

CONTENT MARKETING, BRAND AWARENESS, AND ONLINE CUSTOMER REVIEW ON HOUSEWIVES' PURCHASE INTENTION ON SHOPEE

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ABSTRACT

Background: This study aims to determine the influence of Content Marketing, Brand Awareness, and Online Customer reviews on Purchase Intentions in Housewives (IRT) in Shopee E-Commerce.
Aim: The purpose of this study is to find out the influence of Content Marketing, Brand Awareness, and Online Customer reviews on Purchase Intention in Housewives (IRT).
Method: This study used a sample of 107 respondents, the type of data used primary and secondary using multiple linear regression analysis methods using the SPSS 20 program.
Findings: The results showed that content marketing variables have a positive and significant effect on Purchase Intention, Brand Awareness has a positive and significant effect on Purchase Intention and Online Customer Review has a positive and significant effect on Purchase Intention.

KEYWORDS

content marketing; brand awareness; online customer review; purchase intention

INTRODUCTION

The advancement of information and communication technology and the development of the business world today, bring influence on the pattern of marketing activities in business organizations and lifestyles of more modern society (Rosita, 2020). One of the facilities in this information and communication technology is the internet. With regards to marketing, people can find whatever they want to buy through the internet quickly (Dwijayanti & Pramesti, 2021). The development of the internet has increased online shopping transactions. Related to the increase in online shopping transactions (Rakhmawati, Permana, Reyhan, & Rafli, 2021). So, thus consumers must be willing to choose a product category before making a purchase interest. Purchasing willingness is a consumer behavior that occurs in response to an object that indicates a customer's willingness to buy (Kotler & Keller, 2016).

The E-Commerce phenomenon provides a choice of how to shop for people not to come directly to the store (Hartanto, Yuwono, & Ananda, 2021). The increasing number of E-Commerce causes competition to increase (Tirtana, Zulkarnain, Kristanto, Suhendra, & Hamzah, 2020). Therefore, the company is required to have a marketing strategy that can compete with other companies (Elyarni & Hermanto, 2016).

The results of a mini-research that has been conducted on 20 housewives obtained data that the number of Shopee E-Commerce users as many as 20 people. A total of 20 housewives with children aged 3 years and over will look for products at discounted prices. After the price, the new housewife will consider the trust of the seller and the existence of free shipping service. From the survey, mothers choose to shop online, one of the biggest reasons is to avoid the hassle of shopping outside the home with children. In addition, there are 3 other main reasons

housewives shop online that can be done anytime and anywhere, saving time and comparing prices easily.

Hypothesis Development

The Influence of Content Marketing on Purchase Intention

The application of Content Marketing has been done well starting from what is in the content, considered and adjusted to the characteristics of the company, then continued by looking for information about what consumers want and how to satisfy them, until finally, it can achieve content goals that interest consumers. This theory is also supported by the research of Abdurrahim, et al. (2019) and Riska, et al. (2020) with the results of his research stating that Content Marketing affects Purchase Intention. Researchers formulate the following hypotheses:

H₁: Content Marketing has an influence on Purchase Intention in Housewives (IRT) in Shopee E-Commerce.

The Effect of Brand Awareness on Purchase Intention

Depth means consumers can easily remember and identify brands. As soon as a consumer buys a product, the brand name comes to mind. If a product has brand depth and breadth at the same time, consumers will think about a particular brand when buying that product. This means that the product has high brand awareness. In addition, the brand name is the most important factor in brand awareness. As a result, brand awareness influences purchasing decisions through brand associations, which helps with marketing activities if the product has a positive brand image. This theory is supported by the research of Eliasari, et al. (2017) and Riska, et al. (2020) in their research that Brand Awareness has an influence on Purchase Intention. Researchers formulate the following hypotheses:

H₂: Brand Awareness has an influence on Purchase Intention in Housewives (IRT) in Shopee E-Commerce.

The Influence of Online Customer Review on Purchase Intention

The application of Online Customer Review, more and more E-Commerce to put reviews written by buyers or consumers online in the description of a product or service so that buyers can get additional information about the product or service, commenting on the product can increase purchase interest. It also helps to get consumer data and feedback about the products and services the seller offers (Xie, Chen, & Wu, 2016). This theory is supported by Hasrul, et al. (2021) in his research found that Online Customer Review has an influence on Purchase Intention. Researchers formulate the following hypotheses:

H₃: Online Customer Review has an influence on Purchase Intention in Housewives (IRT) in Shopee E-Commerce.

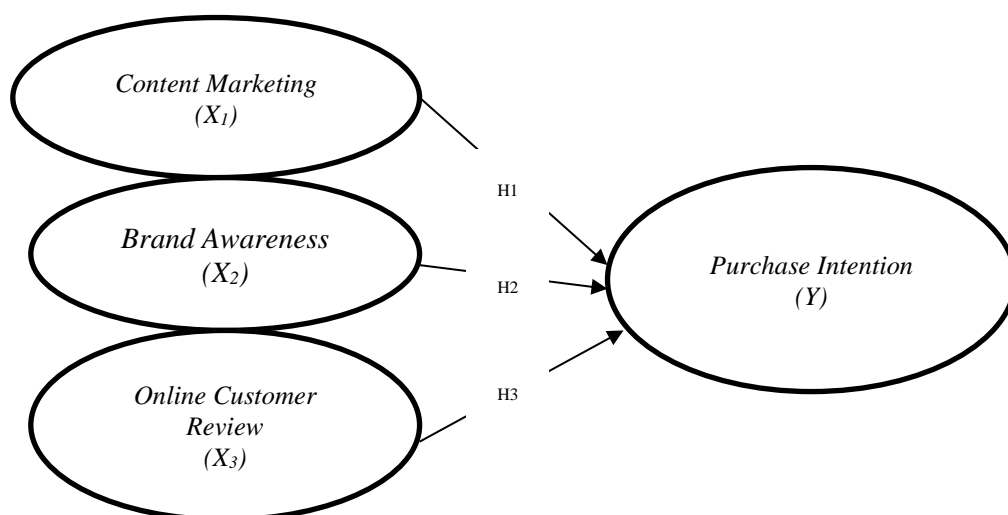


Figure 1. Hypotheses

METHOD

The research approach used in this research is the quantitative approach. According to Sugiyono (2019), quantitative research methods can be interpreted as positively oriented philosophical research methods used to survey specific populations or samples. The research location was conducted at the Pt. Semen Indonesia (Persero) Tbk. Segunting RT. 01 to RT. 20, RW. 01. Sidomoro Village.

The population of this study is Housewives who live in Pt. Semen Indonesia (Persero) Tbk Segunting RT. 01 to RT. 20, RW 01 is 135 people. The sampling technique used is purposive sampling with the criteria used as samples in this study are Housewives who live in The Office Housing of PT. Semen Indonesia (Persero) Tbk Segunting RT. 01 to RT. 20, RW. 01 who uses and has transacted more than twice on Shopee E-Commerce. From these criteria, 107 samples were obtained.

Primary data is needed by the authors to conduct this study. Primary data is collected directly by researchers themselves from respondents' answers by using questionnaires in order to obtain information from the variables that are being used, namely Content Marketing, Brand Awareness, and Online Customer Review. The data source was obtained from the results of the answered questionnaire from the respondents.

Collect data using questionnaires distributed online through Google Form. Using the Likert scale measurement scale strongly agree (5), agree (4), hesitate (3), disagree (2), strongly disagree (1). The method used in this study was multiple linear regression. To find out the influence of Content Marketing (X_1), Brand Awareness (X_2), Online Customer Review (X_3) on Purchase Intention (Y). The formula used in double linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

RESULTS AND DISCUSSION

Table 1. Validity Test Results

Variable	Statement	r _{tabel}	r _{count}	Information
Content Marketing (X_1)	X1.1	0,1966	0,752	Valid

Variable	Statement	r _{table}	r _{count}	Information
Brand Awareness (X ₂)	X1.2	0,1966	0,638	Valid
	X1.3	0,1966	0,763	Valid
	X1.4	0,1966	0,781	Valid
	X2.1	0,1966	0,756	Valid
	X2.2	0,1966	0,731	Valid
	X2.3	0,1966	0,691	Valid
	X2.4	0,1966	0,775	Valid
Online Customer Review (X ₃)	X3.1	0,1966	0,712	Valid
	X3.2	0,1966	0,767	Valid
	X3.3	0,1966	0,846	Valid
	X3.4	0,1966	0,802	Valid
Purchase Intention (Y)	Y.1	0,1966	0,674	Valid
	Y.2	0,1966	0,851	Valid
	Y.3	0,1966	0,795	Valid
	Y.4	0,1966	0,851	Valid

Source: SPSS Data Processed

Based on table 1 indicates that each indicator for all variables has a calculated value greater than the r_{table} which is 0.1966 so it can be said that all instruments are declared **valid**.

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Reliable	Information
Content Marketing (X ₁)	0,717	0,70	Reliable
Brand Awareness (X ₂)	0,718	0,70	Reliable
Online Customer Review (X ₃)	0,776	0,70	Reliable
Purchase Intention (Y)	0,774	0,70	Reliable

Source: SPSS Data Processed

Based on table 2 shows that each variable has a Cronbach Alpha value > 0.70. Thus it can be concluded that the measuring instruments used in this study are **reliable** and the consistency of indicators can be used at different times.

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Content Marketing (X ₁)	0,680	1,470	Non Multicollinearity
Brand Awareness (X ₂)	0,670	1,493	Non Multicollinearity
Online Customer Review (X ₃)	0,666	1,501	Non Multicollinearity

Source: SPSS Data Processed

Based on table 3 results of data management of each variable obtained VIF value that is not more than 10 and tolerance value not less than 0.1, it can be concluded that the regression model **does not have a problem of multicollinearity**.

Table 4. Heteroskedasticity Test Results

Variable	Itself	Information
Content Marketing (X ₁)	0,411	No Heteroskedastity Occurs
Brand Awareness (X ₂)	0,864	No Heteroskedastity Occurs
Online Customer Review (X ₃)	0,373	No Heteroskedastity Occurs

Source: SPSS Data Processed

From table 4.11 obtained the results for each variable has a significant value of more than 0.05 so that all variables in this study are said to **have no heteroskedasticity problems**.

Table 5. Normality Test Results

Model	Kolmogorov-Smirnov Z	Information
1	0,095	Normal distribution data

Source: SPSS Data Processed

Based on the results of normality testing, it is known that the value of Kolmogorov-Smirnov Z produces an Asymp Sig of 0.09 greater than 0.05 thus the data in this study are **distributed normally**.

Table 6. Model Feasibility Test

Model	Sig	Information
1	0,000	Proper

Source: SPSS Data Processed

Based on table 6, it can be seen that the signification value is $0.000 < 0.05$ so it can be concluded that the model in the study is said to be **feasible**.

Table 7. Multiple Linear Regression Test

Model	Unstandarized Coefficients B
Constant	0,766
Content Marketing	0,361
Brand Awareness	0,304
Online Customer Review	0,314

Source: SPSS Data Processed

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 0.766 + 0.361X_1 + 0.304X_2 + 0.314X_3 + e$$

- 1) The value of b_1 = regression coefficient X_1 (Content Marketing) of 0.361, meaning that there is a positive relationship between Content Marketing (X_1) and Purchase Intention (Y), the higher the Content Marketing, the higher the Purchase Intention;
- 2) Value b_2 = regression coefficient X_2 (Brand Awareness) of 0.304, meaning that there is a positive relationship between Brand Awareness (X_2) and Purchase Intention (Y), the higher the Brand Awareness, the higher the Purchase Intention;
- 3) The value of b_3 = Koefisien regression X_3 (Online Customer Review) is 0.314, meaning that there is a positive relationship between Online Customer Review (X_2) and Purchase Intention (Y), the higher the Online Customer Review, the higher the Purchase Intention.

Table 8. Test Results T

Variable	Significant t	Result
Content Marketing	0,004	Significant
Brand Awareness	0,009	Significant
Online Customer Review	0,006	Significant

Source: SPSS Data Processed

Based on table 8 it can be known that:

- 1) Content Marketing Variable (X_1) has a sig value of $0.004 < 0.05$ so it can be concluded that the Content Marketing variable has a significant effect on Purchase Intention;
- 2) The Brand Awareness Variable (X_2) has a sig value of $0.009 < 0.05$ so it can be concluded that the Brand Awareness variable has a significant effect on purchase intention;
- 3) The Online Customer Review (X_3) variable has a sig value of $0.006 < 0.05$ so it can be concluded that the Online Customer Review variable has a significant effect on purchase intention.

Table 9. Determination Coefficient Test

Model	Adjusted R Square
1	0,387

Source: SPSS Data Processed

Based on table 8 results of the determination coefficient test obtained Adjusted R Square value of 0.387 means that variables caused by content marketing variables (X_1), Brand Awareness (X_2), and Online Customer Review (X_3) affected by 38.7% on purchase intention variables and 61.3% caused by other factors that are not present in this study.

Content Marketing Against Purchase Intention

The results of this study show that Content Marketing has a positive effect on Purchase Intention. This is supported by research conducted by Abdurrahim and Sangen (2019) wherewith the creation and distribution of content marketing that is attractive, consistent, and easy to find for consumers will be able to increase consumer purchase requests.

Content marketing becomes an important thing for a company or business in generating value for consumers in order to compete in this digital era. The results showed that the content of Shopee E-Commerce has provided benefits for consumers, namely Housewives because information about goods and benefits or promos that are being offered but wrapped in the creation of interesting content contains information needed by consumers in the form of complete information about the products offered. So that it can affect buying interest from consumers.

Brand Awareness Terhadap Purchase Intention

The results of this study showed that Brand Awareness has a positive effect on Purchase Intention. In line with research conducted by Eliasari & Sukaatmaja (2017) which concluded that Brand Awareness has a positive and significant effect on Purchase Intention. The results suggest that high levels of Brand Awareness may affect Purchase Intention.

The results of this study Brand Awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a certain product category. Housewives have brand awareness to remember Shopee E-Commerce as e-commerce in Indonesia, explained that brand awareness immediately appears in the minds of consumers after a certain brand is mentioned (Firmansyah, 2019). Housewives remember Shopee e-commerce by using help such as Shopee promotions and advertisements, only seeing the logo can recognize Shopee E-Commerce, and using Shopee E-Commerce to shop online. Housewives recognize Shopee e-commerce because of the free shipping vouchers that are Shopee's mainstay, as well as discount promos for product offers at the lowest prices, product purchase cashback, and convenience provided to shop online, avoiding the hassle of shopping outside the home.

Online Customer Review of Purchase Intention

The results of this study show that Online Customer Review has a positive effect on Purchase Intention. In line with research conducted by Hasrul et al. (2021) which shows that Online Customer Review has an effect on buying interest. Reviews from online shoppers or consumers in product or service descriptions to help buyers obtain additional information about the product or service, in the presence of product comments and increased interest in buying.

If the online customer review given by other consumers is not good, it will be a consideration for housewives to make a purchase. With this Online Customer Review, housewives have more confidence in products sold through reviews provided by consumers, because with confidence in reviews that describe the advantages and weaknesses of a product (Lackermair, Kailer, & Kanmaz, 2013). So that it can be considered as a basis for buying interest and can reduce the risk of differences in goods received, so as not to cause quarrels with couriers when the goods are not in accordance with the imagined. Online Customer Reviews made by other consumers according to housewives can add additional information needed for example to see the color of clothing products listed in the original because this review is a direct opinion of someone who has made a previous purchase. Unfortunately, existing reviews sometimes don't really match reality. Many sellers make fake reviews so that their products always get a positive rating. This then encourages them to commit fraud by hiring the services of fake reviewers. Fake reviews can be noticed in terms of language, fake reviews tend to use more rigid language to convey the message. Online Customer Review

provided by consumers becomes a source of information that can affect the interest in buying products sold. The importance of online customer review if consumers read reviews carefully can also be used as a comparison with the opinions of other users.

CONCLUSION

Based on the results of data analysis and interpretation of the results, the conclusions taken from the study are as follows:

- 1) Content Marketing has a significant positive effect on Purchase Intention in Housewives (IRT) in Shopee E-Commerce. Shopee E-Commerce Content Marketing provides real information from a product in addition to content that is easily found on many social media such as Instagram, Facebook, Tiktok, and Youtube so that content marketing can increase purchase intentions on Shopee E-Commerce;
- 2) Brand Awareness has a significant positive effect on Purchase Intention in Housewives (IRT) in Shopee E-Commerce. Shopee E-Commerce has built brand awareness in the consumer's mind so that the ability of consumers to recognize and recall Shopee E-Commerce. The increase in brand awareness made by Shopee makes Shopee even more famous; and
- 3) Online Customer Review has a significant positive effect on Purchase Intention in Housewives (IRT) in Shopee E-Commerce. Shopee provides convenience with online customer reviews that are useful for consumers. Online customer reviews are given for previous consumer experiences, so if the review assessment is good or high, it will increase the reaction of consumer buying interest in Shopee. A product that has good reviews from previous customers will provide positive value to the product so that it will make consumers more confident in the products sold on Shopee. This shows that consumers also feel trusted and helped when choosing products with online customer reviews on Shopee. In addition, consumers also get the information needed when shopping at Shopee.

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