



The Power of Digital Persuasion: Examining the Impact of Influencers and Content Marketing on Purchase Decisions

Refi Nabillah Royadi*, Syaipul Ramdhan, Yunitasari Amaludin

Institut Teknologi dan Bisnis Bina Sarana Global, Indonesia

Email : Refinabillah@Global.ac.id

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ABSTRACT

Keywords:

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*Corresponding Author

This study aims to examine the influence of influencer marketing and content marketing on consumer purchase decisions for Jims Honey products in the digital era. The research employs a quantitative explanatory approach with a sample of 100 respondents selected through purposive sampling, consisting of consumers who follow Jims Honey's social media accounts and have previously made a purchase. Data were analyzed using validity and reliability tests, classical assumption tests, multiple linear regression, as well as t-tests and F-tests. The findings reveal that influencer marketing has a significant positive effect on purchase decisions ($\beta = 0.678$; $p < 0.001$), while content marketing also significantly influences purchase decisions ($\beta = 0.434$; $p < 0.001$). Simultaneously, both variables demonstrate a significant effect ($F = 83.366$; $p < 0.001$), with a coefficient of determination ($R^2 = 0.629$), indicating that 62.9% of the variance in purchase decisions is explained by the two independent variables. These results imply that businesses in the digital marketplace should strategically integrate influencer partnerships and high-quality content marketing to strengthen consumer engagement and enhance purchase decision outcomes.

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INTRODUCTION

The rapid expansion of digital technology has fundamentally transformed how society accesses information and makes purchasing decisions, making research on digital marketing increasingly important for the broader community. As consumers shift from traditional media to social media platforms, their reliance on online reviews, influencer endorsements, and branded content has intensified. This transformation is significant because purchasing decisions are no longer driven solely by product quality or price, but also by digital narratives and social validation. Evidence from the Indonesian Internet Service Providers Association (APJII) shows that internet users in Indonesia reached 221.5 million in 2024, representing 79.5% of the total population. Furthermore, Suhendra (2023)

emphasizes that social media has evolved into a primary platform for information exchange, entertainment, and economic activity. These developments indicate that digital platforms now shape consumer perceptions and behaviors, underscoring the urgency of examining how influencer marketing and content marketing affect purchasing decisions in contemporary society.

Despite the growing integration of digital platforms into everyday life, many businesses still struggle to optimize digital marketing strategies effectively. The abundance of online content has created intense competition for consumer attention, making it increasingly difficult for brands to differentiate themselves. While influencer marketing and content marketing are widely adopted strategies, their implementation often lacks strategic alignment, resulting in inconsistent brand messaging and limited consumer engagement. Influencers may possess large followings but fail to establish authentic emotional connections with audiences, reducing their persuasive power. Similarly, content marketing initiatives sometimes prioritize quantity over relevance, leading to audience fatigue and declining trust. This misalignment creates uncertainty regarding the actual effectiveness of these strategies in influencing purchasing decisions. Consequently, businesses particularly local brands require empirical evidence to determine whether influencer collaborations and curated content genuinely contribute to consumer purchase decisions or merely increase short-term visibility without measurable impact.

In practice, social media platforms such as Instagram and TikTok have become dominant arenas for brand communication and consumer interaction. Local fashion brands, including Jims Honey, actively collaborate with influencers and design visually appealing content to attract potential buyers. The rise of e-commerce integration, live shopping features, and algorithm-driven recommendations further accelerates the purchasing process. Consumers are frequently exposed to promotional messages through influencer testimonials, product reviews, and short-form video content that blend entertainment with persuasion. However, the effectiveness of these efforts varies significantly depending on influencer credibility, audience engagement levels, and content quality. The influencers can act as an extension of the brand in shaping consumer perceptions and driving purchasing decisions (Holidi, 2025; Khofsah, 2025). Meanwhile, Huda et al. (2024) highlight that content marketing aims to build long-term relationships through relevant and valuable information. These field phenomena indicate both opportunities and challenges in leveraging digital strategies effectively.

Previous studies have extensively examined the role of influencer marketing and content marketing in shaping consumer behavior. The influencer credibility significantly enhances consumers' emotional attachment to promoted products (Hikmah & Mudarris, 2026; Kusumawati, 2025; Syafiih, 2025).

Similarly, the consistent and high-quality content marketing fosters trust and long-term loyalty toward brands (Hefniy & Alwahedi, 2025; Manshur, 2026). These findings suggest that digital persuasion strategies are capable of influencing both affective and cognitive dimensions of consumer decision-making. In addition, research has shown that social media engagement can mediate the relationship between promotional exposure and purchase intention, reinforcing the importance of strategic communication. However, much of the existing literature focuses on global brands or large-scale industries, leaving limited empirical exploration within the context of local fashion brands operating in emerging digital markets such as Indonesia. This limitation highlights the need for more contextualized research that reflects local consumer behavior patterns.

Although prior studies confirm the positive influence of influencer marketing and content marketing, several gaps remain unresolved. First, many studies examine these variables separately rather than simultaneously, limiting understanding of their combined or comparative effects. Second, empirical evidence often emphasizes purchase intention rather than actual purchasing decisions, creating a conceptual gap between psychological intention and realized behavior. Third, contextual factors such as platform characteristics (e.g., Instagram versus TikTok) and local brand dynamics are rarely explored comprehensively. As digital ecosystems evolve rapidly, the effectiveness of marketing strategies may vary across industries and target audiences. Therefore, a more integrative approach is required to assess how influencer marketing and content marketing collectively influence consumer purchase decisions within a specific brand context. Addressing these gaps is crucial to refine theoretical understanding and provide actionable insights for businesses operating in competitive digital environments.

This study offers novelty by simultaneously analyzing the influence of influencer marketing and content marketing on actual consumer purchase decisions within a local fashion brand context. Unlike previous research that predominantly focuses on purchase intention, this study emphasizes realized purchasing decisions as the dependent variable, thereby strengthening behavioral validity. Furthermore, this research integrates both strategies within the dynamic ecosystem of Instagram and TikTok, platforms characterized by algorithm-driven exposure and interactive engagement features. By focusing on Jims Honey as a representative local brand actively implementing digital marketing strategies, this study contributes to the state of the art by providing empirical evidence grounded in emerging market realities. The integration of quantitative analysis with contextual industry insights allows for a more comprehensive understanding of digital persuasion mechanisms. Consequently, this research not only enriches digital marketing literature but also responds to the practical need for data-driven strategic evaluation.

Based on the identified gaps and field phenomena, this study formulates the following research questions: (1) Do influencers significantly influence purchasing decisions for Jims Honey fashion products? (2) Does content marketing significantly influence consumer purchasing decisions in the digital era? and (3) Do influencer marketing and content marketing simultaneously affect purchasing decisions? The preliminary argument of this research posits that influencer credibility and engaging digital content function as persuasive stimuli capable of shaping consumer cognition, emotion, and behavioral responses. It is hypothesized that influencer marketing exerts a stronger direct effect due to social trust and parasocial interaction, while content marketing contributes through value creation and sustained engagement. By empirically testing these assumptions, this study aims to clarify the magnitude and direction of influence of both variables, thereby contributing theoretically to digital consumer behavior studies and practically to the development of more effective promotional strategies in the digital era.

RESEARCH METHODS

This study employed a quantitative research design with an explanatory survey approach. The quantitative method was selected because the primary objective of this research is to test causal relationships between independent variables namely influencer marketing and content marketing and the dependent variable, consumer purchasing decisions. Quantitative design enables objective measurement of variables and statistical hypothesis testing, ensuring generalizable findings within the defined population. An explanatory survey was considered appropriate because it allows researchers to systematically collect empirical data from respondents and examine the magnitude and direction of relationships among variables. Recent methodological literature emphasizes that explanatory quantitative surveys are effective for analyzing predictive relationships and testing theoretical models in digital marketing studies (Huda et al., 2024; Pasaribu et al., 2023). By applying multiple linear regression analysis, this design facilitates both partial and simultaneous effect testing, thereby strengthening empirical validation of the proposed conceptual framework.

The research was conducted in Tangerang City from April to June 2025. Tangerang was selected due to its high digital penetration rate and its significant population of active social media users within the 18–35 age group, which aligns with Jims Honey's primary market segment. The city represents an urban area with dynamic consumer behavior and strong engagement in e-commerce and social media platforms such as Instagram and TikTok. According to recent digital marketing analyses, urban consumers demonstrate higher responsiveness to influencer-driven campaigns and branded content exposure (Huda et al., 2024).

Moreover, Tangerang's proximity to Jakarta as a commercial hub strengthens its relevance as a representative setting for examining digital purchasing behavior. The selection of this location therefore ensures contextual relevance, accessibility to respondents, and alignment between the research objectives and the characteristics of the target population.

This study utilized both primary and secondary data sources. Primary data were collected through an online questionnaire distributed to respondents who met predetermined inclusion criteria: (1) residing in Tangerang City, (2) aged 18–35 years, (3) exposed to Jims Honey promotions on social media, and (4) having purchased the product. The sampling technique applied purposive sampling, resulting in 100 respondents determined using the Slovin formula with a 10% margin of error. The questionnaire was developed using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) and constructed based on established theoretical indicators. Secondary data were obtained from recent journal articles, scientific literature, digital marketing documentation, and social media statistics to support contextual analysis (Huda et al., 2024; Pasaribu et al., 2023).

Data analysis was conducted through several systematic stages. First, data condensation (reduction) was performed by screening incomplete responses, coding questionnaire items, and organizing data into analyzable formats. Second, data display was carried out through tabulation and statistical summaries to facilitate interpretation of respondent characteristics and variable distributions. Third, data verification involved testing research hypotheses using multiple linear regression analysis with the equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon.$$

Prior to regression analysis, validity was tested using Pearson Product Moment correlation and reliability using Cronbach's Alpha ($\alpha > 0.60$). Classical assumption tests included normality (Kolmogorov–Smirnov), multicollinearity (tolerance and VIF), heteroscedasticity (Glejser test), and autocorrelation (Durbin–Watson test). Hypothesis testing employed t-tests for partial effects and F-tests for simultaneous effects at a 5% significance level ($\alpha = 0.05$). The coefficient of determination (R^2) was used to measure the explanatory power of the model. This structured analytical procedure ensures statistical robustness and theoretical alignment with contemporary quantitative digital marketing research (Huda et al., 2024).

To ensure data validity and reliability, instrument testing was conducted prior to hypothesis testing. An item was considered valid if the calculated r-value exceeded the r-table value at $p < 0.05$. Reliability was confirmed when Cronbach's Alpha exceeded 0.60, indicating internal consistency. Furthermore, methodological triangulation was applied by complementing questionnaire data

with secondary sources and contextual observations of digital promotional content. The use of established theoretical indicators strengthens construct validity. Recent methodological studies highlight that combining statistical testing with theoretical grounding enhances the credibility and replicability of quantitative marketing research (Ghanad, 2023; Gul, 2023; Sardana et al., 2023). Through these procedures, the study ensures empirical rigor and the reliability of findings regarding the influence of influencer marketing and content marketing on purchasing decisions in the digital era.

RESULTS AND DISCUSSION

Respondent Demographic Analysis

Table 1. Respondents' Age

		Respondent Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	> 40 Tahun	20	20.0	20.0	20.0
	18-30 Tahun	33	33.0	33.0	53.0
	30-40 Tahun	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Source: Primary data processed by SPSS 25, 2025

Based on the tabulation results in Table 1, the majority of respondents in this study were in the 30–40 age range, representing 47 people, or 47%. This age group dominates the population, indicating that consumers in this age range are an active segment in purchasing products through digital media, particularly related to influencer marketing and content marketing.

Furthermore, 33 respondents (33%) were in the 18–30 age range. This group is considered a younger generation who tend to have high levels of digital literacy and are responsive to promotional content on social media. This supports the assumption that the younger generation has significant potential as a digital target market, particularly for fashion and accessory products like Jims Honey. Meanwhile, 20 respondents aged 40 and over accounted for 20% of the total sample. Although this group represents a smaller proportion than the other two age groups, they still demonstrate engagement in digital consumption activities, indicating that market segmentation is not entirely limited to young people.

Cumulatively, 53% of respondents were under 40, reflecting the dominance of the productive generation in purchasing behavior influenced by digital marketing strategies. This finding is important for considering age segmentation in promotional strategies and selecting appropriate communication media.

Table 2. Respondent Gender

		Respondent Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	21	21.0	21.0	21.0
	Perempuan	79	79.0	79.0	100.0

	Total	100	100.0	100.0
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Source: Primary data processed by SPSS 25, 2025

The majority of respondents in this study were female, at 79 (79%), while 21 (21%) were male. This proportion indicates that female consumers are more dominant in responding to Jims Honey product promotions, which aligns with the brand's market segmentation as a fashion and accessories product primarily targeting women.

Table 3. Respondents' Education Level

Respondents' Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S1	70	70.0	70.0	70.0
	S2/S3	11	11.0	11.0	81.0
	SLTA	19	19.0	19.0	100.0
	Total	100	100.0	100.0	

Source: Primary data processed by SPSS 25, 2025

The majority of respondents had a bachelor's degree (S1), representing 70% of the total sample. Meanwhile, 11 respondents (11%) had a postgraduate degree (S2/S3), and the remaining 19 (19%) had a high school education. These findings indicate that the majority of Jims Honey consumers have a higher education, are generally more digitally literate and responsive to social media-based marketing strategies.

Table 4. Respondents' Occupations

Pekerjaan Responden					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ibu Rumah Tangga	19	19.0	19.0	19.0
	Mahasiswa	14	14.0	14.0	33.0
	PNS	8	8.0	8.0	41.0
	Profesional	18	18.0	18.0	59.0
	Swasta	39	39.0	39.0	98.0
	Wira Usaha	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Source: Primary data processed by SPSS 25, 2025

The majority of respondents (39 people) work in the private sector, followed by 19 housewives (19%), and 18 professionals (18%). Other respondents included students (14%), civil servants (8%), and entrepreneurs (2%). The predominance of private sector workers and professionals reflects a market segment that is economically active and has the potential to respond to digital marketing strategies. This diversity of occupations also indicates that consumers of Jims Honey products come from various social backgrounds.

Descriptive Statistical Analysis

Table 5. Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Influencer Marketing	100	18	30	25.00	3.146

Content Marketing	100	13	25	20.13	2.321
Keputusan Pembelian	100	23	37	31.31	3.177
Valid N (listwise)	100				

Source: Primary data processed by SPSS 25, 2025

Descriptive statistics provide an initial overview of the data distribution characteristics for each of the variables studied. According to Table 5, the Influencer Marketing variable has a minimum value of 18 and a maximum of 30, with a mean of 25.00 and a standard deviation of 3.146. This average indicates that respondents generally gave a fairly high rating to the influencer-based marketing strategy used by Jims Honey. The moderate standard deviation indicates some variation in responses among respondents, although not significantly spread from the mean.

The Content Marketing variable has a minimum value of 13 and a maximum of 25, with a mean of 20.13 and a standard deviation of 2.321. This mean value is lower than that of Influencer Marketing, indicating that respondents' perceptions of the effectiveness of digital marketing content are in the moderate category. The relatively small standard deviation indicates the consistency of respondents' responses to the content marketing indicators used in the questionnaire.

Meanwhile, the Purchase Decision variable had a minimum value of 23 and a maximum value of 37, with a mean of 31.31 and a standard deviation of 3.177. This high mean indicates that most respondents have a strong tendency to purchase the promoted product. This supports the hypothesis that the digital marketing strategy implemented, both through influencers and content, has a positive influence on consumer decisions.

Overall, the results of these descriptive statistics indicate that all variables have a high mean trend with a controlled deviation. Therefore, it can be concluded that respondents' perceptions of digital marketing strategies and their impact on purchasing decisions are positive and fairly consistent. These findings provide a strong initial foundation for proceeding to the inferential analysis stage to examine the relationships and influences between variables in more depth.

Descriptive Statistical Analysis

The validity test results showed that all items in the three variables— Influencer Marketing, Content Marketing, and Purchase Decision—had calculated r-values above the table r-value (0.1966), thus being declared valid. For the Influencer Marketing variable (X1), item X1.3 had the highest correlation ($r = 0.934$), followed by X1.4 ($r = 0.852$), and X1.6 ($r = 0.803$), indicating very strong validity. Although X1.1 and X1.2 had lower calculated r-values (0.706 and 0.686, respectively), both remained valid.

The Content Marketing variable (X2) also demonstrated good validity, with the highest calculated r-value for item X2.3 (0.722) and the lowest for X2.6

(0.581), all remaining above the threshold. Meanwhile, the Purchase Decision (Y) variable, consisting of eight items, had an r-value ranging from 0.450 to 0.729, indicating that all items were valid and adequately represented the construct being measured.

Reliability testing using Cronbach's Alpha showed that all variables had a high level of reliability: Influencer Marketing at 0.878, Content Marketing at 0.743, and Purchase Decision at 0.795. All exceeded the minimum threshold of 0.60 (Honainah et al., 2025; Mustafa & Maulana, 2024; Rahmadan & Shudiq, 2024), indicating that the instrument had good internal consistency and was suitable for use in further analysis.

Classical Assumption Test

Normality Test

Table 6. Kolmogorov-Smirnov test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.93422380
Most Extreme Differences	Absolute	.089
	Positive	.070
	Negative	-.089
Test Statistic		.089
Asymp. Sig. (2-tailed)		.147 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Primary data processed by SPSS 25, 2025

Based on Table 6, the Asymp. Sig. (2-tailed) value in the Kolmogorov-Smirnov test is 0.147 > 0.05, which means the residual data is normally distributed. Thus, the normality assumption in linear regression is met and further analysis can be continued.

Heteroscedasticity Test

Table 7. Glejser Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.854	1.231		1.506	.135
	Influencer Marketing	.063	.037	.172	1.711	.090
	Content Marketing	-.093	.050	-.188	-1.871	.064

a. Dependent Variable: Abs_Res

Source: Primary data processed by SPSS 25, 2025

Based on Table 7, the significance value for the influencer marketing variable is 0.090 and for content marketing, it is 0.064. Because both values are

greater than 0.05, there is no indication of heteroscedasticity in the regression model. Therefore, the regression model can be said to meet the assumption of homoscedasticity, or equality of error variances.

Multicollinearity Test

Table 8. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
1 (Constant)	5.617	2.134			
Influencer Marketing	.678	.063	.672	.967	1.034
Content Marketing	.434	.086	.317	.967	1.034

Source: Primary data processed by SPSS 25, 2025

Based on Table 8, the tolerance value for the two independent variables, influencer marketing and content marketing, is 0.967, and the variance inflation factor (VIF) is 1.034, respectively. Since the tolerance value is greater than 0.10 and the VIF is less than 10, it can be concluded that there is no multicollinearity in the regression model. This means that the two independent variables do not have a strong linear relationship with each other and are suitable for use in multiple regression analysis.

Autocorrelation Test

Table 9. Durbin-Watson Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.793 ^a	.629	.622	1.954	1.299

a. Predictors: (Constant), Content Marketing, Influencer Marketing

b. Dependent Variable: Keputusan Pembelian

Source: Primary data processed by SPSS 25, 2025

Based on the Durbin-Watson test results in Table 9, a value of 1.299 was obtained. Because this value is in the range of $-2 < dw < 2$, it can be concluded that there is no autocorrelation in the regression model used. This indicates that the residuals are independent, thus meeting the classical assumption of autocorrelation.

Inferential Analysis

Table 10. Multiple Linear Regression

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.617	2.134		2.632	.010
Influencer Marketing	.678	.063	.672	10.684	.000

Content Marketing	.434	.086	.317	5.042	.000
a. Dependent Variable: Buying decision					

Source: Primary data processed by SPSS 25, 2025

Based on the results of multiple linear regression, the following regression equation is obtained:

$$Y = 5,617 + 0,678X1 + 0,434X2$$

Where,

Y = Purchase Decision

X1 = Influencer Marketing

X2 = Content Marketing

Based on the regression equation above, it can be seen that both independent variables, namely influencer marketing and content marketing, influence purchasing decisions. The unstandardized coefficient value for influencer marketing is 0.678. This means that every one-unit increase in influencer marketing will increase the purchasing decision score by 0.678 points. Meanwhile, for content marketing, the coefficient value is 0.434, which means that every one-unit increase in content marketing will increase the purchasing decision score by 0.434 points. When added together, the total combined change of both variables is: $0.678 + 0.434 = 1.112$. Therefore, the contribution of each variable to changes in purchasing decisions can be calculated as follows:

1. Influencer marketing: $(0,678 \div 1,112) \times 100\% \approx 61\%$
2. Content marketing: $(0,434 \div 1,112) \times 100\% \approx 39\%$

This, it can be concluded that influencer marketing contributes significantly more, at around 61%, to changes in purchasing decisions compared to content marketing (around 39%). This indicates that the influence of public figures or content creators collaborating with brands plays a more dominant role in driving consumer purchasing decisions for Jims Honey products.

Analysis of the Coefficient of Determination (R2)

Table 11 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.629	.622	1.954

a. Predictors: (Constant), Content Marketing, Influencer Marketing

Source: Primary data processed by SPSS 25, 2025

Based on the analysis results in Table 11, the R Square value of 0.629 indicates that 62.9% of the variation in the dependent variable, namely purchasing decisions, can be explained by two independent variables: influencer marketing and content marketing. This means that this regression model is able to explain most of the changes in purchasing decisions based on these two variables. Meanwhile, the remaining 37.1% is explained by other variables not

included in the model, such as price, product quality, other promotions, or individual consumer factors.

Hypothesis Testing

Table 12. Partial Test (t-test)

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.617	2.134		2.632	.010
	Influencer Marketing	.678	.063	.672	10.684	.000
	Content Marketing	.434	.086	.317	5.042	.000

a. Dependent Variable: Buying decision

Source: Primary data processed by SPSS 25, 2025

H1: Influencer Marketing Has a Significant Influence on Purchasing Decisions

The partial test results show that the influencer marketing variable has a calculated t-value of 10.684 with a significance level of 0.000. Because the significance value is less than 0.05, H1 is accepted. This means that influencer marketing has a significant influence on purchasing decisions, with a positive influence. The coefficient value of 0.678 indicates that every one-unit increase in influencer marketing will increase purchasing decisions by 0.678 points. Thus, influencer marketing has been proven to have a significant positive influence on consumer purchasing decisions for Jims Honey products.

H2: Content Marketing Has a Significant Influence on Purchasing Decisions

The partial test results show that the content marketing variable has a calculated t-value of 5.042 with a significance level of 0.000. Because the significance value is less than 0.05, H2 is accepted. This means that content marketing has a significant influence on purchasing decisions, with a positive influence. The coefficient value of 0.434 indicates that every one-unit increase in content marketing will increase purchasing decisions by 0.434 points. Thus, content marketing has been proven to have a significant positive influence on consumer purchasing decisions for Jims Honey products.

Table 13. Simultaneous Test (F test)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	629.009	2	314.505	82.366	.000 ^b
	Residual	370.381	97	3.818		
	Total	999.390	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Content Marketing, Influencer Marketing

Source: Primary data processed by SPSS 25, 2025

H3: Influencer Marketing and Content Marketing Simultaneously Have a Significant Influence on Purchase Decisions

The results of the simultaneous ANOVA test (F-test) show a calculated F-value of 82.366 with a significance level of 0.000. Because the significance level is less than 0.05, H3 is accepted. This means that influencer marketing and content marketing simultaneously have a significant influence on purchase decisions.

The Influence of Influencer Marketing on Consumer Purchase Decisions for Jims Honey Products in the Digital Era

Based on the partial test results, influencer marketing has a calculated t-value of 10.684 with a significance level of 0.000 (<0.05), thus H1 is accepted. This indicates that influencer marketing has a significant and positive influence on purchase decisions. The coefficient of 0.678 indicates that every one-unit increase in influencer marketing increases purchase decisions by 0.678 points. This means that the stronger the influencer's influence, the higher the consumer's likelihood of purchasing Jims Honey products.

This findings, which state that influencers can shape perceptions and influence consumer preferences through credibility, expertise, and attractiveness (Khoiroh et al., 2025; Kunta & Muslim, 2025). The significant influence influencer marketing has on purchasing decisions for local fashion products on social media (Adeoye & Baharun, 2025; Azizah et al., 2025; Khosi'in et al., 2024; Mannan & Shulhani, 2024; Veronika, 2024).

The implication is that companies need to optimize their collaboration strategies with relevant and credible influencers, considering their effective role in building trust and driving purchasing interest, especially in the digital era where social media content is heavily influenced.

The Influence of Content Marketing on Consumer Purchasing Decisions for Jims Honey Products in the Digital Era

Partial test results show that the content marketing variable has a t-value of 5.042 with a significance level of 0.000 (<0.05), thus H2 is accepted. This means that content marketing has a significant and positive effect on purchasing decisions. The coefficient of 0.434 indicates that each one-unit increase in content marketing increases purchasing decisions by 0.434 points. This indicates that Jims Honey's relevant, clear, and consistent content can encourage consumers to purchase.

This finding aligns with Kotler et al.'s (2017) work in Marketing 4.0, which

emphasizes the importance of content in building engagement and influencing consumer decisions in the digital era. The an informative and valuable content marketing strategy can increase purchase intentions. The implication is that companies need to strategically manage content, prioritizing message clarity, visual consistency, and informational value to create engaging digital experiences and build brand trust (Alviantika et al., 2024; Badriyah, 2025; Rozi, 2025). This is crucial for strengthening product positioning amidst increasingly dynamic digital competition.

The Simultaneous Influence of Influencer Marketing and Content Marketing on Consumer Purchasing Decisions for Jims Honey Products in the Digital Era

The results of the simultaneous test showed an F-value of 82.366 with a significance level of 0.000 (<0.05), thus accepting H3. This means that influencer marketing and content marketing simultaneously have a significant influence on purchasing decisions. The R value of 0.793 indicates a strong relationship between the two independent variables and purchasing decisions, and the R^2 of 0.629 indicates that 62.9% of the variation in purchasing decisions can be explained by these two variables. The remaining 37.1% is influenced by factors outside the model.

These findings reinforce the importance of collaboration with influencers and delivering relevant and engaging content in driving purchasing decisions. This aligns with the theory of Kotler in Marketing 4.0, which emphasizes the importance of an engagement- and content-based digital approach (Abas & Kholidah, 2025; Eduzor, 2024; Putri et al., 2024). The previous also demonstrated the significant influence of both strategies (Khotimah & FahmiSuhermanto, 2024; Mulyadi & Sutiah, 2025; Safitri, 2024).

The implication is that companies need to integrate digital marketing strategies holistically, not only focusing on visual promotions through influencers, but also strengthening content that is educational, engaging, and tailored to consumer needs. This approach is crucial for creating a comprehensive customer experience and fostering purchase loyalty amidst intense digital competition.

CONCLUSION

The most important finding of this study confirms that influencer marketing and content marketing both have significant and positive effects on consumer purchasing decisions, either partially or simultaneously. The key insight derived from this research is that digital persuasion in the modern marketplace is not solely driven by promotional exposure, but by the credibility of influencers and the quality of informative, relevant, and consistent content.

Influencer trustworthiness and attractiveness strengthen emotional engagement, while well-structured content enhances cognitive evaluation and consumer confidence, ultimately leading to actual purchase decisions. The main strength of this study lies in its integrative empirical approach, which simultaneously examines two major digital marketing strategies within a single analytical model and focuses on realized purchasing decisions rather than merely purchase intention. Academically, this research contributes to the development of digital marketing and consumer behavior literature by providing quantitative evidence on how influencer-driven communication and value-based content jointly shape consumer decision-making processes in the digital era.

Despite these contributions, this study has several limitations. First, the research is geographically limited to respondents in Tangerang City, which may restrict the generalizability of the findings to broader populations. Second, the sample size of 100 respondents and the use of purposive sampling may limit representativeness. Third, the study focuses only on two independent variables, whereas other factors such as brand image, electronic word-of-mouth (e-WOM), customer loyalty, or platform-specific engagement mechanisms may also influence purchasing decisions. Therefore, future research is recommended to expand the sample coverage across different regions, apply probability sampling techniques, incorporate additional explanatory variables, and consider longitudinal or experimental designs to better capture causal dynamics and long-term behavioral impacts in digital marketing contexts.

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