The Influence of Content Marketing on Instagram and Brand Image on Consumer Purchase Decisions for Yotta Beverage Products in Kendari City

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ABSTRACT

This study aims to analyze the influence of content marketing on Instagram and brand image on consumer purchasing decisions of Yotta beverage products in Kendari City. Using a descriptive quantitative approach, data were collected through questionnaires to 96 Yotta consumers who are active on Instagram (@yotta_id) using the purposive sampling method. The analysis was carried out using multiple linear regression. The results of the study indicate that content marketing on Instagram and brand image simultaneously have a positive and significant effect on consumer purchasing decisions. Partially, content marketing on Instagram has a positive and significant effect on purchasing decisions. The same applies to brand image, which has also been shown to have a positive and significant effect on purchasing decisions.

Keywords: *Content Marketing, Brand Image and Purchasing Decisions*

I. INTRODUCTION

The culinary industry in Indonesia has experienced rapid development in recent decades, driven by economic growth, lifestyle changes, and advances in digital technology (BPS, 2020; BPS, 2024). One sector that has shown significant growth is the contemporary beverage industry, such as bubble tea, coffee, juice, and milk-based drinks, which are increasingly in demand by consumers. This is not only influenced by the need to quench thirst, but also by the taste experience, better quality ingredients, and an increasingly healthy lifestyle (Kotler & Keller, 2012; Panjaitan, 2021). In addition, advances in information technology have made it easier for business actors to reach consumers more widely through digital platforms, especially social media, which are effective promotional tools in increasing brand awareness and attracting consumer attention.

In this context, digital marketing strategies such as content marketing and strengthening brand image play an important role in influencing consumer purchasing decisions (Hartono et al., 2012; Muzakki & Andarini, 2024). Content marketing, which involves creating and distributing valuable, relevant, and engaging content, allows companies to create more personal interactions with consumers. Through social media, content marketing provides an opportunity to convey product information creatively, such as using video reels, aesthetic product photos, digital posters, and interactive live sessions. This strategy not only increases product appeal but also helps build a positive brand image. A strong and positive brand image in the minds of consumers often drives purchasing decisions, because consumers tend to choose brands that are considered credible and have a good reputation (Maulidiyah, 2021; Mahardini et al., 2023).

PT. Yotta Berkah Mulia, a Makassar-based company specializing in bubble tea drinks, is one example of a business in this sector that has successfully utilized digital technology to strengthen its marketing strategy. Founded in 2015, Yotta has been present in Kendari City since 2023 with two branches offering various variants of contemporary drinks made from fresh milk. In marketing its products, Yotta actively utilizes the Instagram platform, with the @yotta_id account which has more than 195 thousand followers. Yotta's content marketing strategy includes various creative content formats, such as video reels, product photos, digital posters, and Instagram live sessions, designed to attract audience attention and build strong interactions. Through these efforts, Yotta not only expands market reach but also strengthens the brand image that is already well known by consumers (instagram.com/yottaid, 2024).

II. LITERATURE REVIEW

2.1 Content Marketing

According to the Content Marketing Institute, content marketing is defined as a marketing strategy that focuses on creating and distributing valuable, relevant, and consistent content with the ultimate goal of generating profits for a business. Content marketing is a marketing strategy that involves creating and distributing valuable, relevant, and consistent content to attract and retain a clear audience, with the goal of driving profitable consumer action. The content in question can be in the form of articles, videos, infographics, images, and various other forms of media that can attract the interest of the audience and provide added value to them (Hartono et al., 2012). According to Andreas (2013), content marketing is the use of content that can be in the form of writing, images, audio, or video in marketing activities by utilizing a large community which in this case includes the concept of distribution on existing websites or social media. Content marketing is not only intended to create or create good and interesting content. However, the goal is to find out what the audience wants, and can help the company achieve business goals. Content marketing can be interpreted as a promotional activity process in the form of content creation carried out by individuals or companies through online social media channels (Weinberg, 2009).

2.2 Brand Image

According to Kotler et al. (2009), brand image means a perception or view of consumers depicted in the form of associations towards a product or service in the consumer's memory. Brands can be associated with names, terms, logos, or packaging that can distinguish them from goods and services from other competitors. Meanwhile, according to Tjiptono (2005), brand image is a description of consumer associations and beliefs towards a particular brand, brand image is the observation and belief held by consumers, as reflected in associations or in consumer memory. Brand image is a collection of brand associations in the minds of consumers, these associations can be in the form of product attributes, benefits, uses, users, lifestyles, or even brand personalities (Muzakki & Andarini, 2024). According to Rangkuti (2004), brand image is a memory or impression that is imprinted and formed in the minds of consumers regarding an object related to a brand of goods or services. Placing a brand image in the minds of consumers needs to be done continuously, to create a strong positive image. As a result, consumers can remember a brand and raise the possibility of making a purchase.

2.3 Purchase Decision

Kotler & Keller (2009), defines consumer purchasing decisions as decisions by consumers to form preferences for brands in a collection of choices, consumers can also form an intention to buy the most preferred brand. A purchasing decision is a decision that will occur when consumers have made their choice to buy a product. These decisions include whether to buy or not, what product to buy, why to buy, when and where to buy, how to buy it and so on (Abdjul et al., 2022). Purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences with the aim of satisfying desires and needs (Armstrong & Kotler, 2014). From the understanding of purchasing decisions according to the experts above, it can be concluded that consumer purchasing decisions are a process experienced by consumers in an activity of purchasing a product, so that consumers in this activity take action, namely choosing from several existing alternatives.

2.4 Relationship of Content Marketing on Instagram to Purchasing Decisions

Content marketing is a marketing strategy that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain audiences, and drive profitable consumer action (Rohimah, 2019). Instagram, with over one billion active users, is a key platform in this strategy because it provides creative features such as photos, videos, stories, and reels that allow companies to present visually appealing content (Abdjul et al., 2022). Consistency in posting content can build trust and maintain brand relevance in the eyes of consumers, while interactions through features such as quizzes or collaborations with influencers can increase user engagement and build loyalty. Quality content on Instagram increases brand visibility, influences purchasing decisions, and creates consumer familiarity with the brand (Abdjul et al., 2022). For example, brands such as Nike and Starbucks have successfully leveraged Instagram to increase brand awareness, showcase new products, and drive promotions, which have a positive impact on consumer purchasing decisions (Prasetya et al., 2020). Thus, optimizing content marketing on Instagram has proven effective in increasing sales and building a successful marketing strategy (Supriyadi et al., 2017).

2.5 Relationship of Brand Image to Purchasing Decisions

Brand image is a consumer's perception of a brand based on experience, knowledge, and interactions that include attributes, benefits, personality, values, and culture associated with the brand. A positive brand image can increase consumer confidence in product quality, reduce perceived risk, and strengthen the perception of product value, thereby driving purchasing decisions. Consumers tend to be more trusting and loyal to brands with a strong image, even willing to pay more for products from that brand. This shows that a good brand image not only influences current purchasing decisions but also builds long-term loyalty. By creating a positive brand image, companies can differentiate themselves from competitors, influence consumer behavior, and improve business performance (Pratamasari & Sulaeman, 2022; Abdjul et al., 2022).

III. RESEARCH METHODS

3.1 Location and Object of Research

The object of this research is the Yotta beverage brand (PT. Yotta Berkah Mulia) in Kendari City. This research was conducted at 2 Yotta branches located at Jl. Jend. AH. Nasution, Kambu, Kambu District, Kendari City, Southeast Sulawesi. This research was conducted in August-completed in 2024.

3.2 Population and Sample

In this study, to measure the influence of content marketing on Instagram and brand image on purchasing decisions for Yotta beverage products in Kendari City, the population in this study is Yotta consumers in Kendari City whose number is unknown/unlimited. Not all consumers actively use Instagram, and not all Yotta consumers have seen or followed Yotta's Instagram account (@Yotta_id), this is what will be used as a sample in this study. The sampling technique in this study uses a nonprobability sampling technique, which is a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample. The sampling method used is purposive sampling, which is a method of determining samples with certain considerations (Sugiyono, 2018). In this study, the Lemeshow formula was used in taking samples, this is because the population is infinite or unknown. From the formula above, it is concluded that the sample needed is 96 respondents.

3.3 Types and Sources of Data

The types and sources of data needed in this study consist of primary data and secondary data. Primary data is the main data in this study, namely the questionnaire data given to respondents in this study. Secondary data is data obtained indirectly, either in the form of information or literature related to the study.

IV. RESULTS AND DUSCUSSIONS

4.1. Results

4.1.1 Normality Test

The test results of the data are considered to be normally distributed and the regression model used is stated to be unbiased according to the assessment criteria in one-sample kolmogorov smirnov, namely a significance value > 0.05. The results of the normality test with SPSS can be seen in table 1 below:

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			96
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		3.51934442
Most Extreme Differences	Absolute		.081
	Positive		.066
	Negative		-.081
Test Statistic			.081
Asymp. Sig. (2-tailed) [c]			.157
Monte Carlo Sig. (2-tailed) [d]	Sig.		.138
	99% Confidence Interval	Lower Bound	.130
		Upper Bound	.147

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 221623949.

4.1.2 Multicollinearity Test

Multicollinearity test is needed in research with the aim of determining the correlation between content marketing variables (X1) and brand image (X2). There should be no multicollinearity between content marketing and brand image so that the regression model is not biased. The following is table 4.10 which shows the results of the multicollinearity test with the SPSS program:

Coefficientsª		
	Collinearity Statistics	
Model	Tolerance	VIF
1 (Constant)		
Content Marketing (X1)	.548	1.824
Brand Image (X2)	.548	1.824

Source: Primary Data processed with SPSS, 2024

Table 2 shows the VIF of content marketing (X1) which is 1.824 < 10 and the VIF of brand image (X2) which is 1.824 < 10. The Tolerance value of content marketing (X1) is 0.548 > 0.10 and brand image (X2) is 0.548 > 0.10. This means that there is no multicollinearity in the data.

4.1.3 Heteroscedasticity Test

This test is needed in research with the aim of determining the inequality of the variants of content marketing (X1) and brand image (X2) in the regression model. In order for the regression model not to be biased, heteroscedasticity should not occur. The following is table 4.11 of the results of the heteroscedasticity test with the Breusch-Pagan test using SPSS:*Tabel 3 Hasil Uji Heteroskedatisitas Dengan Metode Uji Breusch-Pagan*

Coefficientsª	
Model	Sig.
1 (Constant)	.026
Content Marketing (X1)	.205
Brand Image (X2)	.552

Dependent Variable: Purchase Decision (Y)
Source: Primary Data processed with SPSS, 2024

From the regression above, the SPSS output analysis shows the significance value of content marketing (X1) of 0.205> 0.05 and brand image (X2) of 0.552> 0.05. It can be concluded that there is no heteroscedasticity, because the significance value obtained is greater than 0.05.

4.1.4 Results of Multiple Linear Regression Analysis

The multiple linear regression data analysis method is used to determine the effect of independent variables (free variables), namely content marketing and brand image on the dependent variable (bound variable), namely purchasing decisions. The results of the multiple linear regression analysis that test the effect of the content marketing variables (X1) and brand image (X2) on the purchasing decision variable (Y) of Yotta Kendari consumers can be seen in table 3 below:

Coefficientsª					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
1 (Constant)	6.690	3.372		1.984	.050
Content Marketing (X1)	.251	.058	.365	4.326	<,001
Brand Image (X2)	.632	.106	.505	5.979	<,001

Dependent Variable: Purchase Decision (Y)
Source: Primary Data processed with SPSS, 2024

Based on table 5 above, it can be concluded that the consumer purchasing decision variables of Yotta Kendari are influenced by several variables used in this study, so that the following equation is obtained:

$$Y = 6.690 + 0.251 (X1) + 0.632 (X2) + e$$

Based on the results of the equation above, the magnitude of the influence of each independent (free) variable on the dependent (bound) variable can be explained as follows:

1. A constant of 6,690, can be interpreted that if the content marketing and brand image variables are zero, then the purchasing decision variable has a value of 6,690.
2. The regression coefficient for the content marketing variable (X1) is 0.251, this value indicates a positive or unidirectional influence of the content marketing variable (X1) on the purchasing decision variable (Y). This means that every increase of one (1) unit of content marketing increases the level of purchasing decisions by 0.251 units, and vice versa. So it can be concluded that the more attractive the content marketing on the Yotta Instagram account, the greater the potential for consumer purchasing decisions.
3. The regression coefficient for the brand image variable (X2) is 0.632, this value indicates a positive or unidirectional influence of the brand image variable (X2) on the purchasing decision variable (Y). This means that every increase of one (1) unit of brand image increases the level of purchasing decisions by 0.632 units, and vice versa. So it can be concluded that the better the brand image that Yotta has, the greater the potential for consumer purchasing decisions.

Table 6 Results of Correlation and Determination Test (R² Test)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798ᵃ	.636	.629	4.126

Predictors: (Constant), *Brand Image* (X2), *Content Marketing* (X1)
Source: Primary Data processed with SPSS, 2024

Based on the results of data processing in table 4.14 above, the correlation coefficient value obtained is 0.798. This shows that the closeness of the direct relationship between the content marketing and brand image variables on purchasing decisions is 0.798. This value is included in the strong category. Thus, it can be concluded that there is a strong relationship between the content marketing and brand image variables on Yotta consumer purchasing decisions.

4.1.5 Simultaneous Test (F Test)

Simultaneous hypothesis testing (F test) aims to determine the effect of the independent (free) variables of content marketing and brand image together on the dependent (bound) variable of purchasing decisions. The F test can be done by comparing the significant value of F with the alpha value (tolerance value) as follows:

1. If the sig value <0.05 then Ha is accepted and Ho is rejected or
2. If the sig value> 0.05 then Ha is rejected and Ho is accepted*Tabel 7 Hasil Uji F*

ANOVAᵃ					
Model	Sum of Squares	df	Mean Square	F	Sig.
ɔn	2770.284	2	1385.142	81.370	<,001ᵇ
	1583.122	93	17.023		
	4353.406	95			

a. Dependent Variable: Purchase Decision (Y)
b. Predictors: (Constant), *Brand Image* (X2), *Content Marketing* (X1)
Source: Primary Data processed with SPSS, 2024

Based on table 6 above, a significance value of 0.001 <0.05 is obtained, so it can be concluded that all independent (free) variables of content marketing and brand image simultaneously or together have a significant influence on the dependent (bound) variable of purchasing decisions. Thus, hypothesis 1 (H1) in this study is accepted.

4.2 Discussion

4.2.1 The Influence of Content Marketing on Instagram and Brand Image on Purchasing Decisions

The results of the F test show that content marketing (X1) and brand image (X2) simultaneously have a positive and significant effect on purchasing decisions (Y), with an F value of 81.370 and a significance of 0.001 <0.05. The coefficient of determination of 0.629 indicates that the two variables explain 62.9% of the variation in purchasing decisions, while 37.1% is influenced by other variables. Respondents, namely Yotta Kendari consumers who are active on Instagram, stated that effective content marketing and a positive brand image from the Instagram account @yotta_id influenced their purchasing decisions. This study is in line with the findings of Hayati & Sudarwanto (2024) and Adilla & Hendratmoko (2023), which showed a significant influence of content marketing and brand image on purchasing decisions. Keller's (2013) Customer-Based Brand Equity (CBBE) theory supports these results, explaining that a positive brand image increases consumer trust and accelerates purchasing decisions. Relevant and interesting content not only strengthens brand image but also encourages consumers' emotional connection with the brand, so that both variables are key to increasing sales and business growth.

4.2.2 The Influence of Content Marketing on Instagram on Purchasing Decisions

The results of the t-test show that partially, content marketing (X1) has a positive and significant effect on purchasing decisions (Y) with a significance value of 0.001 <0.05, so Hypothesis 2 (H2) is accepted. Yotta Kendari consumers, who are active Instagram users and have followed the @yotta_id account, consider Yotta's content marketing to be interesting and effective in influencing their purchasing decisions. These results are consistent with research by Dewi et al. (2023), which found a significant positive effect of content marketing on purchasing decisions on the Shopee application, as well as research by Mahardini et al. (2023), which stated that content marketing has a significant partial effect on purchasing decisions. Andreas (2013) supports this finding with his theory that content marketing aims to understand audience needs through relevant and interesting content, helping companies achieve business goals. Content marketing plays an important role in building brand awareness, increasing engagement, and strengthening relationships with customers. By utilizing strategies such as influencer marketing, Yotta can further improve the quality of its content marketing to support consumer purchasing decisions.

4.2.3 The Influence of Brand Image on Purchasing Decisions

The results of the t-test show that partially, brand image (X2) has a positive and significant effect on purchasing decisions (Y) with a significance value of 0.001 <0.05, so Hypothesis 3 (H3) is accepted. Yotta Kendari consumers, who are active Instagram users and have followed the @yotta_id account, stated that Yotta's good brand image influences their purchasing decisions. This study is in line with Juharsah et al. (2023) and Herawati & Putra (2023), who found that brand image partially has a significant positive effect on purchasing decisions. Rangkuti (2004) explains that brand image is an impression that lingers in the minds of consumers regarding a brand, and a positive image that continues to be built can increase consumer trust and the likelihood of purchasing. A positive brand image strengthens consumer perceptions of the quality, reliability, and value of a product, thereby accelerating purchasing decisions and reducing doubts. Based on these results, Yotta is advised to maintain its reputation and improve its brand image, especially through social media, to encourage consumer purchasing decisions.

V. CONCLUSION

Based on the data analysis and research results conducted, the following conclusions can be drawn:

1. Content marketing and brand image simultaneously or together have a positive and significant effect on consumer purchasing decisions of Yotta in Kendari City. This means that the better the content marketing and positive brand image, the higher the level of consumer purchasing decisions.
2. Content marketing has a positive and significant effect on consumer purchasing decisions of Yotta in Kendari City. This means that the better the content marketing created by Yotta, the higher the potential for consumer purchasing decisions.
3. Brand image has a positive and significant effect on consumer purchasing decisions of Yotta in Kendari City. This means that the more positive Yotta's brand image, the higher the potential for consumer purchasing decisions.

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