

**The Influence of Content Marketing, Brand Ambassadors and
Information Quality on Purchasing Decisions
Skintific Products
(Case Study in Lamongan Regency)**

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Article Info	ABSTRACT
Keyword: Content marketing; brand ambassador; kualitas informasi ; purchase decision.	The rapid development of information and communication technology in the current era The rapid development of the business world has led to increasingly fierce competition among various similar companies to meet the needs and desires of consumers. This research uses quantitative, with a sample of 100 respondents who are skintific customers. The results showed that content marketing (X1) partially had a negative and insignificant effect on purchasing decisions (Y), brand ambassadors (X2) partially had a negative and insignificant effect on purchasing decisions (Y), and information quality (X3) partially had a negative and insignificant effect on purchasing decisions (Y).

INTRODUCTION

The beauty industry in Indonesia has experienced rapid growth in recent years. Based on data from the Food and Drug Administration (BPOM), by 2023, the number of cosmetics companies in Indonesia will increase to 1,070 companies, compared to 913 companies in 2022. One skincare brand that has experienced a surge in popularity is Skintific, a Canadian brand that markets skincare products in Indonesia.

Especially in Lamongan Regency, the phenomenon of increasing skincare consumption is clearly visible. Based on data from the Lamongan Regency Industry and Trade Office (2024), there was a 28% increase in skincare product purchase transactions compared to the previous year, where Skintific products occupied the top three sales positions in various cosmetic stores and local e-commerce. This increase shows a shift in the behaviour of Lamongan consumers who are increasingly aware of the importance of skincare and are more selective in choosing products.

In several previous studies, it was mentioned that content marketing can be a determining factor in influencing purchase intentions. This is evidenced by the research of Resha & Septyan (2023) in which in their research there is a positive influence between content marketing on purchase intention. This research is not in line with the research of Bagir & Putu (2023) in which there are different results, namely the absence of a positive and significant influence between content marketing variables on purchase intention. As a result of the differences shown from the results of these researchers' studies, researchers are interested in determining whether the findings of the current study are different from previous research.

The results of previous research researched by Yoel, Massie, and Tielung (2021) explain that brand ambassadors have no effect on purchase intention. Meanwhile, this study contradicts research conducted by Kharisma and Hutasuhut (2019), Hendayana and Afifah (2020), Wardani and Istiyanto (2022), which found that brand ambassadors have an effect on purchase intention. Information quality is a measure of how clearly the information is loaded or conveyed. This means that good information quality should provide complete or detailed information about something. Conversely, poor information quality only provides limited information and tends to be unclear. According to Romney and Steinbart in (Tanjaya et al., 2019).

The difference in research results encouraged researchers to conduct further research in Lamongan Regency, to find out whether similar findings occur with Skintific consumers in this region.

RESEARCH METHODS

The type of research used is quantitative, with the population of Lamongan Regency people using skintifict. The sample taken in this study was 100 respondents. The data analysis method used is SPSS, which is useful for ascertaining the relationship between two or more variables.

RESULTS AND DISCUSSION

Validity and Reliability Test

Table 1 Results Validity and Reliability Test

Variable	Item	Validitas		Reliabilitas		
		r calculated	r table	Description	Cronbach's Alpha	Description
Content Marketing (X ₁)	X _{1.1}	0,638	0,165	Valid	0.643	Reliabel
	X _{1.2}	0,639	0,165	Valid		
	X _{1.3}	0,554	0,165	Valid		
	X _{1.4}	0,564	0,165	Valid		
	X _{1.5}	0,672	0,165	Valid		
	X _{1.6}	0,549	0,165	Valid		
Brand Ambassador (X ₂)	X _{2.1}	0,943	0,165	Valid	0.933	Reliabel
	X _{2.2}	0,900	0,165	Valid		
	X _{2.3}	0,931	0,165	Valid		
	X _{2.4}	0,882	0,165	Valid		
Kualitas Informasi (X ₃)	X _{3.1}	0,521	0,165	Valid	0.627	Reliabel
	X _{3.2}	0,690	0,165	Valid		
	X _{3.3}	0,564	0,165	Valid		
	X _{3.4}	0,490	0,165	Valid		
	X _{3.5}	0,450	0,165	Valid		
	X _{3.6}	0,570	0,165	Valid		
	X _{3.7}	0,657	0,165	Valid		
Keputusan Pembelian (Y)	Y.1	0,833	0,165	Valid	0.842	Reliabel
	Y.2	0,857	0,165	Valid		
	Y.3	0,812	0,165	Valid		
	Y.4	0,792	0,165	Valid		

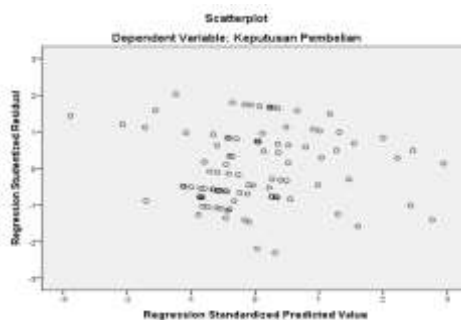
In the table of validity and reliability test results, it can be seen in the column of the calculated r value and Cronbach alpha, it is known that each item has a count > r table and has a coefficient > 0.6, so it can be concluded that all items are declared valid and reliable.

Normality Test

Table 2 Results Normality Test		
One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0E-7
	Std. Deviation	4.08275433
Most Extreme Differences	Absolute	.131
	Positive	.131
	Negative	-.064
Kolmogorov-Smirnov Z		1.307
Asymp. Sig. (2-tailed)		.066
a. Test distribution is Normal.		
b. Calculated from data.		

The output results of table 2 above, show that the value of Asymp. Sig (two tailed) of 0.66. Therefore > 0.05, in this study it can be stated that the data is normally distributed.

Heteroskedastisitas Test



Picture 1 Uji Heteroskedastisitas

Based on the results of the output image above, it can be seen that the regression model does not occur symptoms of heteroscedasticity because there is no clear pattern, the points spread above and below zero, and the points do not form a certain regular pattern (wavy, widening, narrowing, or narrowing).

Multiconaryity Test

Table 3 Results Multiconaryity Test

Variabel	Tolerance	Nilai VIF	Keterangan
Content Marketing	0.329	3.035	There are no symptoms of multiconaryity
Brand Ambassador	0.991	1.009	There are no symptoms of multiconaryity
Kualitas Informasi	0.328	3.057	There are no symptoms of multiconaryity

Tabel diatas mampu untuk menunjukkan bahwa ketiga variabel bebas (online customer review, online customer rating, dan customer experience) yang digunakan pada penelitian ini tidak terjadi sebuah gejala multikoloneritas. Hasil pengujian pada variabel bebas menunjukkan nilai tolerance > 0,10 dan nilai VIF < 10.

Multiple Linear Analysis

Table 4 Multiple Linear Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	10.989	2.178	
Content Marketing	.289	.169	.298
Brand Ambassador	-.019	.086	-.022
Kualitas Informasi	-.112	.150	-.130

Based on the table above, it can be seen that the three-variable multiple regression equation is as follows:

$$Y = 10.989 + 0.289X_1 + -0.19X_2 + -0.112X_3 + e$$

The regression equation can be explained:

α : If the content marketing, brand ambassador, and information quality) influence = 0, then the result obtained from the purchase decision is 10.989.

β_1 : If content marketing experiences an increase of 1 unit or 1 unit, it will be able to increase purchasing decisions by 0.289.

β_2 : If the brand ambassador experiences an increase of 1 unit or 1 unit, on the other hand, the purchasing decision variable will decrease by 0.19.

β_3 : If the quality of information increases by 1 unit or 1 unit, on the contrary, the purchasing decision variable will decrease by 0.112.

Koefisien Determination

Table 5 Results Koefisien Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.207 ^a	.043	.013	4.146

a. Predictors: (Constant), Kualitas Informasi, Brand Ambassador, Content Marketing

b. Dependent Variable: Keputusan Pembelian

From the results of the table above, it can be seen that the strength of the relationship between the independent variable and the dependent variable is determined by the value (R^2) seen in the R Square table, which is 0. 207 or 20.7%, this means that purchasing decisions (Y) are influenced by content marketing (X1), brand ambassadors (X2), and information quality (X3). While the remaining 79.3% is influenced by other variables not examined in this study.

T Test

Table 6 Results t Test

	Model	T	Sig.
1	(Constant)	5.045	.000
	Content Marketing	1.712	.090
	Brand Ambassador	-.223	.824
	Kualitas Informasi	-.748	.456

Based on the table above, it can be explained as follows:

1) From the t test results, the t value of content marketing (X1) = 1.712 is obtained, thus t count (1.172) < t table (1.985), Sig value. 0.90 > 0.05 so that H_0 is accepted and H_a is rejected. This shows that content marketing partially has a negative and insignificant effect on purchasing decisions.

2) From the t test results, the t value of brand ambassador (X2) = thus t count (-0.223) > t table (1.985), Sig value. 0.824 > 0.05 so that H_0 is rejected and H_a is rejected. This shows that brand ambassadors partially have a negative and insignificant effect on purchasing decisions.

3) From the t test results, the t value of information quality (X3) = thus t count (-0.748) > t table (1.985), Sig value. 0.456 > 0.05 so that H_0 is rejected and H_a is rejected. This shows that the quality of information partially has a negative and insignificant effect on purchasing decisions. Berdasarkan tabel atas, maka dapat dijelaskan sebagai berikut :

F Test

Table 7 Results F Test

	Model	Df	Mean Square	F	Sig.
1	Regression	3	24.540	1.428	.239 ^b
	Residual	96	17.190		
	Total	99			

From the table above, the F count is 1.428, while the F table is 3.09 so Fcount > Ftable and Sig value. 0.239 > 0,05. So that H_0 is accepted and H_a is rejected. This shows that content marketing, brand ambassaor, and information quality together have no significant effect on purchasing decisions.

DISCUSSION

H1: H1: The Effect of Content Marketing on Purchasing Decisions

Based on the results of research that has been conducted using spss 20 software, data is obtained which shows that the content marketing variable (X1) shows that content marketing partially has a negative and insignificant effect on purchasing decisions.

The findings in this study are not supported by Anggi Nurijayanti, MG. (2023) entitled 'The effect of product reviews, marketing content, and price perceptions on tiktok on purchasing decisions for Camille Beauty By Nadya Shavira'. The method used is quantitative method. The results obtained by the entire X variable affect the Y variable.

H2: The Effect of Brand Ambassador on Purchasing Decisions

Based on the results of research that has been conducted using spss 20 software, data is obtained which shows that the brand ambassador variable (X2) shows that brand ambassadors have a negative and insignificant effect on purchasing decisions.

The findings in the study are supported by Nella ria mardiana (2020) entitled 'Analysis of the influence of Brand Ambassador, Brand Image, and Product Quality on buying interest in Emina cosmetics (case study of Ahmad Dahlan University Yogyakarta's economics and business faculty students)'. The results obtained are that Brand Ambassador has a negative and insignificant effect on buying interest.

H3: The Effect of Information Quality on Purchasing Decisions

Based on the results of research that has been conducted using spss 20 software, data is obtained which shows that the information quality variable (X3) shows that information quality partially has a negative and insignificant effect on purchasing decisions.

The findings in the study are not supported by Giani Lia Rianti (2021) entitled 'The influence of Trusting Belief, Information quality, and Word Of Mouth on purchasing decisions for Ms Glow beauty products online at Ms Glow resellers'. The results obtained have a significant and positive effect on online purchasing decisions.

CONCLUSION

Based on the results of the analysis and the results of the discussion of the effect of Content marketing (X1), Brand ambassadors (X2), and Information Quality (X3) on Purchasing Decisions (Y), it can be concluded that content marketing partially has a negative and insignificant effect on purchasing decisions, brand ambassadors partially have a negative and insignificant effect on purchasing decisions, and information quality partially has a negative and insignificant effect on purchasing decisions.

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