes ad placement, message selection, promotion, brand positioning, and other marketing activities that are appropriate to consumer behavior. Companies can identify market trends, consumer preferences, and competitors' weaknesses to design more effective strategies.
3. A good understanding of the steps in the purchasing decision process helps companies improve the customer experience. If consumers successfully choose a product or service that meets or exceeds their expectations, this can increase consumer satisfaction. Good purchasing decisions can provide a positive experience and form a positive perception of a brand or company. By ensuring

a positive buying experience, companies can build customer satisfaction and increase loyalty.

4. Information about consumer purchasing decisions can help companies to identify product innovation opportunities that are relevant, effective, and desired by the market. Consumers can choose from a variety of brands, models, and options to suit their individual needs and preferences, thus creating a more dynamic and diverse market environment. Companies can use feedback from consumer purchasing decisions to direct new product development or changes to existing products. This helps companies to stay competitive and win market share and helps companies to stay relevant and responsive to consumer tastes and preferences.
5. By understanding more deeply who the target market is, companies can improve the efficiency of marketing spend. This includes allocating advertising budgets, selecting the right distribution channels, and focusing on the most potential consumer segments.
6. Understanding consumer psychology and motivation helps companies to build stronger relationships with customers. These relationships can involve better communication, adding value, and responding quickly to customer needs.
7. By understanding what makes customers satisfied and loyal, companies can create strategies designed to increase customer loyalty. Loyal customers are more likely to make repeat purchases, become brand advocates, and provide positive recommendations to others.

8. Understanding purchasing decisions helps companies to manage brand image and reputation more effectively. Building a positive reputation among consumers plays a crucial role in long-term success.
9. Consumer purchasing decisions contribute to business growth. Satisfied consumers are more likely to make repeat purchases and can make positive recommendations to others, helping to increase the company's market share and profitability.
10. Consumer purchasing decisions can have a major influence on market dynamics. Companies that can understand and respond to changes in consumer preferences can maintain or increase their market share.

According to Irwansyah (2021) Decision-making aims to enable consumers to solve their problems. There are 5 reasons why consumers need to consume or use a product, including:

1. *Reducing*, which is the goal of decision-making to reduce or even eliminate an event experienced.
2. *Resolving*, which is the goal of decision-making to solve conflicting and opposite problems.
3. *Avoiding*, which is the purpose of decision-making by consumers as a preventive measure.
4. *Maintaining*, which is decision-making as an effort to maintain satisfaction with the benefits that have been felt previously by making repurchases.
5. *Optimizing*, which is decision-making to maximize the value of satisfaction that has previously been felt by the benefits.

2.1.2.3 Factors Influencing Purchase Decisions

Knowing the factors that influence purchasing decisions helps companies identify and manage risks more effectively (Wulandari & Mulyanto, 2024). According to Arianty & Andira (2021), consumer purchasing decisions are influenced by 2 factors, namely:

1. *Brand Image*

   Brand image has a big role in influencing consumer purchase decisions. The popularity of the brand and the company's ability to serve and meet the needs of consumers greatly determine how the public feels about the brand image. Brands that have a good image of their products tend to be preferred and easily accepted than brands that have a bad image or a neutral image. Brand image is often used as a reference by consumers to make purchasing decisions when the consumer does not have experience or knowledge of a product.

2. *Brand Awareness*

   Brand awareness is a form of awareness of a brand related to the power of the brand in people's memories, depicted in people's minds, able to make people identify various brand elements (such as brand names, logos, symbols, characters, packaging and slogans) in various situations

Meanwhile, according to Purboyo et al (2020), there are two factors that affect consumer purchasing behavior, including socio-cultural factors, and psychological factors. Explained by (Timang et al., 2024)Socio-cultural factors are a factor that influences consumers to make purchasing decisions. Consumer behavior can be directly or indirectly influenced by changes in social and cultural dynamics, including societal norms, values, and trends. These factors greatly influence consumer preferences and the way they view and choose goods.

Psychological factors are one of the elements that affect how consumers make their purchasing decisions, the stronger the influence of psychological factors, the stronger the purchase decision.

2.1.2.4 Purchase Decision Indicators

According to Tirtayasa (2022), there are 6 dimensions and indicators of purchase decisions, namely:

1. Product Choices The consumer can decide whether to buy the product or use the money he has for something else. In this activity, organizations should concentrate on customers who are interested in purchasing the products and options they are considering.
2. Brand Choice Consumers must be able to choose which brands have their own differences according to their needs. In this situation, organizations must know how a brand is chosen by customers.
3. Distributor Choice Consumers need to make a choice of which distributor to visit. In determining suppliers, every consumer is different, which can be attributed to the factors of close location, low price, full inventory, shopping convenience, position width and etc.
4. Purchase time A consumer's decision to choose a purchase time can vary, for example, someone buys it every day, once a week, once a month, etc.
5. The amount of purchases to be spent at any given time. once up to more than one purchase can be made. In this case, the number of goods must be prepared by the company according to various consumer wishes.
6. Payment methods In making decisions about the use of a product or service, consumers will make decisions about the payment method to be made.

Consumers can determine how much will be produced. Today's buying decisions are influenced not only by environmental and family aspects, but also by the purchasing decisions are also influenced by the software used in those purchase transactions.

According to Nainggolan & Parinduri (2020) There are 3 indicators of purchasing decisions, namely:

1. Search for information Consumers are aware of the presence of needs in products/services, then consumers will certainly look for information from various sources of information.
2. Evaluation of alternatives After the information obtained, consumers will certainly evaluate various options in meeting their needs.
3. Making a purchase If there are no other factors after the consumer has made a determination on the choice that has been set, then the real purchase is the final result of the two processes that have been carried out above.
4. Post-purchase behavior If the product or service purchased is not satisfactory, of course the consumer will show through his attitude to be negative, and it is even possible to stay away from the product/service in question in the future.

Meanwhile, Kotler & Keller (2021) Presenting a purchase decision has the following dimensions:

1. Product selection

   In buying products and other purposes, consumers must make decisions. In this case, the company must increase its attention to *customers* or potential *customers* who are interested in buying products and alternatives that they are considering.

2. Brand choice

   A brand has its own differences, so consumers have to choose and make decisions about the brand to buy. Companies must know the reasons why *customers* choose a brand.

3. Channel options

   Every consumer in buying products must have factors that make it easier such as a close location, low prices, complete inventory of goods, convenience in shopping, spaciousness of place and others, companies must know the reason why customers choose a distributor.

4. Time of purchase

   In the selection of purchase time, the consumer's decision determines the time when to buy the product and produce it and then buy it again, in this case the company must know when the customer will buy the product according to his needs

5. Purchase amount

   In how much product to spend, consumers can also decide how much product to buy for their needs. In this case, the company must know how much the product purchases are in one purchase.

6. Payment methods

   In the purchase of products or services, consumers make decisions about the payment method to be made. In this case, companies need to know what payment methods are usually done by consumers in the form of *cash* or bank account transactions.

2.1.3 Buying Interest

2.1.3.1 Definition of Buying Interest

Buying interest is a consumer's interest in a product or service based on needs by considering factors that can have a positive impact on consumers (Tirtayasa et al., 2024). According to Stansyah et al (2023), Buying interest is the desire to buy a product or service due to both external and internal influences where previously an evaluation of the product or service to be purchased was carried out. Buying interest is something related to the consumer's plan to buy a certain product and how many units of the product are needed at a given time. According to Christiana et al (2025) Buying interest is part of consumer behavior when preparing consumption. Respondents tend to act before the actual purchase decision is implemented.

Buying Interest is a tendency and desire that strongly encourages individuals to buy a product. Buying Interest is a consumer behavior that occurs when consumers are stimulated by external factors and come to buy based on the characteristics of their personal decision and decision-making process (Al Hafizi & Ali, 2021). According to Septyadi et al (2022) Buying interest is an effective response or the process of feeling or liking a product. Pre-purchase activities can be in the form of consumers finding out what their needs are and products that can meet consumer needs so as to show the customer's desire to make a purchase.

Based on the opinions of the experts above, it can be concluded that buying interest is a tendency or desire of consumers to buy a product or service that arises due to needs, stimulation of internal and external factors, as well as through the process of evaluation and information search at the pre-purchase stage. Buying

interest also reflects an affective response in the form of interest or liking for the product, which in turn becomes the basis for consumer purchase planning and decision-making.

2.1.3.2 Purpose and Benefits of Buying Interest

The benefit of buying interest can be a measure of consumers' tendency to buy a product or service where the stronger the purchase intention, the greater the consumer's desire to buy the product. Buying interest arises when a person has gained enough information regarding the desired product and has a tendency to act before the purchase decision is actually implemented. Buying interest refers to an individual's likelihood of obtaining a particular product and is also an important aspect in assessing consumer behavior (Wardhana, 2024).

Buying interest is a feeling to buy by consumers that arises after consumers carry out pre-purchase activities. Pre-purchase activities can be in the form of consumers finding out what their needs are and products that can meet the needs of the consumer (Septyadi et al., 2022). Buying interest is an effective response or the process of feeling or liking a product. Pre-purchase activities can be in the form of consumers finding out what their needs are and products that can meet their needs so as to show the customer's desire to make a purchase (Septyadi et al., 2022).

2.1.3.3 Factors Influencing Buying Interest

According to the Nuswantara et al (2025) The factors that can affect consumer buying interest are:

1. Quality of service

Service quality is the value of more than the service applied by the seller to

consumers. With the quality of service, it will certainly make consumers comfortable and happy until they are finally interested in making a purchase

2. *Brand* (brand)

   Brand is a characteristic of a product that can make customers consistently choose the product.

3. Pricing

   Price is also one of the factors because consumers like to compare prices from every seller in the market. Therefore, the same product in every trading business but there is a relatively low price from other trading establishments, of course consumers will be interested in buying at the business place that offers the cheapest price

4. Availability of Goods

   The availability of goods is the extent to which consumers attitude towards the availability of existing products. The availability of products at the place of business makes consumers not disappointed, thus encouraging them to buy products at the place of business continuously.

According to Novitasari & Sari (2023), some of the factors that affect consumer buying interest include:

1. The prices, cheap and varied prices offered by sellers are an attraction for consumers to shop.
2. Security, security guarantees and the confidentiality of consumer data that are maintained are able to attract consumers to shop
3. The ease of transactions, the ease of transactions offered by the marketplace in the form of clear information and instructions as well as an easy and fast

product ordering process are attractive to consumers.

According to Sari and Rahardjo (2020), social and psychological factors have an important impact on consumers' desire to buy in today's market. This shows that external and internal factors such as motivation and perception have an impact on consumers' interest in making a purchase, such as advertisements, other people's recommendations, and market conditions.

2.1.3.4 Buying Interest Indicators

The indicators of buying interest according to Saputra & Mahaputra (2022) consists of 5 namely:

1. Interest in finding information about products

   Consumers show interest by looking for more information about the product, such as specifications, benefits, and pricing.

2. Considering buying

   Consumers begin to compare products with other alternatives, consider the pros and cons, as well as other factors that influence purchasing decisions.

3. Interested in trying

   Consumers have the desire to experience the product firsthand, it can be through trials, free samples, or seeing product demonstrations.

4. Want to know the product

   Consumers want to understand more deeply about the product, both in terms of its features, usability, and impact.

5. The desire to have a product.

   Consumers have a desire to own the product, indicating that buying interest has reached a higher stage.

According to Kotler & Keller (2021) Indicators that determine buying interest include:

1. Transactional interest, which is the tendency of a consumer to buy a product. Consumers already have an interest in a particular product to make a purchase.
2. Referential interest, which is the tendency to refer and suggest a particular product to others to buy.
3. Preferential interests, which are interests that describe the behavior of a consumer that makes the product the main choice. Preferences can be changed when something happens with the product.
4. Exploratory interest, which is the behavior of a consumer who is always looking for information and positive things about certain products.

2.1.4 *Influencer marketing*

2.1.4.1 Definition *of Influencer marketing*

Influencer marketing consists of two meanings, namely *Influencers* and *Marketing*. *Influencer* is a person who influences others. The *Marketing* Derived from the English word which means "marketing" or marketing activity (Putri & Rosmita, 2024). *Influencer marketing* is a strategy in which brands work closely with individuals who have great influence on social media to promote their products or services to digitally connected audiences (As-syahri, 2024).

Influencer marketing is a marketing strategy that utilizes individuals or public figures who have strong influence on social media to promote a particular product or service. These individuals, known as *Influencers*, have a significant following and are considered capable of influencing their audience's opinions, preferences, or decisions (Murtadlo & Budiyanto, 2025). *Influencer marketing* is a

marketing strategy that shows a person (individual) having followers when promoting a product so as to influence others/the environment to take a stance in an absolute decision, ultimately using the product (Lengkawati & Saputra, 2021).

Influencer marketing can be defined as the use of *Influencers*, both celebrities and non-celebrities, with many *Follower* to encourage positive attitudes and behavioural responses in consumers regarding interest in the brand by using posts shared on social media platforms, which also allows *Influencers* and *Followers* to participate in co-creation *Brand image* on social media (D. Giles & Edwards, 2020).

Based on the opinions of the experts above, it can be concluded that *influencer marketing* is a marketing strategy that utilizes individuals who have influence and a large number of followers on social media to promote products or services, so that they are able to influence the opinions, attitudes, preferences, and decisions of the audience, as well as build a brand image through digital interaction between *influencers* and their followers.

2.1.4.2 Purpose And Benefits *Of Influencer Marketing*

Presence *Influencer Marketing* is the benefit of a marketing activity. Usage *Influencer Marketing* It is very helpful for a business in building buying interest in consumers. With the presence of *Influencers* The marketing purpose used by a business is greatly facilitated in the matter of introducing products that are marketed on social media. By using this marketing strategy, buyers will get some information about the product they choose. A *Influencers* It must also be honest in promoting the product. The message conveyed must be in accordance with what is in it, not

exaggerated or subtracted because it can harm customers, companies as well *Influencers* itself (Putri & Rosmita, 2024).

Influencer marketing is an effective strategy in Digital Marketing 5.0, utilizing advanced technology to improve brand interaction with consumers. Adapting to trends and commitment to brand values is also important to ensure long-term success in campaigns *Influencer Marketing*. *Influencer marketing*, if properly managed and integrated with a comprehensive digital strategy, can be a valuable asset in achieving broader and sustainable marketing goals (As-syahri, 2024).

Individuals who happen to be a *Influencers* It is usually able to move the desires and needs of the community as a target consumer, namely how they choose a product to meet their needs. That attraction is what makes a *Influencers* can be part of a promotional strategy in marketing or what we often hear today with the predicate as *Influencer Marketing*. *Influencer marketing* This is what is ultimately expected to increase the sales of a product by the way they work in influencing the community as a target consumer in terms of how they behave in deciding to buy a product (Lengkawati & Saputra, 2021).

2.1.4.3 Types of *influencer marketing*

The following are the types *of influencer marketing* based on the number of followers according to Lie (2022), namely:

1. Nano *influencers*, Nano *influencers* are *influencers* who have a number of followers of 500 to 1,000. Even though the number of followers is the least in 24 *influencer* categories, it still has a strong influence because it knows almost all of its followers directly.

2. Micro *influencers*, Micro *influencers* are *influencers* who have between 1,000 and 100,000 followers. Micro *influencers* are known for a specific field, such as *beauty bloggers*, *parenting bloggers*, *food bloggers*, and others.
3. Macro *influencers*, Macro *influencers* are one level above micro *influencers*, they have followers above 100,000 to 1,000,000. *This* type of influencer is the most found and considered the most ideal for brands. Macro *influencers* also produce higher quality content, because content *creators* are their main jobs.
4. Mega *influencers*, Mega *influencers* or commonly called premium *influencers*, they have more than 1 million followers. *This* type of influencer is categorized as the highest type of *influencer* because it usually comes from artists, *youtubers*, or celebrities who have more than 1 million followers.

As-syahri (2024) Also explains that the definition *Influencers* It can vary, depending on the number of followers it has. There are classifications *Influencers* Based on their scale of influence: nano-*Influencers* (less than 10,000 followers), micro-*Influencers* (10,000 - 100,000 followers), macro-*Influencers* (100,000 - 1 million followers), and mega-*Influencers* (more than 1 million followers). Each of these categories has different appeal and potential depending on the brand's marketing goals and target audience.

2.1.4.4 Influencer *marketing indicators*

Variable *Influencer marketing* measured through four indicators according to (Murtadlo & Budiyanto, 2025), namely:

1. Influencer credibility

   Influencer credibility refers to the level of trust, expertise, and honesty that an *influencer* has in conveying information about a product. *Influencers* who are

considered credible usually have a good reputation, relevant experience, and are able to provide objective reviews so that the audience is more confident in the message conveyed.

2. Influencer lifestyle compatibility with the product

   This indicator shows how aligned the influencer*'s lifestyle, personality, and self-image* are with the product being promoted. When the product fits the *influencer*'s daily life, the promotion will look more natural and authentic, thereby increasing the audience's trust in the product.

3. Influencer interaction with audience

   Interactions include how *influencers* communicate and establish relationships with their followers, such as replying to comments, creating interactive content, or responding to messages. A high level of interaction indicates emotional closeness to the audience, which can amplify *the influence* of influencers in shaping audience perceptions and decisions.

4. The influence of *influencer* recommendations on buying interest.

   This indicator describes the extent to which recommendations or reviews from *influencers* are able to encourage the audience to be interested and consider buying a product. The stronger the influence, the more likely it is that the audience will move from simply seeing the content to having the intention to buy the product.

According to Shimp (2020) There are five indicators in marketing products using *Influencers* or referred to as the TEARS model, which is as follows:

1. *Trustworthiness*, An asset because it is considered as trusted, reliable, as someone who can be trusted.

2. Expertise: The characteristic of having a specific skill, knowledge, or ability with respect to a supported brand.
3. Physical *Attractiveness*, A trait that is considered pleasant to see in terms of the concept of attractiveness of a certain group.
4. Respect, Qualities that are admired or even appreciated because of one's personal qualities and achievements.
5. Similarity: The extent to which an *influencer* matches the audience in terms of characteristics related to the support relationship (age, gender, ethnicity, etc.).

The four indicators *Influencer Marketing* according to Alifa & Saputri (2022) namely as follows:

1. *Visibility* (Figure and Figure Alignment)

   Visibility has to do with the level of popularity and how well known an *influencer* is by the public.
2. *Credibility* (*expertise* and *trustworthiness*)

   Credibility refers to the level of trust the audience has in *influencers* which consists of two main aspects, namely expertise and *trustworthiness*.
3. *Attractiveness* (*likability* and *similarity*)

   Attractiveness is not only related to physical appearance, but also the attractiveness of the *influencer's personality*. *Likability* indicates the extent to which *an influencer* is liked by *the audience*, while *similarity* refers to the similarity of characteristics between an *influencer* and *the audience*.
4. *Power* (Ability to Influence).

   Power is the *ability of influencers* to influence attitudes, opinions, and audience behavior, including purchasing decisions.

2.1.5 *Content marketing*

2.1.5.1 Definition of *Content marketing*

Content Marketing is a marketing process of business activities to produce and distribute valuable and relevant content in order to attract, acquire, and engage target consumers. *Content Marketing* is a marketing strategy where the company plans, produces and distributes content that is in accordance with the products that the company markets to candidates *Potential customer* so that it can encourage them to become *Customer* (Yunita et al., 2021).

Content Marketing is a form of marketing activities such as creating, curating, sharing, and developing content for the target audience in a more interactive, relevant, and useful way that is used to improve communication on the resulting content (Rachmah & Madiawati, 2022). *Content Marketing* is the technique of creating and distributing valuable, relevant, and consistent content to attract and acquire a clear audience with the goal of driving profitable customer actions (Herman et al., 2023).

Content marketing is a plan in marketing, where sellers will plan or make or even distribute content that can attract buyers and then the opportunity can be maximized by sellers (Mukarromah et al., 2022). *Content Marketing* is a method carried out by a company to study or satisfy what consumers want in order to get maximum profits by utilizing digital content that can be disseminated through digital media (Jalantina & Minarsih, 2021).

Based on the opinions of the experts above, it can be concluded that *content marketing* is a marketing strategy that is carried out by planning, producing, and distributing valuable, relevant, and consistent content to attract, engage, and retain

audiences, so as to be able to influence consumer decisions and encourage the creation of profitable purchasing actions for the company.

2.1.5.2 Purpose And Benefits Of *Content Marketing*

Manufacturing *Content Marketing* It is considered one of the important things in today's era. The creation of creative ideas will create quality content. Lack of content quality can cause marketing goals to be weak because they do not have the maximum impact. Content creation certainly begins with ideas that are tailored to marketing goals. With the help of technology, it will make it easier for business people to be able to carry out marketing activities so that they can be understood by consumers. The company must make *Content Marketing* as an activity directed to meet consumer needs for information and education on products owned by the company (Yunita et al., 2021).

Content Marketing is the creation of a marketing and business that creates engaging content and participates in a target that benefits a defined and clearly understood audience on customer actions. *Content Marketing* It is done with the aim of building an audience base that helps build business and create things that are done by consumers that provide benefits for the company (Ramadhayanti, 2021).

Quality content not only provides information about the product, but is also able to build trust, create emotional attachment, and strengthen *Brand Awareness* So that consumers feel satisfied and confident to choose the same product instead of switching to other brands. Thus, *Content Marketing* that effectively plays an important role in driving repeat purchase decisions, and even increasing word-of-mouth recommendations to other potential consumers (Sapril et al., 2025).

2.1.5.3 Factors Needed *for Content Marketing*

The ability factors needed in *Content Marketing* according to Yunita et al (2021) are as follows:

1. Writing

   Study which style is felt to be in accordance with the product you sell by conducting research from various sources so that it will improve your writing skills. By doing research, you can also get the ideas and works needed in making writing.

2. Developing the Story

   One form of content in *content marketing* is creating videos. Skills and talents in this field can be developed by taking *public speaking classes*, listening to a lot of radio, watching videos, or other resources.

3. Communication

   Communication skills, both verbal and non-verbal, must continue to be honed because in *content marketing*, *they are* required to have good communication skills, especially in the process of production and distribution of content so that the meaning that is to be conveyed from the content is easily known and understood by the target audience.

According to Salsabila et al (2026), factors that affect success *Content Marketing* namely:

1. Audience Understanding One of the most important factors in the success of content marketing is a deep understanding of the target audience. Companies need to do research to find out who their audience is, what they need, and how

they interact on social media. By understanding audience preferences and behaviors, companies can create more relevant and engaging content.

2. Content Quality The quality of the content produced also greatly affects the success of the marketing strategy. Content that is informative, engaging, and useful will be more likely to be shared and engage with your audience.
3. Consistency in Delivery Consistency in posting content is another key factor. Companies that have a regular posting schedule tend to get more attention and interaction from the audience.
4. Proper Use of Platforms Each social media platform has different characteristics and audiences. Therefore, it is important for companies to choose the platform that best suits their target audience. For example, visual content may be more effective on Instagram, while text-based content is better suited for LinkedIn.
5. Interaction and Responsiveness Interaction with the audience and responsiveness to comments and questions are also important factors in the success of a content marketing strategy. Companies that actively interact with their audience show that they care about consumer input and opinions.

According to Yusuf & Hendrayati (2020) There are several factors to make *Content Marketing* to be interesting and creative, namely:

1. *Design*

   A good and interesting content will not have a great influence if it is not balanced with an attractive design as well. The placement of the typography layout will attract attention from the audience. The choice of *background* design, the choice of colors and *a* good layout elicits a psychological response.

2. *Current Events*

   Good content presents current events and phenomena, so that the content will be readable by Google and visit sites or social media.

3. *The Reading Experience*

   An attractive design is not just the colors and images that attract attention, but also how the layout and use of fonts remain legible and *effortless*.

4. *Timing*

   After creating content that is engaging through design and easy to read, the next step is when and how much of the content is uploaded. Consistent intensity and frequency will have its own impact.

5. *Tone*

   The suitability of the news will influence on the customer's purchase decision.

2.1.5.4 Content *marketing indicators*

There are several indicators that must be possessed to measure *Content Marketing* according to Amalia (2020) namely:

1. Relevance

   Marketers can provide content with relevant information. The information generated is in accordance with the needs related to the problems faced by consumers.

2. Accuracy

   Marketers can provide content with accurate information. The information displayed is completely based on facts, and the reality that is happening

3. Worth

   Marketers can provide content with useful and useful information for consumers. Creating content that has selling value is a basic requirement of consumer behavior.

4. Easy to understand

   Marketers provide content that consumers can easily understand. Both easy to read and easy to understand

5. Easy to Find

   Marketers can channel content through the right media so that the information provided will be easily accessible to consumers.

6. Consistent

   Marketers can maintain the quantity of content provided to consumers. Always *update* to update information regularly.

Measurement dimensions of *Content Marketing* according to Pektas & Hassan (2020) are:

1. Reliability

   Reliability indicates how the content of *content marketing* made by the company is able to provide the truth of information. The measurement of the reliability dimension is with the following indicators:

   a. Conveying the correct information

   b. Convey important information according to the brand or product

   c. Delivering informative content

   d. Convey useful information.

2. *Disbelief*

   Disbelief is related to consumers' trust in the truth of the information conveyed. The measurement of the dimension of disbelief is with the following indicators:

   a. The information provided is trustworthy
   b. The information provided is complete and clear so that it helps consumers save time in searching for information.

3. *Persuasion knowledge*

   Persuasion knowledge is related to the way of delivering *content marketing* built by the company. The measurement of the dimension *of persuasion knowledge* is with the following indicators:

   a. *Content marketing* doesn't look too persuasive to buy a product
   b. *Content marketing* is delivered clearly and easily understandable

2.2 Conceptual framework

2.2.1 The Influence of *Influencer Marketing* on Purchase Decisions

Nick Hayes' theory explains that "the *Influencers* help raise awareness and influence purchasing decisions from people who seek out and value their expertise, read their blogs, talk to them on discussion forums, attend their presentations at the event, social media, and more". From this theory, it can be concluded that *Influencer Marketing* through the activities he carried out as a *Influencers* can help influence purchasing decisions (Lengkawati & Saputra, 2021).

This is supported by the results of the research Yasinta & Nainggolan (2023), Devi (2025), Miftahudin & Wahyudi (2025) and Scarlet & Violet (2025) which proves that *Influencer Marketing* have a positive and significant effect on purchasing decisions.

2.2.2 The Influence of *Content Marketing* on Purchase Decisions

The more engaging, relevant, and creative the content created, the more likely consumers are to be encouraged to make a repeat purchase. Quality content not only provides information about the product, but is also able to build trust, create emotional attachment, and strengthen *Brand Awareness* So that consumers feel satisfied and confident to choose the same product instead of switching to other brands. Thus, *Content Marketing* that effectively plays an important role in driving repeat purchase decisions, and even increasing word-of-mouth recommendations to other potential consumers (Sapril et al., 2025).

This is supported by the results of the research Yusuf et al (2020), Atika et al (2024), Humaidah et al (2025), and Majid & Faizah (2023) which proves that *Content Marketing* have a positive and significant effect on purchasing decisions.

2.2.3 The Influence *of Influencer Marketing* on Buying Interest

Influencer marketing contribute positively and significantly to buying interest. Existence *Influencers* which provides information and recommendations about products have a direct impact on consumer purchasing decisions. When consumers feel that *Influencers* are credible and trustworthy figures, they are more motivated to buy. In context *Theory of Planned Behavior*, this relates to *Subjective norms*, i.e. the social influence of individuals that is considered important in influencing behavioral intentions (Amini & Auliya, 2025).

This is supported by the results of the research Aritonang et al (2025), Agustin & Amron (2022), Princess & Rosmita (2024), and Septian & Nurtjahjani (2025) which proves that *Influencer Marketing* has a positive and significant effect on buying interest.

2.2.4 The Influence of *Content Marketing* on Buying Interest

Content Marketing It includes the presentation of information that is able to provide consumers with an understanding of the benefits, features, quality, and how to use a product. Informative and engaging content will help consumers gain better knowledge about the product, thus creating a sense of pleasure, entertainment, and increasing trust in the brand. In addition, a good understanding through content can reduce the risk of errors in purchasing decision-making, as consumers feel more confident in the products offered. Thus, *Content Marketing* It not only functions as a promotional medium, but also as a means of education and entertainment that encourages consumer buying interest (Sapril et al., 2025).

This is supported by the results of the research Septian & Nurtjahjani (2025), Adelia & Light (2023), Kamilla & Greece (2024), and Lazuardi & Kaihatu (2021) which proves that *Content Marketing* has a positive and significant effect on buying interest.

2.2.5 The Influence of Buying Interest on Purchase Decisions

Consumers who have felt a need need need to be satisfied, so consumers will try to find more information. If the information has been gathered, then the individual will be faced with a variety of alternative options and the individual must identify and evaluate those alternative options. Evaluation cannot be separated, influenced by the resources it has (time, space and information) or the risk of error in the purchase. After that, buying interest arises that can lead to a purchase decision (Fasha et al., 2022).

This is supported by the results of the research Amelia & Budiarti (2026), Niswah & Cokrohadisumarto (2026), Jasmineta & Budiarti (2023), Tirtayasa et al

(2025) and Zahra et al (2024) which proves that buying interest has a positive and significant effect on purchasing decisions.

2.2.6 The Influence of *Influencer Marketing* on Purchase Decisions Through Buying Interest

Buying interest variables mediate the influence *Influencer Marketing* on the purchase decision. *Influencer marketing* and buying interest is one of the driving factors for purchase decisions. When *Influencers* who are trusted to recommend a product by creating posts or content, consumers tend to be more interested and interested in trying the product. This buying interest is key in the decision-making process where recommendations and positive reviews from *Influencers* arouse consumer curiosity and interest. As a result, this high buying interest strengthens consumers' intention to purchase recommended products, linking the initial influence of *Influencer Marketing* with the final purchase decision (Nabila & Azijah, 2024).

This is supported by the results of the research Katamso & Sugianto (2024), Waluyo & Trishananto (2022), Son & Adriyanto (2025), and Habibah et al (2025) which proves that *Influencer Marketing* Positive and significant effect on purchase decisions through buying interest as a mediation/intervening variable

2.2.7 The Influence of *Content Marketing* on Purchase Decisions Through Buying Interest

Content Marketing has a significant effect through Buying Interest on Purchase Decisions. Content delivered in an engaging, informative, and relevant way through strategies *Content Marketing* can attract consumer buying interest and

ultimately influence purchasing decisions positively. So that the distribution of content consistently influences buying interest and encourages consumers to buy products from the brand (Khafsoh & Huda, 2024). *Content Marketing* through Relevance, Accuracy, Value, Disbelif is able to achieve its influence on Buying Interest through transactional, referential, preferential, exploratory interest. So that it will be able to influence Purchase Decisions through Product Choice, Brand, Distributor Place, Number of Purchases (Ardiyansyah et al., 2025).

This is supported by the results of the research Ardiyansyah et al (2025), Inkasari et al (2024), Khafsoh & Huda (2024), and Pratiwi (2025) which proves that *Content Marketing* Have a positive and significant effect on purchase decisions through buying interest as a mediation/intervening variable.

Based on the conceptual framework that has been explained earlier, the research paradigm is described as follows:

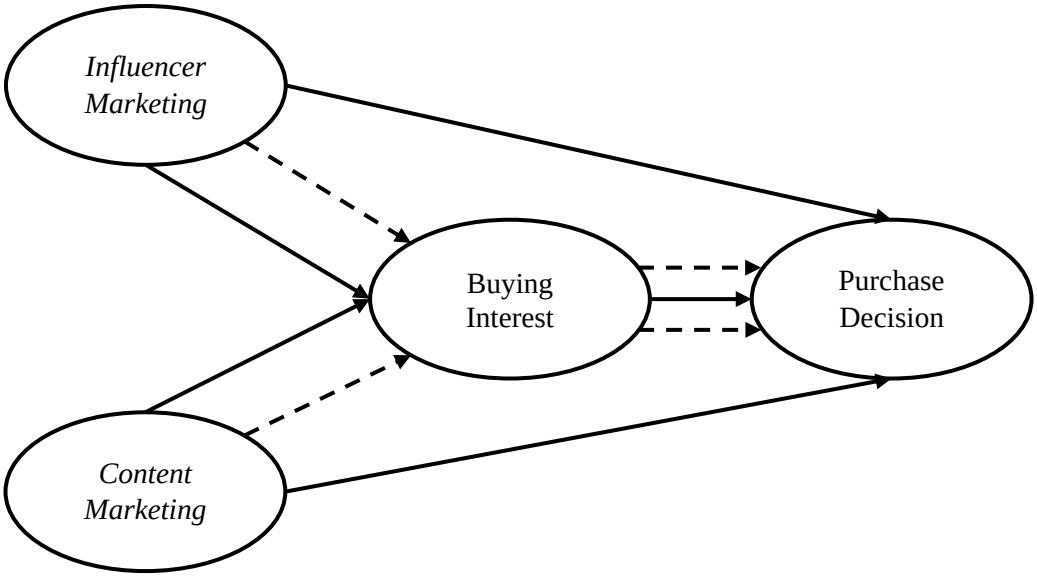


Figure 2.2 Research Paradigm

2.3 Hypothesis

A hypothesis is a temporary conjecture whose truth needs to be proven in a study. A hypothesis is a temporary answer to the formulation of a research problem,

where the formulation of the research problem has been stated in the form of a question sentence. It is said that while the answers given are only based on relevant theories, they are not yet based on empirical facts obtained through data collection (Scott, 2019). The hypotheses in this study are:

1. *Influencer marketing* influences the purchase decision of Jofie Bakery products by young consumers on Instagram.
2. *Content marketing* affects the purchase decision of Jofie Bakery products by young consumers on Instagram.
3. *Influencer marketing* affects the interest in buying Jofie Bakery products by young consumers on Instagram.
4. *Content marketing* affects the interest in buying Jofie Bakery products by young consumers on Instagram.
5. Buying interest affects the purchase decision of Jofie Bakery products by young consumers on Instagram.
6. *Influencer marketing* affects the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable.
7. *Content marketing* affects the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable.

CHAPTER 3

RESEARCH METHODS

3.1 Research Approach

The approach in this study is an associative research approach and then the data is processed in quantitative form. According to (Scott, 2019), associative research aims to find out the relationship or correlation between two or more variables. Meanwhile, the quantitative approach is used because this research is based on the philosophy of positivism, involves a specific population or sample, uses instruments in data collection, and analyzes data quantitatively or statistically to test predetermined hypotheses.

3.2 Operational Definition

Operational definition is an implementation guide on how to measure research variables, based on attributes or observable properties, this explains the meaning of variables, indicators, and how to measure them to draw conclusions. Operational definitions are very important in research because they serve as technical guidelines or implementation guidelines for objectively measuring a variable (Scott, 2019). In this study, the independent variables are *Influencer marketing* (X1) and *Content Marketing* (X2), the intervening/mediating variable is Buying Interest (Z), and as a bound variable is Purchase Decision (Y). The operational definitions and indicators of these variables can be seen in the following table:

Table 3.1 Operational Definition

No.	Variable	Definition	Indicator	Scale
1	Purchase Decision	Purchasing decisions are a process that consumers make in determining the choice to buy or not to buy a product, starting from	1. Product selection 2. Brand Choice 3. Distributor Choice	Likert

	(Y)	the introduction of information search needs, evaluation to finally choosing the product that is considered most suitable for their needs.	4. Time of purchase 5. Purchase amount 6. Payment methods (Tirtayasa, 2022)	
2	Buying Interest (Z)	Buying interest is the tendency or desire of consumers to buy a product or service that arises due to needs, stimulation of internal and external factors, as well as through the process of evaluation and information search at the pre-purchase stage.	1. Interest in finding information about products 2. Considering buying 3. Interested in trying 4. Want to know the product (Saputra & Mahaputra, 2022)	Likert
3	Influencer marketing (X1)	Influencer marketing is a marketing strategy that utilizes individuals who have influence and a large number of followers on social media to promote products or services, so that they can influence the opinions, attitudes, preferences, and decisions of the audience.	1. Visibility 2. Credibility 3. Attractiveness 4. Power (Alifa & Saputri, 2022)	Likert
4	Content Marketing (X2)	Content marketing is a marketing strategy that is carried out by planning, producing, and distributing valuable, relevant, and consistent content to attract, engage, and retain audiences.	1. Relevance 2. Accuracy 3. Worth 4. Easy to understand 5. Easy to Find 6. Consistent (Amalia, 2020)	Likert

3.3 Place and time of research

3.3.1 Research Place

This research was conducted on the Instagram social media platform, especially on the Instagram account @jofiebakery as the main medium of observation of marketing content and *Instagram direct messages* as a medium for disseminating questionnaires.

3.3.2 Research Time

This research was carried out from March 2026 to August 2026 with the following details of activities:

Table 3.2 Activity Details

Yes	Activities	Year, Month & Week																							
		March 2026				April 2026				May 2026				June 2026				July 2026				August 2026			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Title Submission																								
2	Initial Research																								
3	Proposal Preparation																								
4	Proposal Guidance																								
5	Seminar Proposal																								
6	Data Collection																								
7	Thesis Writing																								
8	Guidance Thesis																								
9	Green Table Session																								

Source : Researcher Data (2026)

3.4 Population and sample

3.4.1 Population

Population is a generalized area consisting of: objects/subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions. population is not only people, but also other natural objects and objects (Scott, 2019). The population in this study is all young consumers who are actively involved in using Instagram and following @jofiebakery Instagram accounts, the exact number of which is unknown.

3.4.2 Samples

A sample is a part of the number and characteristics that the population has. If the population is large, and it is impossible for the researcher to study everything in the population, for example due to limited funds, manpower and time, then the researcher can use samples taken from that population (Scott, 2019). Since the

population number is unknown, the formula is used *Lemeshow* to determine the research sample. According to Saputra et al (2023) sampling with formula *Lemeshow* used to calculate sample sizes of total populations that are not known for certain in quantitative research. As for the formula *Lemeshow* can be seen below:

$$n = \frac{z^2.P.(1-P)}{d^2}$$

Description :

n = Number of samples

z = Standard value = 1.96

p = Maximum estimate = 50% = 0.5

d = alpha (0.5) or *sampling error* = 5%

So it can be described:

$$n = \frac{(1{,}96)^2.0{,}5.(1-0{,}5)}{(0{,}05)^2} = 384{,}16\ (Digenapkan\ 385\ \text{Orang})$$

Based on the use of *the Lemeshow* formula that the author did above, the number of samples in this study was 385 young consumers on Instagram.

Once the sample quantity is determined, use is required *purposive sampling* to determine the sample criteria. *Purposive sampling* is one of the non-random sampling techniques where the researcher determines sampling by determining special characteristics that are in accordance with the research objectives so that it is expected to answer the research problem (Iba & Wardhana, 2023). Therefore, the author determined the sample criteria in this study, namely young consumers aged 16 to 30 years who have bought jofie bakery products at least 2 times, have an Instagram account and follow the official Instagram account @jofiebakery

3.5 Data collection techniques

Data collection techniques are the most strategic step in research, because the main purpose of research is to obtain data. Without knowing the data collection technique, the researcher will not get data that meets the set data standards (Scott, 2019). The data collection techniques used in this study are:

3.5.1 Questionnaire

Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents for them to answer. Questionnaires are an efficient data collection technique if the researcher knows exactly the variables to be measured and knows what can be expected from the respondents. Questionnaires can be closed-ended or open-ended statement questions, can be given (Scott, 2019). The questionnaire or questionnaire that will be given consists of several questions based on variable indicators with a scale answer option *Likert* which can be seen as follows:

Table 3.3 Scale *Likert*

Yes	Remarks	Scale
1	Strongly Agree (SS)	5
2	Agree (S)	4
3	Disagree (KS)	3
4	Disagree (TS)	2
5	Strongly Disagree (STS)	1

Source : (Scott, 2019)

3.5.2 Documentation Studies

Documentation study is a method used to obtain data and information in the form of books, archives, documents, numbers, and drawings in the form of reports and information that can support research (Scott, 2019).

3.5.3 Interviews

Interviews are a data collection technique through direct questions and answers to exchange information and ideas, aimed at finding problems or exploring deep understanding from respondents (Scott, 2019).

3.6 Data Analysis Techniques

3.6.1 Descriptive statistical analysis

Descriptive Statistical Analysis is a statistic used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to generality or generalizations (Scott, 2019). This analysis was obtained from the results of the questionnaire distribution which included the frequency and percentage of respondent characteristics and the distribution of respondent answers.

3.6.2 SEM-PLS Analysis

In this study, data analysis uses the *Partial Least Square* (PLS) which aims to test the hypotheses proposed in this study. Each hypothesis will be analyzed using *Software* smartPLS 4 to test the relationship between one variable and another. PLS is an equation model *Structural Equation Modeling* (SEM) that is component-based or variant (Hair et al., 2022). There are 3 test stages in the SEM-PLS data analysis, namely:

1. *Outer Model*

   Outer Model *analysis* to provide a specification between the latent variable and its manifest variable, or in other words how each indicator relates to its latent variable. Here are the stages in the *outer model*:

a. *Convergent Validity*

Convergent Validity is the extent to which the construct converges to explain the variance of the indicator. *Convergent Validity* The value of the loading factor on the latent variable can be seen with its indicators. For size, it is said to be high if it correlates more than 0.60 with the construct to be measured (Sihombing et al., 2024).

b. *Discriminant Validity*

Discriminant Validity is used to measure how far a construct is completely different from another. On *Discriminant validity*, a construct is said to have good validity if the HTMT value < 0.9 (Hair et al., 2022).

c. *Construct Reliability*

The construct reliability test is measured by *Cronbach's Alpha* of the indicator block that measures the construct. Constructs are declared reliable if they have a value and *Cronbach's Alpha* above 0.70 (Sihombing et al., 2024).

2. *Inner Model*

Structural model analysis (*inner model*) is usually also called (*inner relation, structural model and substantive theory*) which describes the relationship between latent variables based on *substantive theory*. Inner *model analysis* are:

a. *R-square*

Coefficient of determination (*R square Adjusted*) is used to show how much influence the influencing variable has on the affected variable. In general, the *R square* by 0.67 (strong), 0.33 (moderate) and 0.19 (weak) (Sihombing et al., 2024).

b. F-Square

F-square shows how much exogenous latent variables contribute to endogenous latent variables. Effect sizes of 0.02, 0.15, and 0.35, respectively, indicate small, medium, and large effects (Wong, 2013).

3. Hypothesis Test

The hypothesis testing used consists of 2 analysis techniques, namely *direct effect* and *indirect effect*, which are explained as follows:

a. *Direct Effect*

Immediate effect Describe a relationship that connects two variables with one arrow involved (direct relationship) (Hair et al., 2022). The decision of whether or not the indicator variable is significant can be made by comparing between the values *p-value* with the level of significance we choose (α). The amount of α value is usually or conventionally set at 5% (0.05). If the value of the calculation is greater than 1.96 then the variable is said to be significant and if it is not then it is insignificant, this is the same if *p-value* ≤ 0.05, the indicator variable is said to be significant, while if *p-value* ≥ 0.05, then the indicator variable is said to be insignificant (Haryono, 2016).

b. *Indirect Effect*

Indirect effect is a structural model path that involves a sequence of relationships with at least one intervening variable. (Hair et al., 2022). The decision of whether or not the indicator variable is significant can be made by comparing between the values *p-value* with the level of significance we choose (α). The amount of α value is usually or conventionally set at 5%

(0.05). If the value of the calculation is greater than 1.96, then the variable is said to be significant and the intervening variable is able to mediate. If not, then it is insignificant and the intervening variable is not able to mediate, this is the same if *p-value* ≤ 0.05, the variable is said to be significant in mediating, while if *p-value* ≥ 0.05, the variable is said to be insignificant in mediating (Haryono, 2016).

c. *Total Effect*

Total effect constitutes the total of *direct* and *Indirect effect* (Juliandi, 2018).

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Data Description

In this study, the author collected data through a questionnaire with likert scale answer options of 1 to 5 consisting of 12 statements for the purchase decision variable (Y), 8 statements for the purchase interest variable (Z), 8 statements for the *content marketing* variable (X1), and 12 statements for *the influencer marketing* variable (X2). The questionnaire was distributed to 385 young consumers of Jofie Bakery were on Instagram with the characteristics and distribution of respondents' answers as follows:

4.1.1 Characteristics of Respondents

Based on the results of the distribution of questionnaires to 385 young consumers of Jofie Bakery on Instagram, it was found that the characteristics of respondents based on age, gender, frequency of purchases, and occupation can be seen in the table as follows:

Table 4.1 Respondent Age

Yes	Age	Quantity	Percentage
1	15-19 Years	115	29,9%
2	20-24 Years	190	49,4%
3	25-30 Years	80	20,7%
Total		385	100%

Source : Researcher data (2026)

Based on the age of the respondents in Table 4.1 above, it can be seen that respondents with an age range of 15–19 years amounted to 115 people (29.9%), the age range of 20–24 years amounted to 190 people (49.4%), and the age range of

25-30 years amounted to 80 people (20.7%). Therefore, it can be concluded that the majority of respondents in this study are in the age range of 20–24 years.

Table 4.2 Gender

Yes	Gender	Quantity	Percentage
1	Male	154	40%
2	Women	231	60%
Total		385	100%

Source : Researcher data (2026)

Based on the gender of the respondents in Table 4.2 above, it can be seen that the male respondents amounted to 154 people (40.0%) and the female respondents amounted to 231 people (60.0%). Therefore, it can be concluded that the majority of respondents in this study are female.

Table 4.3 Purchase Frequency

Yes	Frequency	Quantity	Percentage
1	2 times	123	31,9%
2	3 times	147	38,2%
3	More than 3 times	115	29,9%
Total		385	100%

Source : Researcher data (2026)

Based on the frequency of respondents' purchases in Table 4.3 above, it can be seen that respondents who made purchases 2 times amounted to 123 people (31.9%), respondents who made purchases 3 times amounted to 147 people (38.2%), and respondents who made purchases more than 3 times amounted to 115 people (29.9%). So, it can be concluded that the majority of respondents in this study have purchased Jofie Bakery products 3 times.

Table 4.4 Respondent Occupation

Yes	Jobs	Quantity	Percentage
1	Student/Student	180	46,8%
2	Private Employees	110	28,6%
3	Civil Servants/SOEs	25	6,5%
4	Entrepreneurship	40	10,4%
5	Others	30	7,8%
Total		385	100%

Source : Researcher data (2026)

Based on the work of the respondents in Table 4.4 above, it can be seen that the respondents with the status of Students/Students amounted to 180 people (46.8%), Private Employees amounted to 110 people (28.6%), Civil Servants/SOEs amounted to 25 people (6.5%), Entrepreneurs amounted to 40 people (10.4%), and Others amounted to 30 people (7.8%). So, it can be concluded that the majority of respondents in this study are students/students.

4.1.2 Distribution of Answers

Based on the results of the distribution of questionnaires to 385 young consumers of Jofie Bakery on Instagram, the distribution of respondents' answers related to the variables of purchase decisions, buying interest, *influencer marketing* and content marketing can be seen in the following table:

Table 4.5 Distribution of Purchase Decision Answers (Y)

Purchase Decision Questionnaire Score (Y)												
No. Pert	SS		S		KS		TS		STS		Quantity	
	F	%	F	%	F	%	F	%	F	%	F	%
1	190	49,4	105	27,3	66	17,1	16	4,2	8	2,1	385	100
2	125	32,5	165	42,9	71	18,4	16	4,2	8	2,1	385	100
3	139	36,1	147	38,2	71	18,4	20	5,2	8	2,1	385	100
4	162	42,1	137	35,6	62	16,1	16	4,2	8	2,1	385	100
5	161	41,8	153	39,7	47	12,2	16	4,2	8	2,1	385	100
6	155	40,3	128	33,2	78	20,3	16	4,2	8	2,1	385	100
7	128	33,2	158	41	71	18,4	20	5,2	8	2,1	385	100
8	150	39	141	36,6	70	18,2	16	4,2	8	2,1	385	100
9	132	34,3	158	41	63	16,4	24	6,2	8	2,1	385	100
10	131	34	130	33,8	92	23,9	24	6,2	8	2,1	385	100
11	127	33	182	47,3	52	13,5	16	4,2	8	2,1	385	100
12	146	37,9	148	38,4	67	17,4	16	4,2	8	2,1	385	100

Source : Researcher data (2026)

Based on table 4.5 above regarding the distribution of purchase decision answers, it can be described as follows:

1. In the first statement of the purchase decision variable, as many as 190 respondents (49.4%) answered strongly agreed, 105 respondents (27.3%) answered agreed, 66 respondents (17.1%) answered disagreed, 16 respondents (4.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
2. In the second statement of the purchase decision variables, as many as 125 respondents (32.5%) answered strongly agreed, 165 respondents (42.9%) answered agreed, 71 respondents (18.4%) answered disagreed, 16 respondents (4.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
3. In the third statement of the purchase decision variable, as many as 139 respondents (36.1%) answered strongly agreed, 147 respondents (38.2%) answered agreed, 71 respondents (18.4%) answered disagreed, 20 respondents (5.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
4. In the fourth statement of the purchase decision variable, as many as 162 respondents (42.1%) answered strongly agreed, 137 respondents (35.6%) answered agreed, 62 respondents (16.1%) answered disagreed, 16 respondents (4.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
5. In the fifth statement of the purchase decision variables, as many as 161 respondents (41.8%) answered strongly agreed, 153 respondents (39.7%) answered agreed, 47 respondents (12.2%) answered disagreed, 16 respondents

(4.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.

6. In the sixth statement of the purchase decision variables, as many as 155 respondents (40.3%) answered strongly agreed, 128 respondents (33.2%) answered agreed, 78 respondents (20.3%) answered disagreed, 16 respondents (4.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
7. In the seventh statement of the purchase decision variable, as many as 128 respondents (33.2%) answered strongly agreed, 158 respondents (41.0%) answered agreed, 71 respondents (18.4%) answered disagreed, 20 respondents (5.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
8. In the statement of the eighth variable of the purchase decision, as many as 150 respondents (39.0%) answered strongly agreed, 141 respondents (36.6%) answered agreed, 70 respondents (18.2%) answered disagreed, 16 respondents (4.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
9. In the statement of the ninth variable of the purchase decision, as many as 132 respondents (34.3%) answered strongly agreed, 158 respondents (41.0%) answered agreed, 63 respondents (16.4%) answered disagreed, 24 respondents (6.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
10. In the tenth statement of the purchase decision variables, as many as 131 respondents (34.0%) answered strongly agreed, 130 respondents (33.8%)

answered agreed, 92 respondents (23.9%) answered disagreed, 24 respondents (6.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.

11. In the eleventh variable statement of the purchase decision, as many as 127 respondents (33.0%) answered strongly agreed, 182 respondents (47.3%) answered agreed, 52 respondents (13.5%) answered disagreed, 16 respondents (4.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
12. In the twelfth variable statement of the purchase decision, as many as 146 respondents (37.9%) answered strongly agreed, 148 respondents (38.4%) answered agreed, 67 respondents (17.4%) answered disagreed, 16 respondents (4.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.

Table 4.6 Distribution of Buying Interest Answers (Z)

Purchase Interest Questionnaire Score (Z)												
No. Pert	SS		S		KS		TS		STS		Quantity	
	F	%	F	%	F	%	F	%	F	%	F	%
1	182	47,3	148	38,4	23	6	20	5,2	12	3,1	385	100
2	186	48,3	141	36,3	26	6,8	20	5,2	12	3,1	385	100
3	189	49,1	145	37,7	19	4,9	20	5,2	12	3,1	385	100
4	170	44,2	168	43,6	15	3,9	20	5,2	12	3,1	385	100
5	170	44,2	168	43,6	19	4,9	16	4,2	12	3,1	385	100
6	197	51,2	138	35,8	30	7,8	8	2,1	12	3,1	385	100
7	194	50,4	132	34,3	27	7	20	5,2	12	3,1	385	100
8	201	52,2	129	33,5	23	6	20	5,2	12	3,1	385	100

Source : Researcher data (2026)

Based on table 4.6 above regarding the distribution of buying interest answers, it can be described as follows:

1. In the first statement of the purchase interest variable, as many as 182 respondents (47.3%) answered strongly agreed, 148 respondents (38.4%)

answered agreed, 23 respondents (6.0%) answered disagreed, 20 respondents (5.2%) answered disagreed, and 12 respondents (3.1%) answered strongly disagreed.

2. In the second statement of the buying interest variable, as many as 186 respondents (48.3%) answered strongly agreed, 141 respondents (36.6%) answered yes, 26 respondents (6.8%) answered disagreed, 20 respondents (5.2%) answered disagreed, and 12 respondents (3.1%) answered strongly disagreed.
3. In the third statement of the purchase interest variable, as many as 189 respondents (49.1%) answered strongly agreed, 145 respondents (37.7%) answered agreed, 19 respondents (4.9%) answered disagreed, 20 respondents (5.2%) answered disagreed, and 12 respondents (3.1%) answered strongly disagreed.
4. In the fourth statement of the purchase interest variable, as many as 170 respondents (44.2%) answered strongly agreed, 168 respondents (43.6%) answered agreed, 15 respondents (3.9%) answered disagreed, 20 respondents (5.2%) answered disagreed, and 12 respondents (3.1%) answered strongly disagreed.
5. In the fifth statement of the purchase interest variable, as many as 170 respondents (44.2%) answered strongly agreed, 168 respondents (43.6%) answered yes, 19 respondents (4.9%) answered disagree, 16 respondents (4.2%) answered disagreed, and 12 respondents (3.1%) answered strongly disagreed.

6. In the sixth statement of the purchase interest variable, as many as 197 respondents (51.2%) answered strongly agreed, 138 respondents (35.8%) answered agreed, 30 respondents (7.8%) answered disagreed, 8 respondents (2.1%) answered disagreed, and 12 respondents (3.1%) answered strongly disagreed.
7. In the seventh statement of the purchase interest variable, as many as 194 respondents (50.4%) answered strongly agreed, 132 respondents (34.3%) answered agreed, 27 respondents (7.0%) answered disagreed, 20 respondents (5.2%) answered disagreed, and 12 respondents (3.1%) answered strongly disagreed.
8. In the eighth statement of the purchase interest variable, as many as 201 respondents (52.2%) answered strongly agreed, 129 respondents (33.5%) answered agreed, 23 respondents (6.0%) answered disagreed, 20 respondents (5.2%) answered disagreed, and 12 respondents (3.1%) answered strongly disagreed.

Table 4.7 Distribution of Answers *Influencer Marketing* (X1)

Influencer Marketing *Questionnaire Score* (X1)												
No. Pert	SS		S		KS		TS		STS		Quantity	
	F	%	F	%	F	%	F	%	F	%	F	%
1	158	41	137	35,6	50	13	32	8,3	8	2,1	385	100
2	128	33,2	170	44,2	51	13,2	28	7,3	8	2,1	385	100
3	145	37,7	138	35,8	63	16,4	31	8,1	8	2,1	385	100
4	134	34,8	149	38,7	62	16,1	32	8,3	8	2,1	385	100
5	144	37,4	143	37,1	66	17,1	24	6,2	8	2,1	385	100
6	155	40,3	141	36,6	53	13,8	28	7,3	8	2,1	385	100
7	128	33,2	160	41,6	65	16,9	24	6,2	8	2,1	385	100
8	156	40,5	136	35,3	57	14,8	28	7,3	8	2,1	385	100

Source : Researcher data (2026)

Based on table 4.7 above regarding the distribution of *content marketing* answers, it can be described as follows:

1. In the first statement of *the influencer marketing* variable, as many as 158 respondents (41.0%) answered strongly agreed, 137 respondents (35.6%) answered yes, 50 respondents (13.0%) answered disagree, 32 respondents (8.3%) answered disagree, and 8 respondents (2.1%) answered strongly disagreed.
2. In the second statement of *the influencer marketing variable*, as many as 128 respondents (33.2%) answered strongly agreed, 170 respondents (44.2%) answered agreed, 51 respondents (13.2%) answered disagreed, 28 respondents (7.3%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
3. In the third statement of *influencer marketing* variables, as many as 145 respondents (37.7%) answered strongly agreed, 138 respondents (35.8%) answered yes, 63 respondents (16.4%) answered disagreed, 31 respondents (8.1%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
4. In the fourth statement of *influencer marketing* variables, as many as 134 respondents (34.8%) answered strongly agreed, 149 respondents (38.7%) answered agreed, 62 respondents (16.1%) answered disagreed, 32 respondents (8.3%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
5. In the fifth statement of *the influencer marketing* variable, as many as 144 respondents (37.4%) answered strongly agreed, 143 respondents (37.1%) answered yes, 66 respondents (17.1%) answered disagreed, 24 respondents

(6.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.

6. In the sixth statement of *influencer marketing* variables, as many as 155 respondents (40.3%) answered strongly agreed, 141 respondents (36.6%) answered yes, 53 respondents (13.8%) answered disagreed, 28 respondents (7.3%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
7. In the seventh statement of *influencer marketing* variables, as many as 128 respondents (33.2%) answered strongly agreed, 160 respondents (41.6%) answered agreed, 65 respondents (16.9%) answered disagreed, 24 respondents (6.2%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
8. In the statement of the eighth *influencer marketing variable*, as many as 156 respondents (40.5%) answered strongly agreed, 136 respondents (35.3%) answered agreed, 57 respondents (14.8%) answered disagreed, 28 respondents (7.3%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.

Table 4.8 Distribution of Answers *Content Marketing* (X2)

Content Marketing *Questionnaire Score* (X2)												
No. Pert	SS		S		KS		TS		STS		Quantity	
	F	%	F	%	F	%	F	%	F	%	F	%
1	139	36,1	163	42,3	39	10,1	36	9,4	8	2,1	385	100
2	139	36,1	167	43,4	35	9,1	36	9,4	8	2,1	385	100
3	135	35,1	163	42,3	39	10,1	40	10,4	8	2,1	385	100
4	131	34	175	45,5	35	9,1	36	9,4	8	2,1	385	100
5	131	34	167	43,4	39	10,1	40	10,4	8	2,1	385	100
6	135	35,1	167	43,4	39	10,1	36	9,4	8	2,1	385	100
7	135	45,1	163	42,3	39	10,1	40	10,4	8	2,1	385	100
8	147	38,2	155	40,3	39	10,1	36	9,4	8	2,1	385	100
9	139	36,1	159	41,3	39	10,1	40	10,4	8	2,1	385	100
10	135	35,1	163	32,4	39	10,1	40	10,4	8	2,1	385	100

11	135	35,1	171	44,4	35	9,1	36	9,4	8	2,1	385	100
12	143	37,1	155	40,3	39	10,1	40	10,4	8	2,1	385	100

Source : Researcher data (2026)

Based on table 4.8 above regarding the distribution of *influencer marketing* answers, it can be described as follows:

1. In the first statement of *the content marketing* variable, as many as 139 respondents (36.1%) answered strongly agreed, 163 respondents (42.3%) answered yes, 39 respondents (10.1%) answered disagreed, 36 respondents (9.4%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
2. In the second statement of *the content marketing* variable, as many as 139 respondents (36.1%) answered strongly agreed, 167 respondents (43.4%) answered yes, 35 respondents (9.1%) answered disagreed, 36 respondents (9.4%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
3. In the third statement of *the content marketing* variable, as many as 135 respondents (35.1%) answered strongly agreed, 163 respondents (42.3%) answered yes, 39 respondents (10.1%) answered disagreed, 40 respondents (10.4%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
4. In the fourth statement of *the content marketing* variable, as many as 131 respondents (34.0%) answered strongly agreed, 175 respondents (45.5%) answered yes, 35 respondents (9.1%) answered disagreed, 36 respondents (9.4%) answered disagree, and 8 respondents (2.1%) answered strongly disagreed.

5. In the fifth statement of *the content marketing* variable, as many as 131 respondents (34.0%) answered strongly agreed, 167 respondents (43.4%) answered yes, 39 respondents (10.1%) answered disagreed, 40 respondents (10.4%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
6. In the sixth statement of *the content marketing variable*, as many as 135 respondents (35.1%) answered strongly agreed, 167 respondents (43.4%) answered agreed, 39 respondents (10.1%) answered disagreed, 36 respondents (9.4%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
7. In the seventh statement of *the content marketing variable*, as many as 135 respondents (45.1%) answered strongly agreed, 163 respondents (42.3%) answered agreed, 39 respondents (10.1%) answered disagreed, 40 respondents (10.4%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
8. In the eighth statement of *the content marketing variable*, as many as 147 respondents (38.2%) answered strongly agreed, 155 respondents (40.3%) answered agreed, 39 respondents (10.1%) answered disagreed, 36 respondents (9.4%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
9. In the statement of the ninth *variable of content marketing*, as many as 139 respondents (36.1%) answered strongly agreed, 159 respondents (41.3%) answered agreed, 39 respondents (10.1%) answered disagreed, 40 respondents

(10.4%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.

10. In the tenth statement of *content marketing* variables, as many as 135 respondents (35.1%) answered strongly agreed, 163 respondents (32.4%) answered agreed, 39 respondents (10.1%) answered disagreed, 40 respondents (10.4%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
11. In the eleventh statement of *content marketing* variables, as many as 135 respondents (35.1%) answered strongly agreed, 171 respondents (44.4%) answered agreed, 35 respondents (9.1%) answered disagreed, 36 respondents (9.4%) answered disagreed, and 8 respondents (2.1%) answered strongly disagreed.
12. In the twelfth statement of *content marketing* variables, as many as 143 respondents (37.1%) answered strongly agreed, 155 respondents (40.3%) answered yes, 39 respondents (10.1%) answered disagree, 40 respondents (10.4%) answered disagree, and 8 respondents (2.1%) answered strongly disagreed.

4.2 Research Results

After the data is collected through the distribution of the questionnaire, the data is then analyzed using *the Partial Least Square Structural Equation Modeling* (SEM-PLS) analysis method through the SmartPLS 4 application with the following results:

4.2.1 *Outer Model*

External model *analysis* is used to provide a specification between the latent variable and its manifest variable, or in other words how each indicator relates to its latent variable. The results of the *outer model test* can be seen in the following sections:

4.2.1.1 *Convergent Validity*

Convergent Validity is the extent to which the construct converges to explain the variance of the indicator. *Convergent Validity* The value of the loading factor on the latent variable can be seen with its indicators. For size, it is said to be high if it correlates more than 0.60 with the construct to be measured (Sihombing et al., 2024). Test results *convergent validity* It can be seen in the following table:

Table 4.9 Loading Factor *Convergent Validity*

	Purchase Decision	Buying Interest	*Influencer marketing*	Content Marketing
Y1	0.885			
Y2	0.910			
Y3	0.910			
Y4	0.894			
Y5	0.867			
Y6	0.927			
Y7	0.876			
Y8	0.937			
Y9	0.824			
Y10	0.780			
Y11	0.894			
Y12	0.868			
Z1		0.991		
Z2		0.970		
Z3		0.980		
Z4		0.976		
Z5		0.967		
Z6		0.955		
Z7		0.988		
Z8		0.986		
X1.1			0.878	
X1.2			0.868	
X1.3			0.850	
X1.4			0.907	
X1.5			0.839	

X1.6			0.863	
X1.7			0.874	
X1.8			0.796	
X2.1				0.978
X2.2				0.966
X2.3				0.980
X2.4				0.972
X2.5				0.975
X2.6				0.963
X2.7				0.978
X2.8				0.974
X2.9				0.976
X2.10				0.980
X2.11				0.969
X2.12				0.974

Source : Data processed SmartPLS 4 (2026)

Based on the results of *the convergent validity* analysis in table 4.9 above, it can be seen that all indicators in the variables of purchase decisions, buying interest, *content marketing*, and *influencer marketing* have loading factor values above 0.60. This means that all indicators in this study are declared valid and able to measure the constructs studied so that they meet *the convergent validity* criteria.

4.2.1.2 *Discriminant Validity*

Discriminant Validity is used to measure how far a construct is completely different from another. On *Discriminant validity*, a construct is said to have good validity if the HTMT value < 0.9 (Hair et al., 2022). Test results *Discriminant validity* It can be seen in the following table:

Table 4.10 HTMT *Discriminant Validity*

	Content Marketing	**Influencer Marketing**	**Purchase Decision**	**Buying Interest**
Content Marketing				
Influencer Marketing	0.703			
Purchase Decision	0.799	0.771		
Buying Interest	0.640	0.675	0.739	

Source : Data processed SmartPLS 4 (2026)

Based on the results of *the discriminant validity* analysis in table 4.10 above, it can be seen that all HTMT values between variables have a value of less than 0.9. This means that each construct in this study has good discriminant validity and is able to distinguish one construct from another.

4.2.1.3 *Construct Reliability*

Test *Construct Reliability* measured by *Cronbach's Alpha* where the construct is declared reliable if it has a value *Cronbach's Alpha* above 0.70 (Sihombing et al., 2024). Test results *Construct Reliability* It can be seen in the following table:

Table 4.11 *Cronbach's Alpha*

	Cronbach's alpha
Content Marketing	0.995
Influencer Marketing	0.949
Purchase Decision	0.974
Buying Interest	0.993

Source : Data processed SmartPLS 4 (2026)

Based on the results of *the construct reliability* analysis in table 4.11 above, it can be seen that all variables have *a Cronbach's alpha* value above 0.70. This means that all constructs in this study are declared reliable and consistent in measuring the variables studied.

4.2.2 *Inner Model*

Inner model *analysis* is an analysis that describes the relationship between latent variables based on *substantive theory*. The results of the *internal test of the model* can be seen in the following sections:

4.2.2.1 *R-square*

R-square is used to show how much influence the influencing variable has

on the affected variable. In general, the *R square* by 0.67 (strong), 0.33 (moderate) and 0.19 (weak) (Sihombing et al., 2024). Test results *R-square* It can be seen in the following table:

Table 4.12 *R-square*

	R-square	R-square adjusted
Purchase Decision	0.738	0.736
Buying Interest	0.499	0.496

Source : Data processed SmartPLS 4 (2026)

Based on the results of *the R-square* analysis in table 4.12 above, the following conclusions can be drawn:

1. The purchase decision variable has an *R-square* value of 0.738 which is included in the strong category, meaning that *the content marketing* (X1), *influencer marketing* (X2), and brand image (Z) variables are able to explain the purchase decision variable by 73.8%, while the remaining 26.2% is influenced by other variables outside the study.
2. The buying interest variable has an *R-square* value of 0.499 which is included in the moderate category, meaning that *the content marketing* (X1) and *influencer marketing* (X2) variables are able to explain the buying interest variable of 49.9%, while the remaining 50.1% is influenced by other variables outside the study.

4.2.2.2 *F-square*

F-square shows how much exogenous latent variables contribute to endogenous latent variables. Effect sizes of 0.02, 0.15, and 0.35, respectively, indicate small, medium, and large effects (Wong, 2013). Test results *F-square* It can be seen in the following table:

Table 4.13 *F-square*

	F-Square
***Content marketing* -> Purchase Decisions**	0.330
***Content Marketing* - > Buying Interest**	0.131
Influencer Marketing -> Purchase Decision	0.122
Influencer Marketing - > Buying Interest	0.185
Buying Interest -> Purchase Decision	0.148

Source : Data processed SmartPLS 4 (2026)

Based on the results of *the F-square* analysis in table 4.13 above, the following conclusions can be drawn:

1. The influence of *Content marketing* on Purchase Decisions has an *F-square* value of 0.330. This means that the two variables have a moderate influence.
2. The influence of *content marketing* on Buying Interest has an *F-square* value of 0.131. This means that the two variables have a small influence.
3. The influence *of influencer marketing* on purchase decisions has an *F-square* value of 0.122. This means that the two variables have a small influence.
4. The influence of *influencer marketing* on buying interest has an *F-square* value of 0.185. This means that the two variables have a moderate influence.
5. The Effect of Buying Interest on Purchase Decisions has an *F-square* value of 0.148. This means that the two variables have a small influence.

4.2.3 Hypothesis testing

The hypothesis testing used in this study consists of 2 test stages, namely *direct effect* to determine the direct influence and *indirect effect* to determine the influence through intervening variables. The test stages can be seen in the following sections:

4.2.3.1 *Direct Effect*

Immediate effect Describe a relationship that connects two variables with one arrow involved (direct relationship) (Hair et al., 2022). The decision of whether or not a variable is significant can be made by comparing the value of the calculation where if the value of the calculation is greater than 1.96 then the variable is said to be significant and if not then it is not significant, then it can be done by comparing the value *p-value* where if *p-value* where if *p-value* $\leq$ 0.05, the variable is said to be significant, while if *p-value* $\geq$ 0.05 then the indicator variable is said to be insignificant, in addition to (Haryono, 2016). Analysis results *Direct effect* (direct influence) can be seen in the following table:

Table 4.14 *Direct Effect* (Direct Influence)

	T statistics (|O/STDEV|)	P values
Influencer Marketing **- > Purchase Decision**	4.918	0.000
Content marketing **-> Purchase Decision**	6.934	0.000
Influencer Marketing **- > Buying Interest**	7.298	0.000
Content Marketing **- > Buying Interest**	5.986	0.000
Buying Interest -> Purchase Decision	6.588	0.000

Source : Data processed SmartPLS 4 (2026)

Based on the results of the direct *effect* analysis in Table 4.14 above, the following conclusions can be drawn:

1. The influence of *influencer marketing* on purchase decisions has a *t-statistic* value of 4.918 > 1.96 and a *p-value* of 0.000 < 0.05. So it can be proven that *influencer marketing* has a positive and significant influence on the purchase decision of Jofie Bakery products by young consumers on Instagram.
2. The influence of *content marketing* on purchase decisions has a *t-statistic* value of 6.934 > 1.96 and a *p-value* of 0.000 < 0.05. So it can be proven that *content marketing* has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram.

3. The influence of *influencer marketing* on buying interest has a *t-statistic* value of 7.298 > 1.96 and *a p-value* of 0.000 < 0.05. So it can be proven that *influencer marketing* has a positive and significant effect on the interest in buying Jofie Bakery products by young consumers on Instagram.
4. The influence of *content marketing* on buying interest has a *t-statistic* value of 5.986 > 1.96 and a *p-value* of 0.000 < 0.05. So it can be proven that *content marketing* has a positive and significant effect on the interest in buying Jofie Bakery products by young consumers on Instagram.
5. The effect of buying interest on purchase decisions has a *t-statistic* value of 6.588 > 1.96 and a *p-value* of 0.000 < 0.05. So it can be proven that Buying Interest has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram.

4.2.3.2 *Indirect Effect*

Indirect effect is a structural model path that involves a sequence of relationships with at least one intervening variable. (Hair et al., 2022). The decision on whether or not a variable is significant can be made by comparing the value of the variable where if the value of the variable is greater than 1.96 then the variable is said to be significant and the intervening variable is able to mediate, if not then it is not significant and the intervening variable is not able to mediate. This is the same if *p-value* ≤ 0.05, the variable is said to be significant in mediating, while if *p-value* ≥ 0.05, the variable is said to be insignificant in mediating (Haryono, 2016). Analysis results *Indirect effect* (indirect influence) can be seen in the following table:

Table 4.15 *Indirect Effect* (Indirect Influence)

	T statistics (|O/STDEV|)	P values
***Influencer Marketing* -> Buying Interest -> Buying Decision**	4.576	0.000
***Content marketing* -> Buying Interest -> Purchase Decision**	4.502	0.000

Source : Data processed SmartPLS 4 (2026)

Based on the results of the indirect *effect* analysis in Table 4.15 above, the following conclusions can be drawn:

1. The influence *of influencer marketing* on purchasing decisions through buying interest as an intervening variable has a *t-statistic* value of 4.576 > 1.96 and *a p-value* of 0.000 < 0.05. So it can be proven that *influencer marketing* has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable.
2. The influence of *content marketing* on purchase decisions through buying interest as an intervening variable has a *t-statistic* value of 4.502 > 1.96 and *a p-value* of 0.000 < 0.05. So it can be proven that *content marketing* has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable.

4.2.3.3 *Total Effect*

Total effect constitutes the total of *direct* and *Indirect effect* (Juliandi, 2018). The results can be seen in the following table:

Table 4.16 *Total Effect*

	T statistics (|O/STDEV|)	P values
***Influencer Marketing* -> Buying Decision**	6.554	0.000
***Content Marketing* -> Purchase Decisions**	8.775	0.000
***Influencer Marketing* - > Buying Interest**	7.298	0.000
***Content Marketing* - > Buying Interest**	5.986	0.000
Buying Interest -> Purchase Decision	6.588	0.000

Source : Data processed SmartPLS 4 (2026)

Based on the results of *the Total Effect* in Table 4.16 above, it can be explained as follows:

1. *Influencer Marketing* on Purchase Decisions obtained a *T-statistics value of 6.554 and P-values of 0.000, so it had a positive and significant effect.*
2. *Content Marketing* on Purchase Decisions obtained a *T-statistic value of 8.775 and P-values of 0.000, so it had a positive and significant effect.*
3. *Influencer Marketing* on Buying Interest obtained a *T-statistics value of 7.298 and a P-value of 0.000, so it had a positive and significant effect.*
4. *Content Marketing* for Buying Interest obtained a *T-statistical value of 5.986 and a P-value of 0.000, so it had a positive and significant effect.*
5. Buying Interest in Purchase Decisions obtained a *T-statistical value of 6.588 and a P-value of 0.000, so it had a positive and significant effect.*

4.3 Discussion

4.3.1 The Influence of *Influencer Marketing* on Purchase Decisions

Influencer marketing has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram with a *t-statistic* value of 4.918 > 1.96 and a *p-value* of 0.000 < 0.05. These results show that the better *the influencer marketing* done by jofie bakery, the more consumers will make purchasing decisions. *Influencers* who are able to form a positive perception of consumers of the products offered will encourage consumers to make purchases. The credibility, attractiveness, and ability of influencers to convey information about products are factors that can increase consumer confidence in making purchase decisions. So, the use of influencers that are in accordance with

the characteristics of the target market can be an effective marketing strategy in increasing the purchase decision of Jofie Bakery products by young consumers on Instagram.

The results of the study are in accordance with Nick Hayes' theory which explains that "the *Influencers* help raise awareness and influence purchasing decisions from people who seek out and value their expertise, read their blogs, talk to them on discussion forums, attend their presentations at the event, social media, and more". From this theory, it is concluded by Lengkawati & Saputra (2021) that *Influencer Marketing* through the activities he carried out as a *Influencers* can help influence purchasing decisions.

The results of this study are in line with the research Yasinta & Nainggolan (2023), Devi (2025), Miftahudin & Wahyudi (2025) and Scarlet & Violet (2025) which concludes that *Influencer Marketing* have a positive and significant effect on purchasing decisions.

4.3.2 The Influence of *Content Marketing* on Purchase Decisions

Content marketing has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram with a *t-statistic* value of 4.918 > 1.96 and a *p-value* of 0.000 < 0.05. These results show that the better *the content marketing* done by Jofie Bakery, the more consumers will make purchasing decisions. Informative, interesting, and relevant content is able to provide consumers with a better understanding of the products offered. Presenting content that is consistent and able to display product excellence can also increase consumer confidence in making purchasing choices. Thus, quality *content*

marketing is one of the effective marketing strategies in encouraging young consumers to purchase Jofie Bakery products on Instagram.

This is in accordance with the opinion Sapril et al (2025) That said, the more engaging, relevant, and creative the content created, the more likely consumers are to be motivated to make a purchase. Quality content not only provides information about the product, but is also able to build trust, create emotional attachment, and strengthen *Brand Awareness* So that consumers feel satisfied and confident to choose the same product instead of switching to other brands. Thus, *Content Marketing* that effectively plays an important role in driving purchase decisions, and even increasing word-of-mouth recommendations to other potential consumers (Sapril et al., 2025).

The results of this study are in line with the research Yusuf et al (2020), Atika et al (2024), Humaidah et al (2025), and Majid & Faizah (2023) which concludes that *Content Marketing* have a positive and significant effect on purchasing decisions.

4.3.3 The Influence of *Influencer Marketing* on Buying Interest

Influencer marketing has a positive and significant effect on the interest in buying Jofie Bakery products by young consumers on Instagram with *a t-statistic* value of 7,298 > 1.96 and *a p-value* of 0.000 < 0.05. These results show that the better *the influencer marketing* done by jofie bakery, the more consumer buying interest will increase. Marketing delivered by *influencers* is able to attract attention, build interest, and foster consumer desire to try marketed products. The credibility, appeal, and ability of *influencers* to convey the experience of using products can also increase consumer trust so as to encourage the emergence of interest in buying.

Thus, the right use of *influencers* can be an effective marketing strategy in increasing young consumers' buying interest in Jofie Bakery's products on Instagram.

This is in line with the opinion Amini & Auliya (2025) who say that the existence of *Influencers* which provides information and recommendations about products have a direct impact on consumer purchasing decisions. When consumers feel that *Influencers* are credible and trustworthy figures, they are more motivated to buy. In context *Theory of Planned Behavior*, this relates to *Subjective norms*, i.e. the social influence of individuals that is considered important in influencing behavioral intentions (Amini & Auliya, 2025).

The results of this study are in line with the research Aritonang et al (2025), Agustin & Amron (2022), Princess & Rosmita (2024), and Septian & Nurtjahjani (2025) which proves that *Influencer Marketing* has a positive and significant effect on buying interest.

4.3.4 The Influence of *Content Marketing* on Buying Interest

Content marketing has a positive and significant effect on the interest in buying Jofie Bakery products by young consumers on Instagram with *a t-statistic* value of 5.986 > 1.96 and *a p-value* of 0.000 < 0.05. These results show that the better *the influencer marketing* done by Jofie Bakery, the more consumer buying interest it will be. Interesting, creative, and informative content is able to build consumer interest in the products offered. Presenting consistent content, displaying product quality clearly, and in accordance with the needs and preferences of young consumers can foster a sense of wanting to try products. Thus, effective *content*

marketing is not only able to attract the attention of consumers, but also encourages the emergence of buying interest in Jofie Bakery products through Instagram.

This is in line with the opinion Sapril et al (2025) which means that informative and interesting content will help consumers gain better knowledge about the product so that it creates a sense of pleasure, entertainment, and increases trust in the brand. In addition, a good understanding through content can reduce the risk of errors in purchasing decision-making, as consumers feel more confident in the products offered. Thus, *Content Marketing* It not only functions as a promotional medium, but also as a means of education and entertainment that encourages consumer buying interest (Sapril et al., 2025).

The results of this study are in line with the research Septian & Nurtjahjani (2025), Adelia & Light (2023), Kamilla & Greece (2024), and Lazuardi & Kaihatu (2021) which proves that *Content Marketing* has a positive and significant effect on buying interest.

4.3.5 The Influence of Buying Interest on Purchase Decisions

Buying Interest has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram with *a t-statistic* value of 6.588 > 1.96 and *a p-value* of 0.000 < 0.05. These results show that when consumers have high interest in buying a product, their purchase decisions will increase. Buying interest is an important stage before consumers make a decision to make a purchase. The greater the interest and desire of consumers in the products offered, the greater the likelihood of consumers choosing and buying the product. Thus, an increase in buying interest can be one of the

factors that encourage the formation of Jofie Bakery product purchase decisions by young consumers on Instagram.

This is in line with the opinion Fasha et al (2022) which says that when consumers feel that there is a need that needs to be satisfied, then consumers will try to find more information. If the information has been gathered, then the individual will be faced with a variety of alternative options and the individual must identify and evaluate those alternative options. Evaluation cannot be separated, influenced by the resources it has (time, space and information) or the risk of error in the purchase. After that, buying interest arises that can lead to a purchase decision.

The results of this study are in line with the research Amelia & Budiarti (2026), Niswah & Cokrohadisumarto (2026), Jasmineta & Budiarti (2023), Tirtayasa et al (2025) and Zahra et al (2024) which proves that buying interest has a positive and significant effect on purchasing decisions.

4.3.6 The Influence of *Influencer Marketing* on Purchase Decisions Through Buying Interest

Influencer marketing has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable with a *t-statistic* value of 4.576 > 1.96 and *a p-value* of 0.000 < 0.05. These results show that the better *the influencer marketing* strategy that Jofie Bakery implements, the higher the consumer buying interest which will ultimately increase purchasing decisions. This indicates that marketing through *influencers* not only directly influences purchasing decisions but first shapes consumers' interest and desire to buy products. Thus, buying interest is

an intervening variable that strengthens the influence of *influencer marketing* in encouraging young consumers on Instagram to make decisions to purchase Jofie Bakery products.

This is in line with the opinion Nabila & Azijah (2024) which says that the buying interest variable mediates the influence *Influencer Marketing* on the purchase decision. *Influencer marketing* and buying interest is one of the driving factors for purchase decisions. When *Influencers* who are trusted to recommend a product by creating posts or content, consumers tend to be more interested and interested in trying the product. This buying interest is key in the decision-making process where recommendations and positive reviews from *Influencers* arouse consumer curiosity and interest. As a result, this high buying interest strengthens consumers' intention to purchase recommended products, linking the initial influence of *Influencer Marketing* with the final purchase decision (Nabila & Azijah, 2024).

The results of this study are in line with the results of the research Katamso & Sugianto (2024), Waluyo & Trishananto (2022), Son & Adriyanto (2025), and Habibah et al (2025) which proves that *Influencer Marketing* has a positive and significant effect on purchase decisions through buying interest as an intervening variable.

4.3.7 The Influence of *Content Marketing* on Purchase Decisions Through Buying Interest

Content marketing has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable with a *t-statistic* value of 4.502 > 1.96

and *a p-value* of 0.000 < 0.05. The better *the content marketing* that Jofie Bakery does, the higher the consumer buying interest, which will ultimately improve purchasing decisions. Interesting, informative, and relevant content is able to build consumer interest in products so as to encourage the emergence of consumer interest in buying and then from that interest comes a purchase decision. Thus, buying interest is an intervening variable that strengthens the influence of *content marketing* on the purchase decision of Jofie Bakery products by young consumers on Instagram.

This is in line with the opinion Khafsoh & Huda (2024) who says *Content Marketing* have a significant effect through Buying Interest on Purchase Decisions. Content delivered in an engaging, informative, and relevant way through strategies *Content Marketing* can attract consumers' buying interest and ultimately influence purchasing decisions positively so that the distribution of content consistently influences buying interest and encourages consumers to buy products from the brand. Ardiyansyah et al (2025) It is also the opinion that *Content Marketing* Through relevance, accuracy, value, disambiguation is able to achieve its influence on buying interest through transactional, referential, preferential, and exploratory interest. So that it will be able to influence purchase decisions through the choice of products, brands, distributors, and purchase amounts.

The results of this study are in line with the results of the research Ardiyansyah et al (2025), Inkasari et al (2024), Khafsoh & Huda (2024), and Pratiwi (2025) which proves that *Content Marketing* Have a positive and significant effect on purchase decisions through buying interest as a mediation/intervening variable.

CHAPTER 5

CONCLUSION

5.1 Conclusion

Based on the results of data analysis and discussion in the previous chapter, the following conclusions can be drawn:

1. *Influencer marketing* has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram.
2. *Content marketing* has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram.
3. *Influencer marketing* has a positive and significant effect on the interest of young consumers to buy Jofie Bakery products on Instagram.
4. *Content marketing* has a positive and significant effect on the interest in buying Jofie Bakery products by young consumers on Instagram.
5. Buying Interest has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram.
6. *Influencer marketing* has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable.
7. *Content marketing* has a positive and significant effect on the purchase decision of Jofie Bakery products by young consumers on Instagram through buying interest as an intervening variable.

5.2 Suggestions

The suggestions that the author can give based on the conclusions of this study are:

1. Based on the results of research that shows that *influencer marketing* has a positive and significant effect on purchase decisions, Jofie Bakery is advised to maintain and improve cooperation with influencers who have high credibility, a good level of engagement, and in accordance with the characteristics of young target consumers in order to be able to improve purchasing decisions sustainably.
2. Based on the results of research that show that *content marketing* has a positive and significant effect on purchase decisions, Jofie Bakery is advised to continue to present creative, informative, and interesting content, such as product information, manufacturing processes, customer testimonials, and promotions that are consistently packaged so that they are able to encourage consumers to make purchases.
3. Based on the results of research that shows that *influencer marketing* has a positive and significant effect on buying interest, Jofie Bakery is recommended to increase the frequency of collaborations with influencers who have a positive image and are able to convey the experience of using products authentically so that they can increase the interest and buying interest of young consumers.
4. Based on the results of research that show that *content marketing* has a positive and significant effect on buying interest, Jofie Bakery is advised to take advantage of various Instagram features, such as Reels, Stories, Carousel, and

Live, to create more interactive content so that it can increase potential consumers' buying interest in the products offered.

5. Based on the results of research that show that buying interest has a positive and significant effect on purchase decisions, Jofie Bakery is advised to continue to improve various factors that can strengthen consumer buying interest, such as providing attractive promotions, maintaining product quality, and providing good service so that buying interest can be realized into purchase decisions.
6. Based on the results of research that show that *influencer marketing* has a positive and significant effect on purchasing decisions through buying interest as an intervening variable, Jofie Bakery is advised to design an influencer marketing strategy that not only focuses on increasing direct sales, but also builds consumer interest and desire for products so that the buying interest formed is able to increase purchase decisions.
7. Based on the results of research that show that *content marketing* has a positive and significant effect on purchase decisions through buying interest as an intervening variable, Jofie Bakery is advised to develop a content marketing strategy that is able to build consumer curiosity, interest, and confidence in products before making a purchase. In addition, it is recommended for researchers to add other variables, such as price, product quality, brand image, consumer trust, or *electronic word of mouth* (e-WOM), expand the research object, and increase the number of respondents to obtain more comprehensive research results.

5.3 Research Limitations

The limitations experienced by the author during the implementation of the research process are:

1. The author experienced limitations in reaching respondents who were in accordance with the research criteria, namely young consumers who had bought Jofie Bakery products through promotions on Instagram, so the data collection process took a long time.
2. Data collection was carried out using an online questionnaire, so that the author could not directly supervise the process of filling out the questionnaire by the respondents and relied on the honesty and seriousness of the respondents in providing answers.
3. The study was only conducted on young consumers who used Instagram to buy Jofie Bakery products, so the results of the study were limited to the characteristics of the respondents and could not describe all Jofie Bakery consumers.

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