

The Effect of Digital Marketing and Content Marketing on Purchase Interest and Consumer Purchase Decisions in Msmes Soppeng District

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Abstract

This study aims to determine the effect of digital marketing and content marketing on buying interest and consumer purchasing decisions in Micro, Small and Medium Enterprises (MSMEs) in the Soppeng district. The population in this study are Micro, Small and Medium Enterprises (MSMEs) consumers who use digital marketing and content marketing. To make purchases with a sample of 190, with Amos software at a significance level of 5% (0.05). The results of the test are obtained (1) there is a positive and significant influence of digital marketing on purchase intention with a P-value of $0.005 < 0.05$, (2) there is a positive and significant effect of content marketing on purchase intention with a P-value of $0.005 < 0.05$, (3) there is a positive and significant influence of purchase intention on purchasing decisions with a P-value of $0.000 < 0.05$, (4) there is a positive and significant effect of digital marketing on purchasing decisions with a P-value of $0.008 < 0.005$, (5) there is an adverse effect and not significant content marketing on purchasing decisions with a P-value of $0.541 > 0.05$, (6) there is a positive and significant influence of digital marketing on purchasing decisions through purchase intention with a P-value of $0.041 < 0.05$, (7) there is a positive influence and significant content marketing on purchasing decisions through purchase intention with a P-value of $0.010 < 0.010$.

Keywords: *Digital Marketing, Content Marketing, Purchase intention, and Purchase Decision*

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I. Introduction

Reflecting on the 1998 monetary crisis and the 2008 global financial crisis, when many large-scale companies collapsed, the Micro, Small and Medium Enterprises (MSMEs) sector emerged as a saviour and support for the national economy. The resilience of Micro, Small and Medium Enterprises (MSMEs) is the principal capital, bringing the national economy safe from the crisis and slowly but surely, our economy can recover. At that time, Micro, Small and Medium Enterprises (MSMEs) were able to drive the grassroots economy and maintain people's purchasing power. This was corroborated by the statement of the Director of Information and Communication for the Economy & Maritime Ministry of Communication and Informatics, Septriana Tangkary, who said that more than 18 per cent of Micro, Small and Medium Enterprises (MSMEs) had entered the digital economy market. Where 37 per cent of the 60 per cent are users of social media such as WhatsApp groups, Facebook and others, which are used as marketing channels (Zuraya, 2020). With the presence of the internet, the development of information and technology has been overgrown. This is the reality of internet penetration extraordinary. The use of technology has been felt by all levels of society, especially in Indonesia. Information and technology are increasingly unstoppable after internet use is increasingly passive in Indonesia. Currently, internet access is not only done on computers or laptops but has mushroomed so that it is used on smartphones (smartphones).



Figure 1. Penetration of internet users in Indonesia (APJII, 2019)

Based on a survey report by the Association of Indonesian Internet Service Providers (APJII), which was carried out based on field data on March 9 - April 14 2019, concerning penetration and behaviour profiles of internet users in Indonesia, the population in 2017 was 262 million with 54 internet users. 68% or around 143.26 million people spread throughout Indonesia. This increased in 2018 by 10.12% or as many as 27,916,716 internet users compared to the previous year, assuming a population growth of 0.63%. The ecosystem is changing so fast. During the very tight competition, the coronavirus outbreak has put heavy pressure on all business fields, especially Micro, Small, and Medium Enterprises (MSMEs). Because simultaneously with the rising dollar, the loss of advertising, and fewer purchases, as well as competition for Micro, Small, and Medium Enterprises (MSMEs). The many benefits felt by the community in facilitating their activities make the internet an inseparable part of the community's own activities. This is what has triggered people's dependence on internet use in Indonesia. The high public interest in remote areas to understand more about the internet is a different opportunity for business actors engaged in marketing. Online (e-commerce). Business development commerce or buying and selling online in Indonesia has increased dramatically in the last few years. Identification of the needs and desires of internet users becomes input and information for businesses to market their products. Currently, many business actors use the internet as a medium for product and marketing information that is offered. So that the use of the internet is also one of the reasons for consumers to look for more details regarding the products or services needed and to shop online. This causes a shift in consumer behavior in transactions that previously used other methods offline; now, some consumers have switched to online transactions online because it is more profitable and flexible in finding the desired product. A transaction process is carried out through media or intermediaries, namely in the form of buying and selling sites online or social networks that provide goods or services traded are called shopping online or e-commerce (Harahap, 2018: 195). According to Widowati (2018), a research institute from England, Merchant Machine, released a list of ten countries with the fastest growth in e-commerce. Indonesia leads the ranks of these countries with 78% growth in 2018. The number of internet users in Indonesia, which is more than one hundred million users, is one of the forces driving the growth of e-commerce as shown in the following picture:

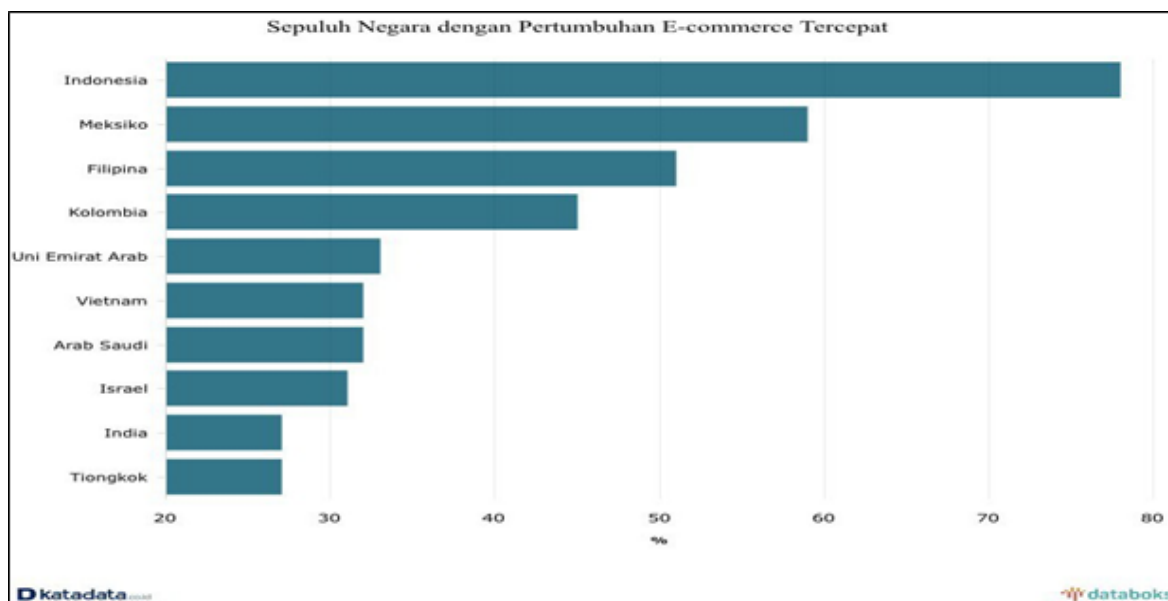


Figure 2. Ten countries with grow the commerce fastest in the world(Widowati,2018)

The average amount of money Indonesians spend on shopping sites online reaches US\$ 228 per person or around Rp. 3.19 million per person. Approximately 17.7% of respondents spend their money buying airplane tickets and booking hotels online. As many as 11.9% of respondents spend their money on clothing and footwear products. The third most popular category is health and beauty products which were chosen by 10% of respondents. Mexico is the second fastest growing, countrye commerce with 59% growth in 2018. Meanwhile, the Philippines is in third place with grow the commerce of 51%. However, Ashoer (2016) has a different opinion that social growth commerce which is quickly overshadowed by the level of risk and uncertainty that drives consumers to avoid shopping online. Another fact behind growing commerce there are still a lot of themes commerce which ignores the rules implemented by the government, namely PP No. 80 of 2019 concerning trading through electronic systems. There are many business actors who do not have permits and unclear domiciles in carrying out online sales online as expected by the rules. The obstacle experienced by the government is that it is difficult to identify network transaction speer to peer, which is also rife that only relies on the application chatting Of smartphone. Therefore, we are interested in discussing the buying process by consumers starting from when consumers identify their needs and problems. These needs can be generated by internal or external stimuli in the consumer which is then continued at the stage of searching for information in various sources provided on the internet. Furthermore, consumers will evaluate alternatives to the best possibilities for consumers from various sides that are considered most appropriate for consumers to make a decision to make a purchase. Purchasing decisions are defined as the process of making purchasing decisions where consumers actually buy (Roza, 2014: 51). In contrast to the opinion of Shareef (2008: 94) that purchasing decisions can be defined as a continuous process that refers to prudent and consistent actions taken to achieve satisfaction. Meanwhile, according to Ahmad (2014: 395) that purchasing decisions are a process of deciding and psychosocial activities involving the evaluation, acquisition, consumption, or ordering of a product. From several theories about purchasing decisions, the authors conclude that purchasing decisions are processes carried out by a person or consumer to make a purchase of the product or service they want.

The decision-making process by consumers before making a transaction on a product or service is generally carried out by evaluating and comparing alternative information held by consumers so as to generate interest in making a purchase. Rossiter and Percy (1998: 126 in Orlando, 2015: 5) argue that buying interest is a self-instruction of consumers to make purchases of a product, make plans, take relevant actions such as proposing (initiators), recommending (influencer), choose, and finally make a decision to make a purchase. Another opinion was expressed by Kinnear and Taylor (1995:306 in Soebagyo, 2014:3) that buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented. However, a different opinion is presented by Ateke (2018: 3) that buying interest is a customer's tendency to protect brands in the future. This is stated regarding the readiness and willingness of consumers, a favorable disposition to do business with the brand. So it can be concluded that the actions taken by a consumer before making a purchase. In terms of interest and purchasing decisions, there are several factors that influence consumers in doing this, including digital marketing and content marketing, in the current marketing era.digital marketing is a means that is now unlimited in any form, where marketers are free to do unlimited creativity in promotions that previously used conventional promotional media. According to Armstrong and Kotler (2009:74) Digital marketing is

describing a company's efforts to inform, promote, communicate and market a product and service through social media (internet). Meanwhile, according to Sanjaya and Tarigan (2009), "digital marketing a promotional activity brand using various web-based media such as blogs, website, email, adwords, or social media". And according to Stokes (2013), "Digital marketing can be defined as the use of digital channels to market brands. Then to build this definition digital marketing is supported by the internet, which is an interactive medium that allows the exchange of information. Meanwhile, according to Afrina (2015), Digital marketing is a type of marketing that is widely used to promote products or services and to reach consumers using digital channels. Furthermore, Stokes (2011), states that "to reach consumers with digital marketing multiple channels are used viz social media marketing, pay per click, and email marketing. The influence of all three channels digital marketing. This is reinforced by the increasingly rapid growth of technology along with it. Smartphone with prices that are very affordable in the market, it is not surprising that the level of development and the level of penetration of internet use, especially in Indonesia, is relatively high. Moreover, a number of applications have made interesting breakthroughs to expand interaction with their users, between users and other users (Ministry of Communication and Information Technology, 2015).

The decision-making process by consumers in conducting transactions online is a very interesting phenomenon to be studied more deeply at this time. Moreover, the decision-making process involves digital marketing, in addition to content marketing, is also a determining factor in consumer decision-making to conduct online transactions online. "Content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clear and understandable target audience with the goal of driving profitable customer action" (Content Marketing Institute, 2015). The availability of content that meets consumer expectations is the reason for deciding to make a purchase. According to Milhinhos (2015:7) that content marketing is a technique for creating and distributing valuable, relevant and consistent content to attract and acquire a defined audience with the goal of driving profitable customer engagement. However, a different theory expressed by Keith Blanchard (in Gokhale, 2016:14) is related content marketing. According to him, content marketing is the opposite of advertising. It's about engaging consumers with the things consumers really want in a way that serves a company's brand goals and ideals, rather than just trying to shove a company logo to the consumer's fringe. Zainol Fuady (2019), in a study entitled "The Influence of Service Quality and Digital Marketing on Consumer Purchase Interests in Capture Studio Pekanbaru". Found that service quality and digital marketing have a significant influence on consumer buying interest in Capture Studio Pekanbaru. In contrast to Khalimatus Sa'diyah's research, Rini Rahayu Kurniati et al. (2019), in the study entitled "The effect of digital marketing on the intention to buy PT. Prudential Life Assurance," found that digital marketing, in this case, video marketing, does not affect purchase intention. Research conducted by Akhmad Fauzi Akbar and Nina Maharani (2018) entitled "The Influence of Content Marketing on Consumer Purchase Interest in Creative Services Yours Bandung" shows a significant influence between content marketing and consumer buying interest. In contrast to the research conducted by Isra Ul Huda, Ryan Darmawan et al. 2021, regarding the Effects of Content Marketing and Lifestyle on Purchase Decisions in Small and Medium Enterprises on Social Media found that content marketing has no effect on purchasing decisions for MSMEs on social media. Content marketing consisting of content creation, content sharing, connecting jejaring social, and community building web Gunelius (2011) must be able to attract the attention and retain consumers in a consistent way in creating and designing content according to the needs and desires of consumers. However, with several content marketing indicators that have been studied before, the researcher is interested in adding one indicator, namely adding a product cover design indicator as a research novelty. This research is very different from the previous studies described above. This research analyses the five arrows of content marketing, namely content creation, content sharing, connecting jejaring social, community building, web, and detain cover product (Novelty that has not been studied before). Furthermore, Rahmawati's research (2018), with the title Effect of price and purchase intention on Shopee consumer decisions, shows that both partially and simultaneously, price and purchase intention have a significant influence on consumer decisions. Kotler and Keller (2016: 194-201) describe five stages in the purchasing decision-making process, including problem recognition, information search, evaluation of alternatives, purchasing decisions, and post-purchase behaviour.

The decision-making process by consumers in conducting transactions online is an exciting phenomenon to be studied more deeply now. Moreover, the decision-making process involves using social media, i.e. digital marketing and content marketing, which becomes a determining factor in consumer decision-making to conduct online transactions online. The phenomenon that occurs in Indonesia can be seen from the large number of people who carry out online transactions by only looking at content and digital marketing, including in South Sulawesi; some people only see content and digital marketing so that they have an interest and purchase decision, and especially in Soppeng district. Many people, by relying only on the internet, can see various goods marketed through digital marketing and content marketing, including that they can buy goods sold at very affordable prices. The availability of content and digital marketing that meets consumer expectations is

the reason for deciding to purchase. This is what underlies the researcher's interest in conducting a study entitled: "Influencedigital marketing and content marketing on buying stake and purchasing decisions in SMEs in Soppeng Regency.

II. RESEARCH METHODS

Research Approach

As described in the background, problem formulation and objectives use a literature review, and research hypotheses. The next step is to prepare a research design. Burns (2017: 92) argues that research design is a set of decisions that shape the master plan to determine the methods and procedures for gathering and analyzing the required information. The research design describes the work plan and structure of the research to be carried out, which directs the research process and results to be as valid, objective, efficient, and effective as possible. This research can be described on several criteria; when viewed from the purpose of this study, the research design is in the form of descriptive analysis and hypothesis testing. A descriptive study (descriptive study) is done to find out and be able to explain the characteristics of the variables studied in a situation. Hypothesis testing provides a higher understanding of the relationships that exist between variables. In terms of the form of the study, this research is a correlational approach to explanatory research, namely explaining the influence of X1 and X2 on Z and Y. To answer the problem formulation in this study, the researcher chose a quantitative research approach that emphasises the numerical assessment of phenomena related to this study. Quantitative methods can be interpreted as research techniques that seek to measure data and usually apply some form of measurement and statistical analysis (Malhotra, 2017: 150).

Data Types and Sources

The data used in this study is divided into two sources, namely primary data and secondary data. Primary data was obtained from respondents' answers through questionnaires which will be distributed randomly offline by using paper-based. In addition to preliminary data, researchers also use secondary data, which is a source of research data obtained by researchers indirectly but through an intermediary, namely in the form of documentation related to the research focus.

Data Type

According to Cooper (2014: 655) that data is information (attitudes, behaviour, motivation, attributes, etc.) collected from participants or observations (mechanical or direct) or secondary sources. In this study, the data source used is primary data, namely data that refers to information developed or collected by researchers specifically for existing research projects (Burns, 2017: 116). In addition, this study also uses secondary data, which is an interpretation of primary data (Cooper, 2014: 96). Secondary data is generally in the form of evidence, historical records or reports arranged in published and unpublished archives (documentary data). The secondary data used in this research are related documents on the internet whose validity can be accounted for.

Data source

According to Sekaran (2016: 54) that data sources are the most useful sources of information. Sources of data in this study came from respondents obtained from questionnaires that will be distributed randomly offline by using paper-based. In addition, there are also secondary data in the form of documentation related to the focus of this study.

Method of collecting data

The data collection techniques in this study are:

1. The main instrument for data collection in this study was a questionnaire addressed to respondents.
2. Documentation is used to obtain data related to other data that supports this research.
3. Observation is an observation made directly on the research object. This observation is intended to obtain a clear picture of the object of study.
4. Literature study was conducted to find data related to the problem being researched through literature, magazines, journals, bulletins, and brochures published by related parties.

POPULATION AND SAMPLE

Population

Burns (2017: 238) defines the population as the entire group studied as determined by the objectives of the research project. The population in this study are all consumers who have the desire to make purchases and consumers who have made purchases at SMEs in Soppeng Regency. So far there is no accurate data that can mention the number of consumers who have made or will make transactions on MSMEs Soppeng Regency. The population is a combination of all the elements that make up events, things or people that form similar characteristics that are the center of attention of researchers because it is seen as a universe of research (Fernad,

2006:72). The population in this study is not yet known so that the sampling method is taken as accidental sampling in the area around Soppeng district.

In this study, the target was Soppeng Regency (target population) and taken purposively from three urban sub-districts representing Soppeng Regency where the sub-district was Lalabata, and the southern part of the sub-district was represented by Marioriwawo, and the northern part was represented by Marioriawa Sub-district. Purposive sampling is a sampling technique that determines certain criteria (Sugiyono, 2008).

Research Sample

The sample in this study are consumers who have a desire and have purchased the products offered online; according to Ferdinand (2014: 173) that a sample size larger than 30 and less than 500 is sufficient for most studies. In research multivariate (including those using regression analysis multivariate) the sample size is determined by 25 times the independent variable. Analysis Structural Equation Modeling (SEM) requires a sample of at least 5 times the number of variable parameters to be analysed.

Approach sampling was used in this study, namely sample non-probability based on the characteristics of the sample to be used. According to Malhotra (2017:419), that- probability sampling is a sampling technique that does not use the opportunity selection procedure but relies on the researcher's personal judgment. While the type of sampling used combines both purposive and convenience/accidental sampling. In purposive sampling, i.e. the researcher uses his judgment or the Assessment of other knowledgeable people to identify who will be in the sample (Burns, 2017:254), whereas in convenience sampling, that is, researchers select people who have the potential and are willing to be respondents (Cooper, 2014: 152). So that the criteria for prospective respondents were determined as follows:

- a. Reasonable
- b. Age 15-64 years
- c. Interested in making a purchase online in one month
- d. Have you made a purchase online in the last three months

In this case, the selected respondents are considered representative of the research population. In withdrawing the total sample size, if the population is not known with certainty (accidental sampling), then a technique or formula is used following Malhotra's theory (2006:291) at least four or five times the number of question items. In this study, there were 19 question items. So the number of samples taken in this study was 190 samples (19 question items x 10). According to Arikunto (2006: 131), the selection is part or representative of the studied population.

But the determination of the number of respondents from the population as far as possible following the ideal sample size criteria for modeling analysis Structural Equation Modeling (SEM) based on the following guidelines:

- a. The ideal sample size for Structural Equation Modeling (SEM) is preferably between 200-400 (Sarwono, 2010:179).
- b. Analysis Structural Equation Modeling (SEM) requires a sample of at least five times the number of variable parameters to be analyzed (Ferdinand, 2014: 173).
- c. Sample sizes larger than 30 and less than 500 are sufficient for most studies (Ferdinand, 2014: 173).

DATA ANALYSIS MODELS

Data analysis techniques used in explaining the phenomena in this study are descriptive analysis and inferential analysis.

III. Research Results And Discussion

Based on the empirical model carried out in this study, it is possible to test the hypothesis proposed by testing the path coefficients in the structural equation model. Table 14 is a hypothesis test by looking at the value. If the p-value is less than 0.05, then the influence between the variables is significant. The test results are presented in the following table: Table 13. Total direct and indirect effects between variables

No	Variable			P-Value	Direct Effect	Total Effect	Information
	exogenous	Intervening	endogenous				
H-1	Digital Marketing (X1)	Interest in buying (Y1)	-	0.005	0.355	0.355	Significant
H-2	Content Marketing (X2)	Interest in Buying (Y1)	-	0.005	0.345	0.345	Significant

H-3		Interest in Buying (AND)	Purchasedecision (Y2)	0.000	0.601	0.601	Significant	
H-4	Digital Marketing (X1)	-	Purchasedecision (Y2)	0.008	0.266	0.266	Significant	
H-5	Content Marketing(X2)	-	Purchase decision(Y2)	0.541	0.066	0.066	Not significant	
	Variable			P-Value	Direct Effect	Indeed	TotalEffect	Information
	exogenous	Intervening	endogenous					
H-6	Content Marketing(X1)	Interest inbuying (Y1)	Purchasedecision (Y2)	0.041	0.355	1.734	2.089	Significant
H-7	Digital Marketing (X2)	Interest inbuying (Y1)	Purchasedecision (Y2)	0.010	0.345	2.297	2.642	Significant

Out of all 9 hypothesized direct path models, there is one direct path that is not significant. The interpretation of table 13 can be explained as follows:

1. Digital Marketing has a positive and significant influence on work purchase intention with p-value = 0.005 < 0.05 with a direct effect value of 0.355; this value indicates that an increase in marketing content variables will be followed by an increase in purchase intention. Thus the first hypothesis is accepted.
2. Content Marketing has a positive and significant influence on work purchase intention with p-value = 0.005 < 0.05 with a direct effect value of 0.345; this value indicates that an increase in the digital marketing variable will be followed by an increase in purchase intention. Thus hypothesis two is accepted.
3. Purchase intention has a positive and significant influence on purchasing decisions with p-value = 0.000 < 0.05 with a direct effect value of 0.601; this value indicates that an increase in the variable of purchase interest will be followed by a rise. Buying good, thus, the third hypothesis is accepted.
4. Digital marketing has a positive and significant influence on purchasing decisions with p-value = 0.008 < 0.05 with a direct effect value of 0.266; this value indicates that an increase in the Content marketing variable will be followed by the rise in purchasing decisions, thus, hypothesis four is accepted.
5. Content marketing has a negative and insignificant effect on purchasing decisions with p-value = 0.541 > 0.05 with a direct effect value of 0.066, this value indicates that an increase in the purchasing decision variable will be followed by an increase in purchasing decisions, thus hypothesis 5 is rejected.
6. Digital marketing has a positive and significant influence on purchasing decisions through purchase intention with a p-value of 0.041 < 0.05 with a direct effect value of 0.355, while an indirect effect value of 1.734. This shows that the indirect effect is greater than the direct effect, thus hypothesis 6 is accepted.
7. Content marketing has a positive and significant influence on purchasing decisions through purchase intention with a p-value of 0.010 < 0.05 with a direct effect value of 0.345, while an indirect effect value of 2.297. This shows that the indirect effect is greater than the immediate effect. Thus, hypothesis 6 is accepted.

DISCUSSION

In the previous chapter, it was described that this study analyzed the effect of Digital Marketing and Content Marketing on Purchase Intentions and Purchased Decisions in SMEs in Soppeng Regency. The research results are then interpreted by examining the influence of latent variables and their relevance to empirical facts, existing theories, and previous studies, including their indirect effects. Based on the results of data analysis in this study, the discussion of the results of this study combines theory, results of previous research and empirical facts that occur in the object under study to confirm the results of this study, strengthen or reject theories and results of previous research or are new findings. The results of the feasibility testing of the structural model designed and estimated in this study proved to be in accordance with the observed data. The discussion on each variable, both exogenous and endogenous, in this study combines some of the results of empirical data analysis from a descriptive approach and multivariate analysis through structural equation modeling so that a synthesis process occurs for the improvement of the results of this study. The results of the analysis of hypothesis testing are described as follows:

The Influence of Digital Marketing on Buying Interest in MSMEs in Soppeng Regency

The path analysis results show a direct effect value of 0.355 with a p-value of 0.005 < 0.05 (**5). This shows that digital marketing has a positive and significant effect on purchase intention. Every digital marketing increase of one unit will cause an increase in buying interest of 0.355. The results of this study found a direct relationship that is consistent with the first hypothesis that the better the digital marketing, the higher the purchase intention. Digital marketing in this study is divided into 4 indicators with 4 items, namely

Cost/Transaction, Interactive, Incentive Program, Site Design. From the results of the loading factor, the highest value is 0.917, namely the incentive program indicator. Therefore, the incentive program indicator is the dominant indicator forming the digital marketing variable. In this study, consumers have the notion that digital marketing that is interesting, frequently uploaded, contains the information needed, and does not contain elements of fraud will be able to attract buying interest in a product or service. This research is in line with Izzah Nur Masyithoh and Ivo Novitaningtyas., (2021), which state that digital marketing variables have a significant and positive effect on purchase intention. It helps the organization and management for better implementation in keeping up with service developments. Even so, the results of the research can be used as evaluation material for MSMEs in Soppeng district in maintaining digital marketing strategies. Thus, it is hoped that consumer buying interest in the products offered by UMKM in Soppeng Regency can increase.

The Influence of Content Marketing on Buying Interest in MSMEs in Soppeng Regency

The path analysis results show a direct effect value of 0.345 with a P-value of 0.005 <0.05 (**5). This shows that content marketing has a positive and significant effect on purchase intention. Every increase in content marketing by one unit will cause an increase in buying interest of 0.345. The results of this study found a direct relationship that is consistent with the second hypothesis that the better the content marketing, the higher the purchase intention.

Content marketing in this study is divided into 5 indicators with 5 items, namely content creation, content sharing, social networking content, community building web, and product cover design. From the results of the loading factor, the highest value was 0.794, namely on the cover product design indicator. Therefore, the cover product design indicator is the dominant indicator forming the content marketing variable. In this study, consumers have the notion that interesting content, frequently uploaded, contains the information needed, and does not contain elements of fraud, will be able to attract buying interest in a product or service. This research is in line with research conducted by Akhmad Fauzi Akbar and Nina Maharani, (2018) which states that content marketing variables have a significant and positive effect on purchase intention. It helps the organization and management for better implementation in keeping up with service developments. Even so, the research results can be used as evaluation material for MSMEs in the Soppeng district in maintaining a content marketing strategy. Thus, it is hoped that consumer buying interest in the products offered by UMKM in Soppeng Regency can increase.

The Effect of Purchase Interest on Purchasing Decisions in UMKM in Soppeng Regency

The path analysis results show a direct effect value of 0.601 with a P-value of 0.000 <0.05 (**5). This shows that buying interest has a positive and significant effect on purchasing decisions. Each increase in buying interest by one unit will lead to an increase in purchasing decisions of 0.601. The results of this study found a direct relationship that is consistent with the third hypothesis that the better the purchase intention, the higher the purchase decision. Purchase intention in this study is divided into 5 indicators with items, namely consumer interest in seeking information, consumer desire to know the product in detail, consumer desire to try, consumer consideration for buying, and consumer expectation to owning the product. From the results of the loading factor, the highest value is 0.792, namely the indicator of consumer expectations to hold the product. Therefore, the hand of consumer expectations to keep the product is the dominant indicator that forms the variable of buying interest. In this study, consumers assume that buying stakes can attract purchase decisions on a product or service. This research is in line with Sekar Pembayun Indah Pakerti and Rorim Panday (2021), which states that the variable purchase intention has a significant and positive effect on purchasing decisions. It helps the organization and management for better implementation in keeping up with service developments. Even so, the results of the research can be used as evaluation material for MSMEs in Soppeng district in maintaining a strategy of buying interest. Thus, it is hoped that consumer buying interest in the products offered by UMKM in Soppeng Regency can increase.

The Influence of Digital Marketing on Purchasing Decisions in MSMEs in Soppeng Regency

The path analysis results show a direct effect value of 0.266 with a P-value of 0.008 <0.05 (**5). This shows that digital marketing has a positive and significant effect on purchasing decisions. Every digital marketing increase by one unit will cause an increase in purchasing decisions by 0.266. The results of this study found a direct relationship that is consistent with the fourth hypothesis that the better the digital marketing, the higher the purchase decision. Purchasing decisions in this study are divided into 5 indicators with items, namely problem recognition, information search, evaluation of alternatives, purchase decisions, post-purchase behavior. From the results of the loading factor, the highest value was 0.799, namely the thepost-purchasee behavior indicator. Therefore, the indicator for the presence ofpost-purchasee behavior is the dominant indicator in shaping consumer decision variables—digital marketing in this study influenceschasing decisions. Consumers have considerations for buying with digital marketing, as well as consumers' expectations of owning a product.

In this study, consumers have the notion that digital marketing can attract purchasing decisions on a product or service. This research is in line with the study conducted by Siti Khoziyah and Evawani Elysa Lubis, (2021) which states that digital marketing variables have a significant and positive effect on purchasing decisions. It helps the organization and management for better implementation in keeping up with service developments. Even so, the results of the research can be used as evaluation material for MSMEs in the Soppeng district in maintaining a purchasing decision strategy. Thus, it is hoped that digital marketing will be able to attract consumer decisions about the products offered by MSMEs in Soppeng district.

The Influence of Content Marketing on Purchasing Decisions in SMEs in Soppeng Regency

The results of the analysis show a direct effect value of 0.066 with a P-value of 0.541 >0.05 (**5). This shows that content marketing has a positive and not significant effect on purchasing decisions. Each increase in content marketing by one unit will cause an increase in buying interest of 0.541. The results of this study found no direct relationship that is consistent with the fifth hypothesis that the better the content marketing, the higher the purchase decision. Content marketing in this study has no influence on purchasing decisions. Consumers have considerations to buy with content marketing, as well as consumers' expectations to own the product. In this study, consumers have the notion that content marketing is not able to attract purchasing decisions on a product or service. This research is not in line with research conducted by Taufiqur Rahman, (2019) which states that content marketing variables have a significant and positive effect on purchasing decisions. It helps the organization and management for better implementation in keeping up with service developments. The results of the research can be used as evaluation material for MSMEs in Soppeng district in improving digital marketing strategies for purchasing decisions. Thus, it is hoped that digital marketing will be improved in terms of attracting consumer decisions about the products offered by MSMEs in the Soppeng district so that they can increase.

The Influence of Digital Marketing on Purchasing Decisions through Purchase Interest in MSMEs in Soppeng Regency

The path analysis results show a direct effect value of 0.355 with a P-value of 0.041 <0.05 (**5). This shows that digital marketing has a positive and significant effect on purchase decisions through purchase intention. Every digital marketing increase by one unit will lead to an increase in purchasing decisions through buying interest of 0.355. The results of this study found a direct relationship that is consistent with the sixth hypothesis that the better the digital marketing, the higher the purchase decision through purchase intention. Digital marketing in this study has an influence on purchasing decisions through purchase intention. With digital marketing, consumers have the decision to make purchases through buying interest. In this study, consumers have the notion that digital marketing is able to attract purchasing decisions through buying interest in a product or service. This research is not in line with research conducted by Mega Muktiana, (2019) which states that digital marketing variables have a significant and positive effect on purchasing decisions with an intervening variable, namely buying interest. This helps the organization and management to keep abreast of service developments. Even so, the results of the research can be used as material for UMKM in Soppeng Regency in adding innovative digital marketing strategies to purchasing decisions through buying interest. Thus, it is hoped that digital marketing on purchasing decisions through consumer buying interest in the products offered by MSMEs in Soppeng district can increase.

The Influence of Content Marketing on Purchasing Decisions through Purchase Interest in UMKM in Soppeng Regency

The results of the analysis show a direct effect value of 0.345 with a P-value <0.05 (**5). This shows that content marketing has a significant positive effect on purchase decisions through purchase intention. Each increase in content marketing by one unit will lead to an increase in purchasing decisions through buying interest of 0.345. The results of this study found a direct relationship that is consistent with the seventh hypothesis that the better the content marketing, the higher the purchase decision through purchase intention. Content marketing in this study has an influence on purchasing decisions through purchase intention. Consumers have considerations to buy with content marketing with buying interest, as well as consumers' expectations to own the product. In this study, consumers have the notion that content marketing is able to attract purchasing decisions through buying interest in a product or service. This research is in line with research conducted by Ilona Taufiqur Rahman, (2019) which states that content marketing variables have a significant and positive effect on purchasing decisions. It helps the organization and management for better implementation in keeping up with service developments. Even so, the results of the research can be used as evaluation material for MSMEs in Soppeng district in maintaining a purchasing decision strategy. Thus, it is hoped that consumer buying interest in the products offered by UMKM in Soppeng Regency can increase.

IV. Research Findings

Based on the description above, the findings of this study found that:

1. The first finding in this study is based on the results of hypothesis testing and discussion, namely digital marketing can influence buying interest and purchasing decisions.
2. The second finding in this study is that content marketing is able to influence purchase intention, but is not able to influence purchasing decisions. However, if content marketing is intervening with the buying interest variable, then content marketing is able to influence purchasing decisions through purchase intention.
3. Purchase interest is able to influence purchase decisions and has a positive and significant influence.
4. Among the independent variables that have a direct effect on buying interest and purchasing decisions, the dominant one is digital marketing.

Research Limitations

Writing this dissertation has tried to present the best but the author is fully aware that this dissertation still has many limitations. Some of these limitations that can be identified include:

- a. This research only focuses on digital marketing and content marketing variables on the interests and purchasing decisions of MSME consumers.
- b. This research only focuses on SMEs in Soppeng district.

V. Conclusions and suggestions Conclusion

Based on the results of the analysis and discussion of research results as stated in the previous section, the authors feel the need to draw several conclusions as follows:

1. Digital Marketing has a positive and significant effect on buying interest in MSMEs in Soppeng district. This shows that the better Digital Marketing is implemented, the buying interest will increase.
2. Content Marketing has a positive and significant effect on buying interest in MSMEs in Soppeng district. This shows that the better Content Marketing is implemented, the buying interest will increase.
3. Buying interest has a positive and significant effect on purchasing decisions on MSMEs in Soppeng district. This shows that the better the Buying Interest applied, the Decision will increase.
4. Digital Marketing has a positive and significant effect on purchasing decisions in MSMEs in Soppeng district. This shows that the better Digital Marketing is implemented, the purchasing decision will increase.
5. Content Marketing has a positive and not significant effect on purchasing decisions on MSMEs in Soppeng district. This shows that the more Content Marketing is applied, the less it can attract consumer purchasing decisions.
6. Digital Marketing has a positive and significant effect on purchasing decisions through buying interest in MSMEs in Soppeng district. This shows that the better Digital Marketing is implemented through buying interest, the purchasing decision will increase.
7. Content Marketing has a positive and significant effect on purchasing decisions through buying interest in MSMEs in Soppeng district. This shows that the better Content Marketing is implemented through buying interest, the purchasing decision will increase.

Suggestion

Based on the results of the analysis and discussion, several suggestions can be put forward:

1. It is hoped that digital marketing and content marketing will be able to maintain influence on consumer interest and purchasing decisions in Micro, Small and Medium Enterprises (MSMEs) in Soppeng Regency.
2. Improving content marketing promotion with reference to indicators of content creation, content sharing, connecting social networks, community building web, product cover design so that consumers make decisions to make purchases at MSMEs in Soppeng district.
3. Content marketing is a continuous concern to increase interest and purchase decisions in MSMEs.

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