Content Marketing Impact on Consumer Purchase Decision Through Purchase Intention of Skintific Skincare Product

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ABSTRACT

Technological advancement creates an easement for customer to meet their expectation with the products available, and creates a pool of followers with the usage of social media, and ultimately creates a fanbase where the product information travels as fast as the social media traffic. The purpose of this research is to determine the role of content marketing on the purchase decision of Skintific skincare products, with purchase intention as a mediating variable. The type of research method used in this observation is a quantitative method. The respondents of this research are consumers who have bought any Skintific skincare product and consumers who have already viewed any Skintific social media content. The respondents of this research are spread around the Manado City area. Based on the result using SmartPLS 4.0, content marketing directly and significantly influences purchase decision, content marketing significantly influences purchase intention, and purchase intention significantly influences purchase decision. Lastly, content marketing significantly influences purchase decisions through the purchase intention of the Skintific skincare product. the management must enhance the metrics of the variables provided to reach the optimal level of purchase decision.

Keywords: content marketing; purchase intention; purchase decision

1.   INTRODUCTION

The needs of the community that are constantly evolving require businesses must also be able to adapt to adjust the needs of the community with the products they provide. Cosmetics have become a necessity for every woman at the moment, not only as a tool to maintain physical health but also to fulfill beauty or visual standards. The

behavior of society and consumers who require certain visual qualities causes the fulfillment of facial health standards to become an obligation.

Cosmetic tools and skincare products are now everywhere, with various types of products from various brands. This makes every woman consider the products they use to ensure the best quality from the numerous products and brands available (Gumanti & Utami, 2021). The increasing intensity of competition and the number of competitors require companies to always pay attention to the needs and desires of consumers and try to meet consumer expectations by providing services that are more satisfying than those of competitors, thus, only quality companies can compete and dominate the market. One way for the company to triumph is by optimizing technological advances and the usage of social media to "meet" customer and exceed their expectation.

Technological advancement creates an easement for customer to meet their expectation with the products available, and creates a pool of followers with the usage of social media, and ultimately creates a fanbase where the product information travel as fast as the social media traffic. This community of fanbase and customer glued together by the social media content provided by the brand as the result of marketing strategy called content marketing. Content marketing is a marketing activity that involves creating, curating, distributing, and amplifying content that is interesting, relevant, and useful to a specific group, in order to create a conversation about content (Kotler & Armstrong, 2017). In order for company or brand to create this community, every skincare brand is openly competed to make and create good content marketing and using every content marketing strategy available.

Competition in the Indonesian beauty industry is also increasingly competitive, this is supported by the many skincare brands that have emerged in Indonesia, both local and international. A person's interest and ability to buy care and beauty products is influenced by the number of care and beauty products available in Indonesia. Because of the many brands that have sprung up in Indonesia, consumers must be careful in choosing the product to be purchased. Therefore, purchasing decisions are still very important to research at this time, because before reaching a purchase decision consumers must consider alternative products. Based on the preliminary research conducted to several skincare product user in Manado area, skincare brand that produce a lot of content on social media and using social media to promote their product the most in Skintific.

Table 1: Skincare Brand Known for Social Media Marketing
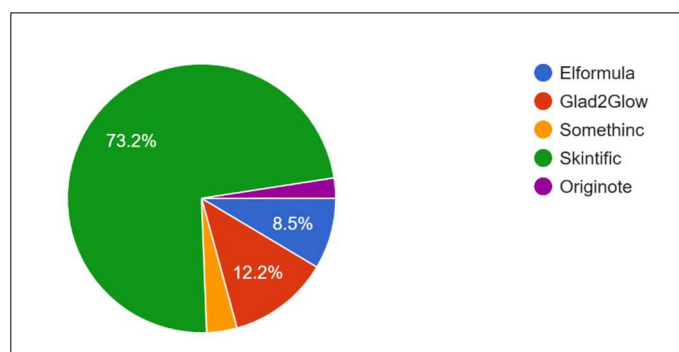
Source: Preliminary Research (2024)

Based on the table above, Skintific dominates the vote up to 73.2%, which means that 73.2% of skincare users in Manado consider Skintific as the number one brand that uses content marketing on social media the most among other skincare brands. The consumer shopping decision process involves several stages, including identifying needs, seeking information, evaluating alternatives, making a choice, shopping, and post-shopping evaluation. Content marketing used to make the community consider Skintific as the main brand considered by the customer during these stages.

Content marketing must be able to captivate and lead digital users to see, pay attention, and ultimately purchase their products (Chan & Astari, 2017). By creating interesting content, consumer reach will be broader (Mukharramah et al., 2022). By sharing engaging and educational information with customers and maintaining regular communication with its followers, Skintific is actively using social media to promote its goods.

Table 2: Highest Sales Value of Beauty Brands in Indonesian E-Commerce

Source: cnbcindonesia.com

The figure shows the research from compas.co.id during the first semester of 2024, by analyzing 150 top beauty brands based on the sales from Shopee, Tokopedia, and Blibli during January 2022 until June 2024 (cnbcindonesia.com). It displays that Skintific became the top skincare brand since 2023. This research explores the preferences of Skintific as the number one skincare brand and the most active brand on social media. This research could bridge the understanding of Skintific as the number one brand of skincare and the role of content marketing as a strategic tool of success.

Businesses and customers can develop a positive relationship with content marketing that is fascinating, educational, and relevant. Purchase decisions are indirectly impacted by the development of a positive bond between customers and businesses. Cahyo (2024) concluded that online sellers benefit greatly from the usage of social media and content marketing since these platforms can influence consumers' desire to make a purchase. This research explores and explains the influence of content marketing on the purchase decision of Skintific skincare products, with purchase intention as a mediating variable.

This research provides a focused preview regarding content marketing which suitable for the public condition in general, especially the internet-literate society in Indonesia. This research can fulfill and provide a light but focused understanding for the reader, especially the digital native community or skincare users, considering social media as their primary source of information.

2. LITERATURE REVIEW

2.1. Content Marketing

Menurut Content marketing is a marketing strategy in which we plan, create, and distribute content that is capable of attracting the right target audience and then encouraging them to become consumers (Limandono, 2018). Based on the research from Aziz, Fauziyah & Koeswandi (2022), there is a positive and significant influence between content marketing and purchasing decisions. Al-Gasawneh & Al-Adamat (2020) also stated that content marketing has a positive and significant effect on purchase intention.

H₁: Content marketing significantly influences purchase intention

Content marketing is a series of static content forming web pages as well as dynamic multimedia content, such as podcasts, videos, user-generated content, and interactive product selection that functions not only as a binder but also as a driver in influencing consumers as a whole (Hutomo et al. 2020). According to Winasis et al. (2022), a purchase decision is the stage in the decision-making process where consumers make a purchase.

H₂: Content marketing significantly influences purchase decisions

2.2. Purchase Intention

Kotler and Keller, quoted by Indarto and Farida (2022), purchase intention is an action taken by individuals based on experience in choosing, using, and consuming based on their desire to buy or choose a product or service based on the brand. Schiffman and Kanuk, quoted by Ramadoni (2020), explained that purchase intention is defined as a form of real thinking that reflects a plan to buy several units of several available brands. Research from Komalasari, Christianto, & Ganiarto (2021) concluded that purchase intention has a positive and significant influence on the purchase decision.

H₃: Purchase intention significantly influences purchase decisions

2.3. Purchase Decision

Consumer purchasing decisions are influenced by internal and external marketing factors (Hanaysha, 2022), which are influenced by other people's attitudes and unforeseen situational factors (Kotler & Keller, 2012). Purchase decisions are decision-making processes with consumers regarding transactions of goods or services offered in the market (Ansari et al., 2019). Research from Cahyo (2024) concluded that content marketing and purchase intention influence the purchase decision of Jiniso products and services in Yogyakarta City. Prabowo & Komaladewi (2024) concluded that social media marketing on Instagram significantly enhances both purchase intention and purchase decision, demonstrating the importance of engaging and interactive content in driving consumer behavior.

H₄: Content marketing significantly influences purchase decisions through purchase intention

3. RESEARCH METHOD

The research approach used in this observation is a quantitative method. The respondents of this research are consumers who have bought any Skintific skincare product and consumers who have already viewed any Skintific social media content. The respondents of this research are spread around the Manado city area. Data in this research is analyzed using SmartPLS 4.0 to analyze data collected using a 6-point Likert. A Likert scale of 1-6 is used to make it easier for respondents to answer questions. This scale was also used to avoid neutral answers, so that only respondents who had positive and negative experiences could participate in the research.

The data collection method used in this research is a questionnaire. The first questionnaire is used as the preliminary research to determine the most suitable object of this research, and the second questionnaire is used to find the data for the indicators of variables in this research. The questionnaires consist of 22 indicators, 8 indicators for content marketing, 6 indicators for purchase intention, and 8 indicators for purchase decision. The questionnaires are distributed using Google Forms. The result of these questionnaires will then be converted into comma-delimited format and will be imported into SmartPLS 4.0 software to be analyzed and interpreted.

The total number of samples in this study was determined using the Lemeshow formula due to an unknown or infinite population, considering the unknown user of Skintific product and Skintific's social media viewers' number is unable to be determined. The following is the calculation of the sample size based on the Lemeshow formula:

$$n = \frac{Z^2 1 - \alpha/2 P(1 - P)}{d^2}$$

Description:
n = Sample Size
Z = Z Score on confidence level 95% = 1,96
P = Maximum estimation = 0,5
d = Alpha (0,10) or *sampling error* = 10%

Based on the formula above, the total sample used in this research could be determined below:

$$n = \frac{1,96^2 . \, 0,5/2.0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times 0,25}{0,01}$$

$$n = 96,04 = 96$$

Based on the calculation above, the minimum sample used in this research is 96 respondents, and the researcher optimized the sample up to 100.

4.   RESULTS AND DISCUSSION

4.1. Respondents' Demographics

The data distributed using questionnaires consisted of 22 indicators, 8 indicators for content marketing, 6 indicators for purchase intention, and 8 indicators for purchase decision. The questionnaires are distributed using Google Forms. A total of 100 respondents varies based on several categories described as follows:

Table 3
Respondent's Description

Category		Total
Gender	Female	69
	Male	31
Age	< 17 years old	5
	17-25 years old	76
	26-34 years old	17
	35-43 years old	2
	> 43 years old	0
Occupation	Civil Servant	14
	Private Employee	32
	Student	36
	Self-Employed	16
	Unemployed	2

Source: Data Processed, 2025

The initial step in Partial Least Squares (PLS) analysis entails the assessment of the outer model, otherwise known as the measurement model. The PLS algorithm is the methodology employed for the analysis of the outer model. In the current study, the data underwent evaluation through convergent validity, reliability, and hypothesis testing. The following diagram illustrates the research model's Path Diagram.
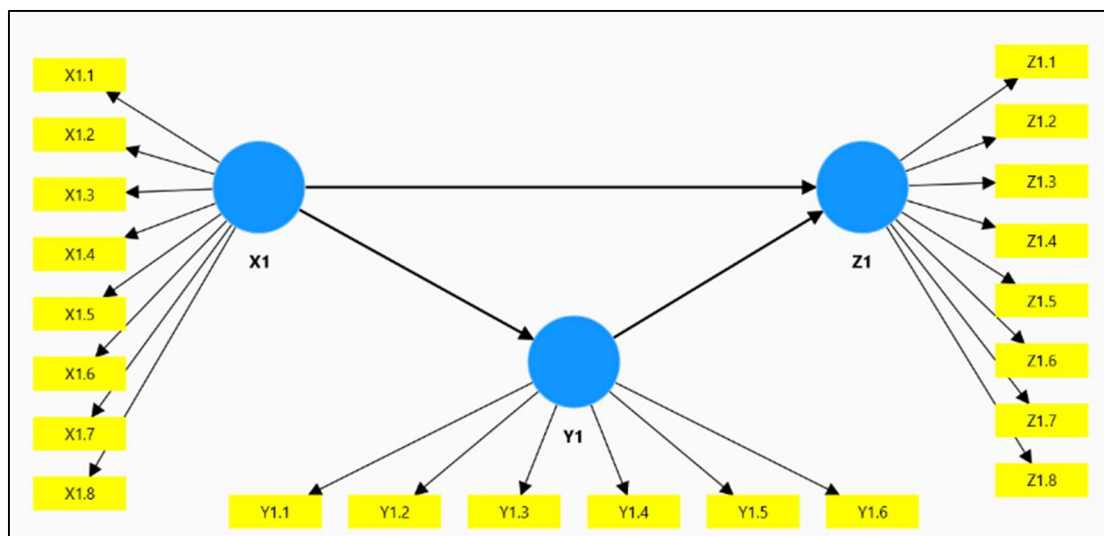

Figure 1. Path Diagram
(Source: Data Processed, 2025)

4.2. Instrument Analysis

Convergent validity is measured using several criteria, including the value of the outer loading and the average extracted variance. The initial assessment of convergent validity is conducted through the outer loading examination. An indicator's validity is declared when its outer loading value exceeds 0.7 (Sarwono, 2015).

Table 3. Convergent Validity, Reliability, and AVE Test

	Factor Loading	Cronbach Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
X1.1	0.831	0.933	0.940	0.945	0.683
X1.2	0.826				
X1.3	0.885				
X1.4	0.853				
X1.5	0.896				
X1.6	0.811				
X1.7	0.774				
X1.8	0.718				
Y1.1	0.784	0.914	0.916	0.933	0.701
Y1.2	0.842				
Y1.3	0.846				
Y1.4	0.862				
Y1.5	0.871				
Y1.6	0.814				
Z1.1	0.861	0.943	0.946	0.953	0.718
Z1.2	0.814				
Z1.3	0.844				
Z1.4	0.872				
Z1.5	0.923				
Z1.6	0.713				
Z1.7	0.887				
Z1.8	0.847				

Source: Data Processed, 2025

As demonstrated in Table 3, all indicator values are greater than 0.7, indicating a strong correlation between the indicator and its construct. Indicators with outer loading value > 0.7 are considered effective in the measurement model. The subsequent convergent validity test involves the average variance extracted (AVE) value. AVE quantifies the proportion of variance attributable to the construct that is not attributed to measurement error. The AVE is derived using the PLS algorithm's computational technique. Variables are deemed valid if they exhibit an AVE value greater than 0.5 (Jogiyanto, 2011). The result of the average extracted variance (AVE) is presented in the Table 3.

As illustrated in the table above, all variables that possess reflective indicators have an AVE value that exceeds 0.5. Consequently, it can be concluded that all of these variables are deemed valid.

The reliability test is referred to as Cronbach's alpha and composite reliability scores. The Cronbach's alpha score must be a minimum of 0.6, while the minimum composite reliability score is 0.7 (Jogiyanto, 2011).

As illustrated in Table 3, all measures demonstrate compliance with the stipulated reliability criteria, as evidenced by both Cronbach's alpha and composite reliability values. All variables exhibit Cronbach's alpha values greater than 0.6 and composite reliability values greater than 0.7. Consequently, it can be concluded that the research model under consideration is reliable and can be used for further testing.

The model is evaluated using the R-squared for the dependent construct, the T-test, and the significance of the structural path parameter coefficients. The research model evaluation process with the PLS method begins by looking at the R-squared for each dependent latent variable. The following table is the result of R-squared estimation using the PLS method.

Table 4. R-Square and F-Square test

	R-Square	F-Square		
		Content Marketing	Purchase Decision	Purchase Intention
Content Marketing			1.196	0.170
Purchase Decision	0.545			0.811
Purchase Intention	0.771			

Source: Data Processed, 2025

Table 4 shows that the R-squared value for purchase intention is 0.545. It means that 54.5% of purchase intention is influenced by content marketing, while the other 45.5% is influenced by other variables that are not included in this research. The next value shown in the table above is the R-squared for the purchase decision. The R-Square value for purchase decision is 0.771, which means that 77.1% of the purchase decision is influenced by content marketing and purchase intention. Meanwhile, the other 22.9% is influenced by other variables that are not included in this research.

F-Square is a measure used to assess the relative impact of an influencing variable (Exogenous) on the influenced variable (Endogenous). The rule of thumbs of F-Square is as follows: small (>0.02), medium (>0.15), and large (>0.35) (Hair, Risher, & Ringle, 2018).

Based on the table above, the impact of content marketing on purchase intention is 1.196, or considered a large impact, while the impact of content marketing on purchase decision is 0.170, or considered a medium impact. The impact of purchase intention on purchase decision reaches the value of 0.811, which is considered to have a large impact.

In the SEM-PLS framework, the hypothesis testing is conducted on the sample data using the bootstrap method. This approach is adopted to mitigate the challenge posed by the non-normality inherent in research data. The result of hypothesis testing is considered supported if the t-statistic value exceeds the t-table value at a 95% confidence level. The t-table value is established at 2.021. The ensuing results are derived from the data processing with bootstrapping.

4.3. Hypotheses Testing

Table 5. Path Coefficient Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV	T Statistics (|O/STDEV|)	p Values
X1 → Y1	0.738	0.744	0.046	15.878	0.000
X1 → Z1	0.765	0.768	0.043	17.809	0.000
Y1 → Z1	0.639	0.645	0.117	5.486	0.000
X1 → Y1 → Z1	0.472	0.481	0.100	4.738	0.000

Source: Data Processed, 2025

As indicated in Table 5, the results of the hypothesis tests demonstrate that content marketing exerts a significant influence on purchase intention, with a P-value of 0.000 < 0.05. The t-count value of 15.878 exceeds the critical value of 2.021. This finding supports the initial hypothesis, indicating that content marketing exerts a significant influence on purchase intention. For the second hypothesis, which concerns the directly significant influence of content marketing on purchase decision, the P-value is 0.000 < 0.05, with a t-count value of 17.809 > 2.021. This outcome indicates the acceptance of the second hypothesis. The third hypothesis, which pertains to the significant influence of Purchase Intention on Purchase Decision, also meets the statistical significance criteria (P-Value = 0.000 < 0.05). The t-count value is 5.486 > 2.021. Consequently, the third hypothesis is accepted.

For the fourth hypothesis, which posits that "content marketing significantly influences purchase decision through purchase intention," the P-value is 0.000 < 0.05. The t-count value of 4.738 exceeds the critical value of 2.021, thereby rejecting the null hypothesis and supporting the alternative hypothesis. This finding indicates that the fourth hypothesis is accepted.

4.4. Discussion

The result of this research, which is the content marketing is significantly influences purchase intention, is supported by research from Al-Gasawneh & Al-Adamat (2020) that stated that content marketing has a positive and significant effect on purchase intention. Based on the researcher's observation, this is caused by the preference of young people, which is the majority of respondents in this research, that attracted to the design and concept of content marketing. This might not lead to the purchase decision, but this will create purchase intention along with the curiosity or any action to know more about the product. This will lead the viewer to find more information about the product and the process of matching the need with the available product.

The result of content marketing significantly influencing purchase decisions is supported by the research from Aziz, Fauziyah & Koeswandi (2022), which is a positive and significant influence between content marketing and purchase decisions. This phenomenon, based on the researcher's observation, is caused by the preference of the majority of respondents to use social media as their source of information. The young people, which is the majority of respondents in this research, always use technology as their source of information that including social media. The intensity and quantity of content in Skintific social media directly affect viewers' perception, which will lead to the purchase decision.

The result of purchase intention significantly influencing purchase decision is supported by the research from Komalasari, Christianto, & Ganiarto (2021), which concluded that purchase intention has a positive and significant influence on purchase decision. The result of content marketing significantly influencing purchase decision through purchase intention is supported by the research from Prabowo & Komaladewi (2024), who concluded that social media marketing on Instagram significantly enhances both purchase intention and purchase decision, demonstrating the importance of engaging and interactive content in driving consumer behavior.

The majority of respondents in this research are known to be digital natives, who are people constantly exposed to online platforms, online information, reviews, or trends. Content marketing with the correct way of preference for information will lead to thorough research and evaluation, with the power of young people to use several online channels will increase the likelihood of purchasing the product.

5. CONCLUSION

5.1. Conclusion

Based on the results of this research, several conclusions can be drawn. First, content marketing significantly influences the purchase intention of the Skintific skincare product. Second, content marketing directly and significantly influences the purchase decision of the Skintific skincare product. Next, Purchase intention significantly influences the purchase decision of the Skintific skincare product. Last, content marketing significantly influences purchase decisions through the purchase intention of the Skintific skincare product.

This research is limited to skincare product brands that focus their marketing strategy mainly on using social media content. The sample of this research is limited only on the sample spread around the Manado City area, considering the researchers operating around the Manado City area. For future research, researchers might consider a larger area coverage outside of the Manado area.

5.2. Suggestions

In light of the findings from research and deliberations, it is advised that the Skintific management must prioritize content marketing to attain the ideal level of purchase decision. Purchase intention exerts a substantial influence on the purchase decision, while content marketing serves as a mediating factor in this process. To this end, the management must enhance the metrics of the variables provided to reach the optimal level of purchase decision. This enhancement should include the provision of simple yet comprehensive information through social media posts, ensuring consistency in the content disseminated. This approach will prevent customers from being overwhelmed while ensuring they receive sufficient content to maintain awareness of product updates.

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