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The influence of micro-influencers and content marketing through customer engagement on purchasing decisions

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Abstract

Technology has had a huge impact on the marketing field. In today's digital era, technology has completely changed the way we interact and communicate with customers. Instagram is the object of research because this platform has become one of the largest and most popular social media in the world. This research aims to determine the influence of micro-influencers and content marketing through customer engagement on product purchasing decisions on Instagram. The data obtained by this research is through a questionnaire from 100 respondents. Instagram users. This research data was processed using SEM (Structural Equation Modeling) using the SmartPLS4 application. The results of this research show the positive influence of Micro-influencers on Customer engagement, Content marketing on Customer engagement, Micro-influencers on purchasing decisions, Content marketing on purchasing decisions, Customer engagement on purchasing decisions, and Micro influencers on work decisions through customer engagement. Content marketing on employment decisions through customer engagement. Implementation for companies that market their products via Instagram is expected to use Micro-Influencers and Content Marketing to attract buyers and good customer engagement, resulting in purchasing decisions on the Instagram application.

Keywords: Micro Influencers, Content Marketing, Customer Engagement, Purchasing Decisions

1. Introduction

Technology has a huge impact on the marketing field. In the digital era, technology has completely changed the way we interact and communicate with customers. Marketers must continue to follow technological developments and utilize them to compete in an increasingly competitive market. The influence of digital technology is also the reason for the development of marketing from traditional to digital, even though traditional marketing is considered ineffective (Limandono, 2017). According to Social (2023), the number of Internet users in Indonesia continues to increase significantly to reach 215 million users in 2023.

With the Change in marketing caused by the era digital marketers must capably adapt to development technology and can influence purchasing decisions by utilizing social media, especially among millennials and Generation Z. According to Kotler et al. (2008), consumer purchasing decisions include purchase preferred brands. According to Kotler & Keller (2009), purchasing decisions are consumption decisions Which related with preference towards brands in a range of options. Utilizing micro-influencers is one strategy that can attract customers through social media. Influencer marketing is a marketing strategy that uses the influence of key individuals or opinion leaders to increase consumer brand awareness or purchasing decisions (Chopra et al., 2021). Micro-influencers are often sought after by brands for their ability to connect with their followers on a personal level and create authentic, targeted content. So micro-influencers can influence purchasing decisions. This research shows the positive influence of micro influencers on purchasing decisions (Gupta & Mahajan, 2019). In research (Marques et al., 2021), micro influencers have no influence on purchasing decisions.

Implementing content marketing is also a strategy that many marketers use to attract consumers. According to Amalia & Lubis (2020), it can be said that content marketing is a marketing strategy where we plan, create and create content that can attract audiences and then

make them interested in subscribing. Content marketing assertions can come in various forms such as images, photos, videos, audio, writing, and others. All online content can be considered content marketing from websites, social media pages and blog posts to videos and more (Strauss & Frost, 2016). With the main aim of building a strong relationship between the brand and the audience, as well as increasing brand awareness, trust and customer loyalty. In research, (Fadhilah & Saputra, 2021), content marketing has a big influence on product purchasing decisions on social media. Content marketing does not have a significant influence on product purchasing decisions on social media (Huda et al., 2024).

Apart from carrying out promotions, social media marketing can also be used as a means of generating consumer involvement arising from communication and interactions that occur with content presented through social media marketing activities. Consumer involvement is considered as a manifestation of consumer behavior regarding the experience of their interaction with the company via social media, outside of purchasing activities (Verhoef et al., 2010). According to (Willems, 2011), customer engagement is a process of involving customers through interaction with them in dialogue and experience to support them optimally which influences purchasing decisions. (Shen, 2021) in his research shows that customer engagement has a positive effect on purchasing decisions. .

Instagram is the object of research because this platform has become one of the largest and most popular social media in the world. In recent years, Instagram has become a very popular platform for various purposes such as sharing images, and videos, building a brand, selling products, and expanding audience reach. based on statistical data conducted by (Social, 2023), instagram is the largest social media after WhatsApp, Facebook, and YouTube as social media used by the public. According to (Social & Hootsuite, 2019), the strategy used in Indonesia is that Instagram can reach 62 million people who are connected to advertisements and has a growth in advertising reach that always increases by 5.1% every quarter. Based on the problems and gaps in the background, researchers conducted research with the title "The Influence of Micro Influencers and Content Marketing Through Consumer Engagement on Product Purchasing Decisions".

2. Method

Types of Research

The type of research carried out is causal research using quantitative methods, namely research with problem characteristics in the form of a cause-and-effect relationship between two or more variables (Sugiyono, 2002). Researchers identify existing facts or events as influencing variables (dependent variables), namely purchasing decisions, and investigate variables that influence them (independent variables), namely micro-influencers and content marketing. In this research, an intervening variable is used, namely the customer engagement population and sample

The population in this research is consumers who purchase products via the Instagram application. Sampling is carried out using a non-probability method, which means that elements in the population do not have a known or predetermined chance of being taken as a sample (Sekaran, 2006). Purposive sampling method, which means selecting samples based on certain types or characteristics (Sekaran, 2006). The selected criteria are customers who have purchased the product at least once. Determination of the sample size is based on established criteria (Hair et al., 2011) which states that the sample size must be used a minimum of 5 times for each parameter estimate and a maximum of 10 times for each estimate. parameter. There are 19 indicators in this research, so the number of samples required for this research is 95-190. So the sample used is $19 \times 5 = 95$ (rounded to 100).

Analysis Method

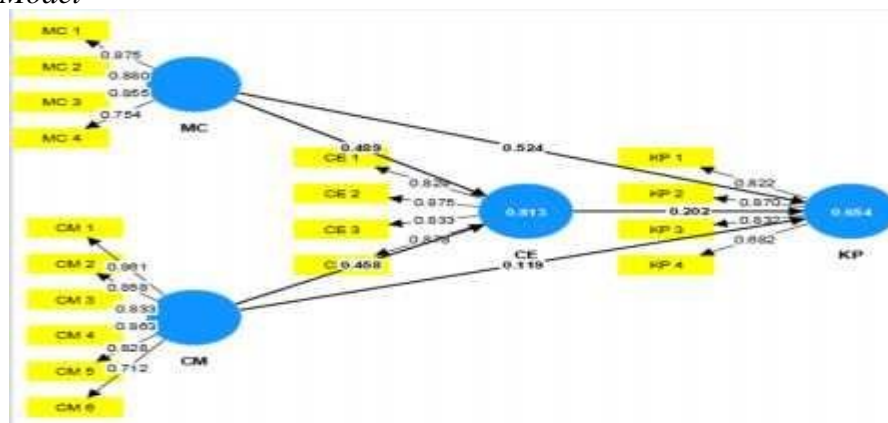
This research's primary data obtained from research respondents will be processed using SEM (Structural Equation Modeling) with the aim of finding relationships between Inten variables using the SmartPLS application. Structural Equation Modeling (SEM) is a multivariate analysis method that is useful for simultaneously describing linear relationships between indicator variables and latent variables (Sholiha & Salamah, 2016). The SEM-PLS (Partial Least Square) method was used to analyze the data. PLS is a variance-based structural equation analysis that can test measurement models as well as structural models. In SEM-PLS there are two aspects that need to be considered, namely assessment of the measurement model (outer model) and assessment of the structural model (inner model).

3. Results and Discussion

Outer Model Results

Figure 1

Outer Model



Source: Primary data processed (2023)

Validity Test

The results of convergent validity testing on outer loadings can be seen in the table above which uses all variables including micro influencers (X1), content marketing (X2), customer engagement (Z) and purchasing decisions (Y). According to Jr et al. (2021) an individual reflection measure is said to be high when it correlates more than 0.7. Each variable has a loading factor value >0.70, so it can be interpreted that all constructs are valid. For an average value of Average Variance Extracted (AVE) of at least 0.5. If the AV value is >0.50 then the construct is considered valid. In discriminant validity testing, the AVE value was greater than 0.50. So, it can be said that the items used in the construct are valid and have met the requirements for good convergent validity.

Test Reliability

Tabel 1

Test Reliability

Variable	Cronbach's alpha	Composite Reliability	Status
Micro influencers	0.860	0.870	Reliable
Content marketing	0.908	0.919	Reliable
Customer engagement	0.853	0.854	Reliable
Purchase decision	0.836	0.843	Reliable

Source: Primary data processed (2023)

A measure is considered reliable when it has a Composite Reliability value > 0.7 and Cronbach's alpha > 0.70 (Jr et al., 2021). The four variables above have Cronbach's alpha and composite reliability values greater than 0.70. So it can be concluded that the construct in this research is reliable.

Inner Model

Tabel 3

R-Square

Variabel	R-square
Customer Engangment (X)	0,799
Purchasing Descision (Y)	0,546

Source: Primary data processed (2023)

R-Square is a way to assess how much an endogenous construct can be explained by an exogenous one. R-Square for decision variables purchase is 0.546 Based on the results above, it can be concluded that the percentage of purchase decision variables can be explained by all exogenous constructs, namely Micro Influence and Content Marketing, at 54.6%. Hypothesis test (significance).

Tabel 4

Direct Effect Hypotesis

Variable	Origin al sample	Sample mean	Standard deviation	Q statistics	P value	Information
Micro influencers (X1) -> Customer engagement (Z)	0.492	0.491	0.083	5.913	0.000	Significant
Content marketing (X2)-> Customer engagement (Z)	0.456	0.454	0.085	5.340	0.000	Significant
Customer engagement (Z)-> purchase decision (Y)	0.735	0.726	0.078	9.458	0.000	Significant
Micro influencer (X1) -> purchase decision (Y)	0.361	0.356	0.068	5.288	0.000	Significant
Content marketing (X2)-> purchasing decision (Y)	0.335	0.332	0.079	4.428	0.000	Significant

Source: Primary data processed (2023)

Before interpreting hypothesis testing, it can be known that when the significance level is 5% or 0.05, the T statistics value is 1.960. If the value of T statistics > 1.960 then the effect is significant. Hypothesis testing for each variable can explained as following:

Hypothesis Testing of the Micro Influencer Variable (X1) Against the Customer Engagement Variable (Z)

Direct effect t statistical hypothesis test table for the Micro influencer variable (X1) on customer engagement (Z) which is $5.913 > 1.960$ and with a P value of $0.000 < 0.05$. With this it can be concluded that H1 is accepted. This means that in this research Micro influencer (X1) has a positive effect to Customer engagement (Z).

Hypothesis Testing of the Content Marketing Variable (X2) Against the Customer Engagement Variable (Z)

Direct effect t statistical hypothesis test table for the Content Marketing Variable (X2) on customer engagement (Z) which is $5.340 > 1.960$ and with a P value of $0.000 < 0.05$. With this it can be concluded that H2 is accepted. This means that in this research content marketing (X2) has a positive effect to Customer engagement (Z).

Hypothesis Testing of the Micro Influencer Variable (X1) Against the Purchasing Decision Variable (Y)

Direct effect t statistical hypothesis test table for the Micro influencer variable (X1) on purchasing decisions (Y) which is $5.288 > 1.960$ and with a P value of $0.000 < 0.05$. With this it can be concluded that H3 is accepted. This means that in this research Micro influencer (X1) has a positive effect on purchasing decisions (Y).

Hypothesis Testing for the Content Marketing Variable (X2) Against the Purchasing Decision Variable (Y)

Direct effect t statistical hypothesis test table for the Content Marketing Variable (X2) on purchasing decisions (Y) which is $4.248 > 1.960$ and with a P value of $0.000 < 0.05$. With this it can be concluded that H3 is accepted. This means that in this research Content Marketing (X2) positive influence on purchasing decisions (Y).

Hypothesis Testing of the Customer Engagement Variable (Z) Against the Purchasing Decision Variable (Y)

Based on the results in the direct effect t statistical hypothesis test table for the Customer Engagement (Z) variable on purchasing decisions (Y) which is $9.458 > 1.960$ and with a P value of $0.000 < 0.05$. With this it can be concluded that H3 is accepted. This means that in this research Customer engagement (Z) positive influence on purchasing decisions (Y).

Tabel 5

Indirect Effect

Variable	Original sample	Sample Mean	Standard deviation	Q statistics	P values	Information
Micro influencer -> Customer engagement purchasing decision	0.361	0.356	0.068	5.288	0.000	Significant
Content marketing Customer engagement purchasing decisions ->	0.335	0.332	0.079	4.248	0.000	Significant

Source: Primary data processed (2023)

Hypothesis Testing of the Micro Influencer Variable (X1) Against the Purchasing Decision Variable (Y) Through Customer Engagement (Z)

Direct effect t statistical hypothesis test table for the Micro influencer variable (X1) on work decisions (Y) through customer engagement (Z), namely $5.288 > 1.960$ and a P value of $0.000 < 0.05$. With this it can be concluded that H6 is accepted. This means that in this research Micro influencer (X1) has a positive effect on work decisions (Y) through customer engagement (Z).

Hypothesis Testing of the Content Marketing Variable (X2) Against the Purchasing Decision Variable (Y) Through Customer Engagement (Z)

Direct effect t statistical hypothesis test table for the Content marketing variable (X2) on work decisions (Y) through customer engagement (Z), namely $4.248 > 1.960$ and a P value of $0.000 < 0.05$. With this it can be concluded that H7 is accepted. This means that in this research

content marketing (X2) has a positive effect on employment decisions (Y) through customer engagement (Z).

Discussion

Instagram is currently one of the platforms that is often visited in Indonesia, especially by millennials or Gen Z. As a good promotional media, sellers often promote their products through this platform by utilizing good marketing strategies. Marketers can market their products using one of the strategies that can be used. currently used are micro influencers and content marketing Micro influencers or micro celebrities are people who sell their popularity using videos, blogs, and social media sites.

Micro-influencers are often sought after by brands for their ability to connect with their followers on a personal level and create authentic, targeted content. research from (Winata & Alvin, 2022) obtained the results of the positive influence of micro-influencers on customer engagement which leads to purchasing decisions. Apart from micro-influencers, content marketing can also attract customers through good customer engagement. Content marketing can package a product well with there are things that can be easily connected with consumers. This is the same as research from (Hair et al., 2011) which shows the significant influence of content marketing on customer engagement. (Gupta & Mahajan, 2019), this research shows the results of the influence of positive micro-influencers on purchasing decisions in other research. Getting micro-influencer results does not have a significant influence on purchasing decisions (Marques et al., 2021). From several previous studies, it can be concluded that the use of micro-influencers in marketing products on social media, especially Instagram, is something appropriate because many people can become micro-influencers considering the large a number of Instagram users in Indonesia who can help influence purchasing decisions regarding the sale of a product on Instagram.

Based on the data management results above, it can be concluded that there are seven hypotheses that show a positive influence. Hypothesis test results show that the better the information from Micro-influencers and Content marketing will increase customer involvement which will lead to purchasing decisions from customers on Instagram. The higher the customer involvement, the higher the customer involvement will be. increase purchasing decisions. This research proves that Instagram users can buy a product based on the influence of micro-influencers and content marketing as well as the involvement of sellers and buyers before purchasing the product.

Based on research Marques et al. (2021) shows that there is no influence of Positive Micro-influencers on purchasing decisions. However, this research shows the positive influence of Micro influencers on purchasing decisions with Customer engagement mediating the independent variable on the dependent variable. This research it shows that Micro-influencers have a positive influence on work decisions through Customer engagement. Content marketing has a positive influence on employment decisions through customer engagement. With the findings of these results, it is very important for marketers on Instagram to implement micro-influencers and content marketing so that they can attract consumer purchasing decisions. It can be seen from the findings in this research that micro- influencers and content marketing have a positive effect on purchasing decisions mediated by customer engagement.

4. Conclusion

The conclusion of this research is the significant influence of micro-influencers on customer engagement, the significant influence of content marketing on customer engagement, the significant influence of micro-influencers on purchasing decisions, the significant influence of content marketing on purchasing decisions, the significant influence of content marketing on purchasing decisions, the significant influence of micro-influencers on work decisions through

Customer Engagement as a mediating variable. Content Marketing has a significant influence on purchasing decisions through customer engagement as a mediating variable.

My advice to buyers who buy products on Instagram is to implement customer engagement before buying products that are known through other people or content marketing. The advice for companies that market their products via Instagram is that they hope to use Micro-Influencers and Content Marketing to attract buyers and have good customer engagement, resulting in purchasing decisions on the Instagram application. Suggestions for companies that market their products via Instagram are that they hope to use Micro-Influencers and Content Marketing to attract buyers and good customer engagement, resulting in purchasing decisions on the Instagram application. Suggestions for future researchers are that if they conduct research, they hope to add other variables that also have a relationship to the dependent variable, and can increase the number of samples so that the maximum number of respondents obtained can develop more comprehensive research results.

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