

## ***The Strategic Role of Content Marketing and Innovation in Influencing Consumer Purchase Decisions at JN Collection***

### **Peran Strategis Pemasaran Konten dan Inovasi dalam Mempengaruhi Keputusan Pembelian di JN Collection**

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#### **ABSTRACT**

*This research was conducted at JN Collection. The purpose of this study was to determine and analyse the influence of content marketing and innovation on purchasing decisions. The population and sample of this study were 74 customers. The sampling technique used was saturated sampling. The data collection technique was a questionnaire. Data analysis was conducted using multiple linear regression analysis. The results of the study found that Content Marketing has a positive and significant influence on Purchasing Decisions at JN Collection, Innovation has a positive and significant influence on Purchasing Decisions at JN Collection, and Content Marketing and Innovation have a positive and significant influence on Purchasing Decisions at JN Collection. The conclusion of this study is that an increase in content marketing and innovation can drive an increase in purchasing decisions.*

**Keywords :** Content Marketing, Innovation, Purchasing Decisions

#### **ABSTRAK**

Penelitian ini dilakukan pada JN Collection. Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh pemasaran konten dan inovasi terhadap keputusan pembelian. Populasi dan sampel dalam penelitian ini berjumlah 74 pelanggan. Teknik pengambilan sampel yang digunakan adalah teknik sampling jenuh. Teknik pengumpulan data menggunakan kuesioner. Analisis data dilakukan dengan menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa pemasaran konten berpengaruh positif dan signifikan terhadap keputusan pembelian di JN Collection, inovasi berpengaruh positif dan signifikan terhadap keputusan pembelian di JN Collection, dan pemasaran konten serta inovasi secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian di JN Collection. Kesimpulan dari penelitian ini adalah bahwa peningkatan dalam pemasaran konten dan inovasi dapat mendorong peningkatan keputusan pembelian.

**Kata Kunci:** Pemasaran Konten, Inovasi, Keputusan Pembelian

### **1. Introduction**

The development of the globalization era is marked by rapid advances in technology and information, which have made information spread quickly and accessible globally. One example of this phenomenon is the increasing use of the internet in people's lives, both for business and socialising (Putri & Ernawati, 2022). The current reality is that the internet has become the primary tool for businesses to promote and publicise their flexible operations. This shift not only changes how companies interact with consumers but also how consumers interact with brands. Content marketing and innovation are two key aspects of digital marketing that can influence purchasing decisions (Mulyadi et al., 2024).

The development of e-commerce is the process of building an online platform, such as a website or application, that allows businesses to sell products or services digitally. This involves various aspects, including website design, product catalogue management, shopping carts, secure payment systems, and a good user experience (Saputra et al., 2023). Shopee has become one of the leading e-commerce platforms in Indonesia, experiencing rapid growth since its

launch in 2015. The company has expanded its reach to several countries in Southeast Asia, including Indonesia, Malaysia, Thailand, Vietnam, the Philippines, and Taiwan. In Indonesia, Shopee has successfully attracted users with various strategies such as advertising, innovative features, and free shipping, and has become one of the most popular online shopping platforms (Sutejo et al., 2022). A marketplace is an internet-based online platform (web-based) where business activities and transactions take place between buyers and sellers. Buyers can search for as many suppliers as possible based on their desired criteria in line with market prices (Wardani, 2022). Additionally, a marketplace is one of the innovative technology-based businesses that simplifies the process of buying and selling without the need to visit a physical store. According to research (Erfiana & Purnamasari, 2023), Shopee is one of the marketplaces that implements advanced technology for online businesses. Currently, Shopee is one of the most visited e-commerce marketplaces in Indonesia.

JN Collection was established in 2020 and has been registered on Shopee since 2022. JN Collection offers a wide range of women's and children's clothing, both domestically and internationally, such as from Thailand and China. Research shows that purchasing decisions have declined, as reflected in the decline in sales on Shopee.

In this digital age, consumers are becoming increasingly savvy and selective in choosing products or services. They are not only looking for information about products, but also seeking valuable and relevant experiences (Huda et al., 2024). Content marketing is the solution to meet these information and experience needs (Mahardini et al., 2022). Content marketing is a marketing process of business activities to produce and distribute valuable and relevant content in order to attract, acquire, and engage target consumers. Content marketing distributes content that is relevant to the services marketed by the company to potential consumers in order to increase sales (Sabila & Albari, 2023). Content marketing is crucial for businesses because it builds brand awareness, establishes thought leadership, generates leads, and fosters stronger customer relationships. By creating and distributing valuable, relevant, and consistent content, businesses can attract and retain a clearly defined audience, ultimately driving profitable customer action (Lahtinen et al., 2023). This aligns with the research by (Puspitaloka & Nurhadi, 2023) which found that content marketing has a positive and significant impact on purchasing decisions. However, this does not align with the research conducted by (Bs et al., 2023) which found that content marketing does not have a positive and significant impact on purchasing decisions.

Companies are competing to create innovative products and effective marketing strategies (Gea & Sitorus, 2025). To win this competition, manufacturers must be smart in creating a certain bond between the products they offer and consumers. This competition also presents opportunities and challenges. For those who can quickly adapt to the situation, they must constantly strive to find the best ways to capture and win the competition. As business competition intensifies, especially from similar businesses, companies are increasingly required to innovate more and act faster in attracting consumers. Innovation is vital for sustained growth, competitiveness, and staying relevant in a constantly changing world. It drives improvements in efficiency, customer experience, and profitability, while also fostering adaptability and resilience in the face of market shifts and unexpected challenges (Abdul et al., 2021). This also applies to the restaurant business, which has now expanded its functions as a hangout spot, a meeting place, and a place to work. Based on research conducted by (Juli et al., 2021) was found that innovation influences consumer purchasing decisions. However, different research results were obtained by (Putri & Ernawati, 2022) who found that innovation does not influence purchasing decisions.

The purpose of this study is to analyse the influence of content marketing and innovation on purchasing decisions at JN Collection. Based on the background of the problem described above, the researcher was interested in conducting a study entitled '*The Influence of Content Marketing and Innovation on Purchasing Decisions at JN Collection*'.

## 2. Methods

This study employs a quantitative research method with the aim of analyzing the influence of content marketing and innovation on purchasing decisions. The research population consisted of 74 JN Collection customers who had made transactions through the Shopee platform between January and May 2025. Because the total number of customers within this period was relatively small and manageable, the researchers used a saturated sampling technique, in which all members of the population were included as the research sample. Thus, the number of samples in this study was equal to the population, totaling 74 respondents.

The data collection method utilized a structured questionnaire distributed via Google Forms, making it easier to reach respondents efficiently. The questionnaire was designed using a Likert scale to measure perceptions of content marketing, innovation, and purchasing decisions. The study used both primary data (collected directly from respondents through the questionnaire) and secondary data (company transaction records, product descriptions, and online marketing documentation). For data processing, the study applied multiple linear regression analysis with the support of SPSS version 26 to test the influence of independent variables (content marketing and innovation) on the dependent variable (purchasing decisions).

## 3. Results and Discussion

### Validity and Reliability Test

The validity and reliability test results for the variables in this study are as follows:

Table 1. Validity and Reliability

Variable	Questionnaire	Validity	Reliability
Content Marketing	X1.1	0,744	0,866
	X1.2	0,889	
	X1.3	0,883	
	X1.4	0,860	
	X2.1	0,556	
Innovation	X2.2	0,816	0,802
	X2.3	0,806	
	X2.4	0,797	
	X2.5	0,796	
	Y.1	0,539	
Purchasing Decisions	Y.2	0,675	0,746
	Y.3	0,829	
	Y.4	0,809	
	Y.5	0,636	

Source: Data Processed by SPSS (2025)

All statement items for the variables Content Marketing, Innovation, and Purchasing Decisions have r-count (r-count) values greater than the r-table (r-table) value. Therefore, it can be concluded that all items for these variables are valid and appropriately measure the intended constructs. In addition, the Cronbach's Alpha values for each variable in this study were greater than 0.60, indicating that the measurement instruments used for Content Marketing, Innovation, and Purchasing Decisions are reliable and have acceptable internal consistency.

## Respondent Characteristics

Table 2. Characteristics of Respondents

	Description	Number of Customers	Percentage
Age	18-30 Years	24	32%
	31-40 Years	34	46%
	>40 Years	16	22%
Frequency of Purchase	1-3 times	46	62%
	4-6 times	20	27%
	>6 times	8	11%

Source: Data Processed by SPSS (2025)

Table 2. shows that there were 24 respondents aged 18 to 30 years old, or 32%. There were 34 respondents aged 31 to 40 years old, or 46%, and 16 respondents aged over 40 years old, or 22%. The largest number of respondents were aged 31 to 40 years old. Respondents who made purchases 1–3 times numbered 46 respondents or 62%, respondents who made purchases 4–6 times numbered 20 respondents or 27%, and respondents who made purchases >6 times numbered 8 respondents or 11%. The largest group of respondents in this study made purchases 1–3 times.

## Normality Test

Normality testing by analyzing histogram graphs is:

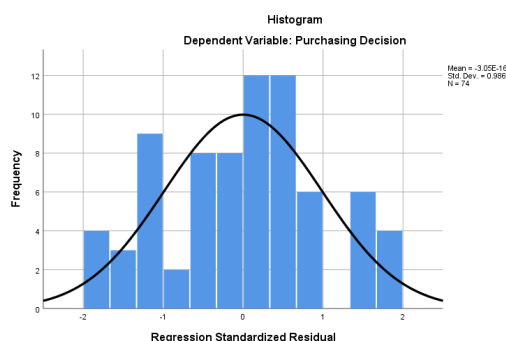


Figure 1. Histogram

Source: Data Processed by SPSS (2025)

Figure 1 shows that the lines on the histogram graph follow a straight diagonal line. Thus, it can be concluded that the histogram graph above is normally distributed.

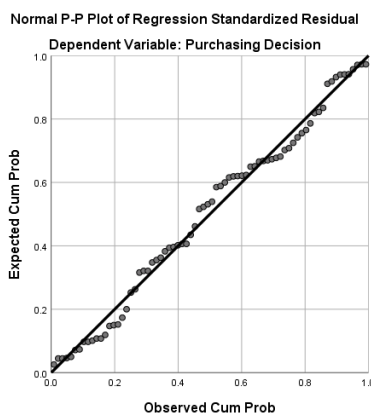


Figure 2. Normal P-P Plot

Source: Data Processed by SPSS (2025)

Figure 2 shows scattered points surrounding a diagonal straight line, suggesting that the data is normally distributed.

Table 3. Kolmogorov-Smirnov Test

Result	Unstandardized Residual
Asymp. Sig. (2-tailed) <sup>c</sup>	.200 <sup>d</sup>

Source: Data Processed by SPSS (2025)

Table 3. An asymp sig (2-tailed) of  $0.200 > 0.05$  was obtained, so it can be concluded that the data is normally distributed.

### Multicollinearity Test

The results of the multicollinearity calculation are as follows

Table 4. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
Content Marketing	.853	1.172
Innovation	.853	1.172

Source: Data Processed by SPSS (2025)

Table 4. shows the tolerance values of each variable of Content Marketing and innovation at  $0.853 > 0.1$ . The VIF values of each variable of Content Marketing and innovation are  $1.172 < 10$ , so it can be concluded that there is no multicollinearity between the variables of Content Marketing and innovation.

### Heteroscedasticity Test

The results of the heteroscedasticity test with a scatterplot graph can be seen in Figure 3 below:

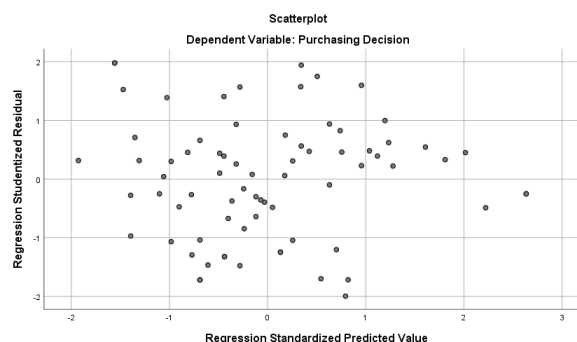


Figure 3. Scatterplot

Source: Data Processed by SPSS (2025)

Figure 3 shows data scattered with an unclear pattern both above and below zero (0) on the Y-axis, not clustered in one place, so it can be concluded that there is no heteroscedasticity in the regression model in this study.

### Multiple Linear Regression Analysis

The following are the results of the multiple linear regression analysis test:

Table 5. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	5.966	1.298
Content Marketing	.661	.105
Innovation	.261	.069

Source: Data Processed by SPSS (2025)

### Purchasing Decisions = 5,966+ 0,661 Content Marketing + 0,261 Innovation

If the independent variables, namely Content Marketing and Innovation, do not increase, then the value of Purchasing Decisions is 5.966 units. If the independent variable, namely Content Marketing, increases by 1 unit, then Purchasing Decisions increases by 0.661 units, while the Innovation variable does not increase. If the independent variable, Innovation, increases by 1 unit, then Purchasing Decisions increases by 0.261 units, while Content Marketing does not increase.

### Coefficient of Determination

The results of the coefficient of determination test can be seen in Table 6. below:

Table 6. Coefficient of Determination

R Square	Adjusted R Square
.543	.530

Source: Data Processed by SPSS (2025)

Table 6. The magnitude of the coefficient of determination can be seen from the Adjusted R Square value of 0.530, which means that Content Marketing and Innovation can explain Purchasing Decisions by 53%, and the remaining 47% (100-53) is influenced by other variables outside of this study, such as price, service quality, and so on.

### Hypothesis Testing

The following table shows the results of partial and simultaneous hypothesis testing:

Table 7. Hypothesis Testing Results

Hypothesis	Result	Sig.	Description
H1	6,272	.000	Accepted
H2	3,797	.000	Accepted
H3	42,208	.000	Accepted

Source: Data Processed by SPSS (2025)

The Content Marketing variable (X1) shows that the t-value (6.272) > t-table (1.994) with a significance level of  $0.000 < 0.05$ , so it can be concluded that H1 is accepted, namely that Content Marketing has a positive and significant influence on Purchasing Decisions at JN Collection. 2. The Innovation Variable (X2) shows that the t-calculated value (8.252) is greater than the t-table value (1.994) at a significance level of  $0.000 < 0.05$ . Therefore, it can be concluded that H2 is accepted, meaning that Innovation has a positive and significant influence on Purchasing Decisions at JN Collection. The calculation results obtained a calculated F value (54.968) > table F (3.10) with a significant level of  $0.000 < 0.05$ , so H3 is accepted, namely Content Marketing and Innovation have a positive and significant influence on Purchasing Decisions at JN Collection.

### Discussion

The coefficient of determination test in this study resulted in an Adjusted R Square value of 0.530, indicating that Content Marketing and Innovation collectively explain 53% of the variation in Purchasing Decisions among customers at JN Collection. This means that the remaining 47% is influenced by other factors not included in the current model, such as price, service quality, digital engagement, or brand loyalty, in line with previous findings by Putri & Ernawati (2022), who emphasized the significant role of price and product innovation in driving purchasing behavior.

The finding that content marketing has a significant positive influence on purchasing decisions supports the theories of Abdul et al. (2021) and Lahtinen et al. (2023), which highlight content marketing as a key element in digital marketing strategy that shapes consumer perception and purchasing intent. In particular, Mahardini et al. (2022) found that personalized

and engaging content distributed through digital platforms like TikTok and Shopee can significantly boost purchasing interest. Similarly, Huda et al. (2024) reinforced the idea that consistent, informative, and emotionally resonant content builds trust and encourages purchases, especially in the context of small businesses operating online. The present study aligns with these conclusions, demonstrating that JN Collection's content marketing strategies have successfully captured customer attention and influenced their buying decisions.

Likewise, the Innovation variable also showed a positive and significant impact on purchasing decisions, supporting research by Gea & Sitorus (2025) and Juli et al. (2021), who argued that product innovation—such as design updates, limited editions, and functional enhancements—plays a critical role in shaping consumer choice, particularly in competitive markets. The ability of JN Collection to innovate in terms of product variation and digital promotion appears to resonate with consumers' expectations for novelty and trend relevance. This finding is in line with the study by Mulyadi et al. (2024), which found that innovation, when integrated with quality digital information, strengthens consumer confidence in their purchase decisions.

Furthermore, the simultaneous test (F-test) showed that Content Marketing and Innovation together significantly influence purchasing decisions at JN Collection, which is supported by Bs et al. (2023) who found that a combination of digital promotional efforts—including social media content and innovation—generates strong engagement and leads to higher conversion rates. The study also mirrors Puspitaloka & Nurhadi (2023), who noted that the integration of content marketing with value creation strategies fosters customer trust and loyalty, which in turn impacts purchasing behavior.

This study reaffirms the importance of content-driven innovation in today's digital retail ecosystem. As Erfiana & Purnamasari (2023) point out, influencers and affiliates using Shopee and Instagram often rely on engaging content and innovative presentation formats to attract younger demographics. JN Collection's success in leveraging these elements indicates that SMEs can compete effectively by combining creativity in content with continuous innovation in product offerings and marketing channels.

In conclusion, the results of this study confirm that both content marketing and innovation play pivotal roles in influencing consumer purchasing decisions, supporting and extending previous research in the field of digital marketing and consumer behavior. These findings imply that SMEs like JN Collection should maintain consistent investment in content strategy and product development to stay relevant in the increasingly competitive online marketplace.

#### **4. Conclusion**

This study concludes that both Content Marketing and Innovation have a positive and significant influence on Purchasing Decisions at JN Collection. The results indicate that well-structured, relevant, and informative marketing content, alongside innovative product offerings, play a critical role in shaping consumer purchase behavior. Therefore, JN Collection is advised to enhance the clarity, accuracy, and relevance of its content marketing to better inform and guide potential buyers. Moreover, ensuring that content provides practical value—such as transaction assistance or usage tips—can further improve consumer trust and engagement.

For future research, it is recommended to expand the variables studied by including factors such as price, customer satisfaction, digital trust, or social media influence to provide a more comprehensive analysis. In addition, further studies could involve larger and more diverse sample populations across multiple platforms or regions to improve generalizability. Exploring these dimensions may offer deeper insights into digital consumer behavior and help businesses refine their marketing strategies more effectively.

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