
The Influence of Copywriting, Content Marketing, and Social Media Marketing on Purchase Decisions in E-Commerce

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Abstract

Research aim : This study aims to analyze the influence of Copywriting, Content Marketing, and Social Media Marketing on purchase decisions in e-commerce.

Design/Method/Approach : This study uses a causality quantitative method, where multiple linear regression analysis is applied, data is collected from 80 respondents selected using a simple random sampling technique from a population of 337 students of the Management study program of Universitas Nusantara PGRI Kediri class of 2021 who are actively using e-commerce platforms, research variables include purchase decisions as dependent variables, as well as copywriting, content marketing, and social media marketing as independent variables.

Research Finding : The results of the study show that copywriting does not have a significant effect on purchase decisions. In contrast, content marketing and social media marketing have a significant influence on purchasing decisions. Simultaneously, these three variables have a significant effect with a contribution of 58.8%.

Theoretical contribution/Originality : This research emphasizes the importance of content marketing and social media marketing in digital marketing, especially in e-commerce and fills research gaps related to the combination of these three strategies.

Practitioner/Policy implication : This research provides practical insights for e-commerce business people to prioritize content marketing and social media marketing strategies to increase the effectiveness of digital marketing campaigns.

Research limitation : This research is limited to students as respondents so that the results can not be generalized, further research is recommended to expand the scope of respondents and explore additional variables that may influence purchase decisions.

Keywords : Copywriting, Content Marketing, Social Media Marketing, Purchase Decisions, E-Commerce.

1. Introduction

The development of digital technology not only changes people's consumption patterns but also encourages innovation in digital payment systems. One form of financial technology

(fintech) implementation in the world of e-commerce is a Quick Response Code (QR Code) based payment system, such as the Quick Response Code Indonesian Standard (QRIS) developed by Bank Indonesia. QRIS allows transactions to be more efficient, fast, and integrated with various digital platforms such as mobile banking and e-wallets [1]. Based on the report We are social [2], internet users in Indonesia reached 185.3 million people, with 139 million of them actively using social media. This number reflects the great potential for consumer change before making a purchase decision. In this context, e-commerce is one of the fastest-growing sectors, providing convenience for consumers to make transactions at any time. Various e-commerce platforms such as Shopee, Tokopedia, Lazada and Tiktokshop, are now part of people's lifestyles creating business opportunities to expand their market reach through digital marketing strategies. However, to be able to compete in an increasingly competitive market, business people must optimize various elements of digital marketing, such as copywriting, content marketing, and social media marketing.

Copywriting is a writing art and technique that aims to attract consumers' attention through persuasive messages. The art of effective writing or commonly called copywriting can be likened to a salesman in letters or words. With accurate copywriting techniques, the same 2 products can get different responses and conversions [3]. In the digital context, copywriting has an important role as part of a marketing strategy to influence purchasing decisions. However, research related to copywriting shows mixed results. In previous research by [4] found that copywriting did not have a significant influence on buying interest in the food and beverage sector. In contrast, research [5] revealed that copywriting can have a significant influence on buying interest in the culinary sector in Sidoarjo. These inconsistent results point to the need for more research to understand how copywriting affects consumers, especially in the context of e-commerce that offers a competitive environment and direct interaction between consumers and e-commerce companies.

In addition to copywriting, content marketing also has a strategic role in attracting consumers' attention. According to Pulizzi (2014), content marketing is the art of creating and distributing valuable content to attract and retain audiences with the ultimate goal of driving profitable consumer actions. That relevant and interesting content marketing has a significant influence on buying interest [6]. However, research shows that content marketing does not have a significant influence on certain MSMEs, indicating effectiveness based on the type of business [7]. Although content marketing has been extensively researched, most research has focused only on its effect on buying interest. Further research is needed to examine how content strategies can directly influence purchasing decisions, which is a real action in people's consumption cycles.

Another important element in digital marketing is social media marketing, which provides opportunities big for e-commerce business actors to build interaction with consumers directly. Social media marketing has a significant influence on buying interest at Fortunate

Coffee Cemara Asri, Medan [8]. Meanwhile, other research found that the same strategy was not significant in the beauty salon business. This variation in results shows that the effectiveness of social media marketing can be affected by the characteristics of the industry [9]. However, most of the research only focuses on MSMEs or local businesses without exploring the potential of social media marketing in the context of larger and dynamic e-commerce.

Previous research found that the influence of copywriting, content marketing, and social media marketing in MSMEs Mika Hijab Solo [10]. It has been shown that content marketing and social media marketing have a significant influence, while copywriting does not. The study only focused on local MSMEs so that the scope of respondents in the previous study was limited and it was difficult to generalize the results of the research. In addition, previous studies have often focused on buying interest and have not fully tested the effectiveness of digital marketing strategies in improving real purchasing decisions.

This study aims to analyze the effect of copywriting, content marketing, and social media marketing on purchasing decisions in e-commerce. By expanding the scope of respondents among active e-commerce users. More specifically, this study will test whether the combination of copywriting, content marketing, and social media marketing will provide better results compared to the application of each strategy separately. Therefore, the digital marketing strategy consisting of copywriting, content marketing, and social media marketing needs to be analyzed thoroughly to see its impact on consumer purchasing decisions. These three elements are interrelated: copywriting is the main component in delivering persuasive messages, content marketing acts as an educational tool and provider of sustainable added value, and social media marketing is a distribution channel and interaction medium that builds closeness with consumers. The combination of the three is believed to create a greater influence on purchasing decisions. Based on this connection, this research develops a hypothesis that each variable has an influence both partially and simultaneously on purchasing decisions.

By understanding the influence of copywriting, content marketing, and social media marketing on purchasing decisions, it is hoped that this research can contribute to e-commerce businesses in developing more effective digital marketing strategies. In addition, the results of this study can also provide benefits for marketing academics and practitioners who are interested in the field of digital marketing through e-commerce platforms.

1.1. Problem Statement

In the digital era marked by the rapid development of information technology, e-commerce has become one of the factors that has grown significantly in Indonesia. However, fierce competition in the e-commerce environment requires businesses to develop effective digital marketing strategies, especially through elements of copywriting, content marketing, and social media marketing. Although previous studies have shown great potential from these three elements, the results obtained tend to be mixed. Some studies identify that copywriting

has a significant influence on purchasing decisions, while others have found no such relationship. Similarly, the effectiveness of content marketing and social media marketing often depends on the type of industry or business, creating inconsistencies in existing findings. In addition, most of the research only focuses on buying interest without directly examining the influence of digital marketing strategies on purchasing decisions as a real action of consumers. Therefore, further research is needed by involving students of the management study program of Universitas Nusantara PGRI Kediri class of 2021 who use an e-commerce platform. This student has direct experience related to digital marketing so that it can provide relevant insights into the influence of copywriting, content marketing, and social media marketing on purchase decisions in e-commerce.

1.2. Research Objectives

This study aims to analyze the influence of copywriting, content marketing, and social media marketing on purchase decisions on e-commerce platforms by involving respondents of the 2021 Nusantara University PGRI Kediri management study program students who use e-commerce platforms.

2. Method

This study uses a quantitative causality method, which aims to test the influence of copywriting, content marketing and social media marketing on purchase decisions. The quantitative approach was chosen because it was able to explain the cause-and-effect relationship objectively and measurably. This research was conducted on students of the Management study program of Universitas Nusantara PGRI Kediri class of 2021 who used an e-commerce platform, with a total population of 337 students. The number of samples was calculated using the Slovin formula with an error rate of 10%, so that 80 respondents were obtained. The sample appearance technique was performed at random with simple (*simple random sampling*), which provides equal opportunities for every member of the population.

The reason for selecting these respondents is because students in that generation are digital natives who actively use various e-commerce platforms in their daily lives. They have also received courses related to digital marketing, so they are considered to have relevant understanding and experience to objectively assess the influence of digital marketing strategies on purchasing decisions. The data collection technique used a 1-5 Likert Scale-based questionnaire, a commonly used measuring tool in quantitative methods. The data analysis technique uses multiple linear regression. In this study, purchasing decisions (Y) are the dependent variable, while the independent variables include copywriting (X1), content marketing (X2) and social media marketing (X3).

Validity Test

Based on the validity test carried out on the statement items of the four variables Copywriting (X1), Content Marketing (X2), Social Media Marketing (X3) and Purchase Decision (Y). The results of the analysis show that all statement items have a greater r-count value than the r-table value at a significance level of 5% ($\alpha = 0.05$).

With a sample of 80 respondents, the r-table value based on the formula ($df = n - 2 = 80 - 2 = 78$) is 0.2199 if rounded to 0.220. The calculation results show that the calculated r value for each statement item is in the range of 0.597 to 0.827, which means that all items are valid and can be used as a tool to measure research variables.

Reliability Test

The following are the results of reliability testing:

Table 1. Reliability Test Results

Variable	Cronbach's Alpha	Significant	Description
Copywriting (x1)	0.837	0.6	Reliable
Content Marketing (X2)	0.902	0.6	Reliable
Social Media Marketing (X3)	0.867	0.6	Reliable
Purchase Decision (Y)	0.853	0.6	Reliable

Source: SPSS Data Processing Results.

Table 1 shows that the magnitude of Cronbach's alpha coefficient in all four variables is greater than 0.6, thus the questionnaire on the four variables is declared reliable.

With the fulfillment of the validity and reliability tests, the research instruments used are declared feasible and reliable for measuring each variable in this study.

3. Results and Discussion

Respondent Description

Respondents in this study were 80 students who were students of the Management Study Program of Universitas Nusantara PGRI Kediri class of 2021, all of whom were active users of the e-commerce platform. Based on gender, the majority of respondents were female as many as 64 people (80.0%), while 16 people (20.0%) were male. The age range of respondents ranged from 20 to 23 years, with an average age of 21.8 years.

This description shows that the majority of respondents have online shopping experience, so the information provided can be used as a valid basis in analyzing the influence of digital marketing variables on purchasing decisions.

Linear Regression Classical Assumption Test

Classical assumptions are a series of tests performed in linear regression analysis to ensure that the regression model used meets the underlying assumptions. This is important to ensure that the regression estimates are valid, unbiased and reliable for decision-making or data interpretation. The classical assumption test aims to evaluate the feasibility of the model before conducting further analysis.

Normality Test

This normality test was carried out by the Kolmogorov Smirnov test. The normality testing procedure is to test for residual (e_i).

H_0 : Residual is normally distributed (e_i).

H_1 : Residual is not normally distributed (e_i)

The criteria used are if the significant value is greater than 0.05 then it fails to be rejected and vice versa if the nominal value is less than 0.05 then it is rejected H_0 .

Table 2. Kolmogorov-Smirnov Test Results

		One-Sample Kolmogorov-Smirnov Test	Unstandardized Residual
N		80	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.62529758	
Most Extreme Differences	Absolute	.086	
	Positive	.049	
	Negative	-.086	
Test Statistic		.086	
Asymp. Sig. (2-tailed)		.200^{c,d}	

Source: SPSS Data Processing Results.

Table 2 shows that the Asymp values. Sig 0.200 > 0.05. then it fails to be rejected. It means that the residual is distributed normally $> H_0$.

Multicollinearity Test

If the VIF value is less than 10 or the tolerance value is greater than 0.1, then regression does not occur multicollinearity.

Table 3. Multicollinearity Test Results

Type		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.487	2.714		2.390	.019		
	COPYWRITING	.021	.123	.020	.170	.865	.394	2.535
	CONTENT	.246	.087	.368	2.820	.006	.318	3.146
	MARKETING							
	SOCIAL MEDIA	.341	.104	.425	3.299	.001	.326	3.069
	MARKETING							

a. Dependent Variable: PURCHASING DECISION

Source: SPSS Data Processing Results.

Table 3 shows that the VIF value of the Copywriting variable (X1) is $2.535 < 10$ and the tolerance value is $0.394 > 0.1$. The VIF value of the Content Marketing variable (X2) is $3.146 < 10$ and the tolerance value is $0.318 > 0.1$. The VIF value of the Social Media Marketing variable (X3) is $3.069 < 10$ and the tolerance value is $0.326 > 0.1$. So it can be concluded that there are no symptoms of multicollinearity or the assumption that the multicollinearity test has been fulfilled.

Heteroscedasticity Test

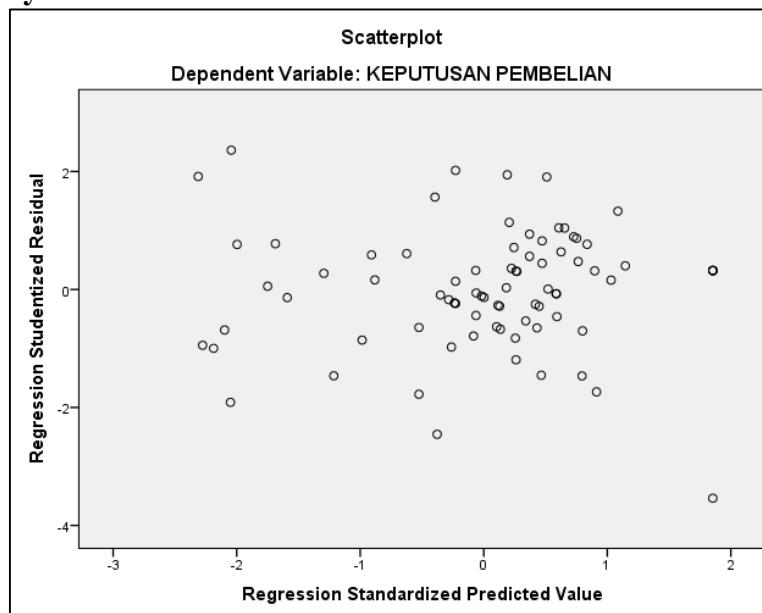


Figure 1. Heteroscedasticity Test Results

Source: SPSS Data Processing Results.

Figure 1 shows that the randomly spread dots do not form a pattern and are above zero and below zero, so it can be concluded that the assumption of heteroscedasticity has been met.

Autocorrelation Test

To find out the regression model, it is said that there is no autocorrelation if the Durbin Watson value is between $du/d - 4 - du$, where du is determined based on the Durbin Watson table.

Table 4. Autocorrelation Test

Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.767a	.588	.572	2.677	2.259

a. Predictors: (Constant), SOCIAL MEDIA MARKETING, COPYWRITING, CONTENT MARKETING

b. Dependent Variable: PURCHASING DECISION

Source: SPSS Data Processing Results.

Table 4 shows that the resulting Durbin Watson (dw) value is 2.259, the value (du) is 1.715 so $4 - du = 4 - 1.715 = 2.285$. Therefore, it can be concluded that the Durbin Watson (DW)

value is located between (Du) to 4-U where $1.175, < 2.259, < 2.285$. So that the assumption of autocorrelation has been fulfilled.

Multiple Linear Regression Test

Table 5. Multiple Linear Regression Test Results

Type	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.487	2.714		2.390	.019
COPYWRITING	.021	.123	.020	.170	.865
CONTENT					
MARKETING	.246	.087	.368	2.820	.006
SOCIAL MEDIA					
1 MARKETING	.341	.104	.425	3.299	.001

a. Dependent Variable: PURCHASING DECISION

Source: SPSS Data Processing Results.

Table 5 shows the results of multiple linear regression analysis, so the equation is obtained:

$$Y = 6.487 + 0.021X1 + 0.246X2 + 0.341X3$$

The regression equation describes the relationship between the three variables partially, it is concluded:

- a = 6,487, meaning that if Copywriting (X1), Content Marketing (X2) and Social Media Marketing (X3) are assumed to have no influence at all (=0), then the Purchase Decision is 6,487.
- b1 = 0.021, meaning that if Copywriting (X1) increases by 1 (one) unit, Content Marketing (X2) and Social Media Marketing (X3) remain the same, the Purchase Decision will increase by 0.021.
- b2 = 0.246, meaning that if Content Marketing (X2) increases by 1 (one) unit, Copywriting (X1) and Social Media Marketing (X3) remain the same, the Purchase Decision will increase by 0.246.
- b3 = 0.341, meaning that if Social Media Marketing (X3) increases by 1 (one) unit, Copywriting (X1) and Content Marketing (X2) remain the same, the Purchase Decision will increase by 0.341.

Coefficient of Determination Test
Table 6. Determination Coefficient Test Results
Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767a	.588	.572	2.677

a. Predictors: (Constant), SOCIAL MEDIA MARKETING, COPYWRITING, CONTENT MARKETING

b. Dependent Variable: PURCHASING DECISION

Source: SPSS Data Processing Results.

Table 6 shows the value of R-Square = 0.588, so it can be concluded that the influence of Copywriting (X1), Content Marketing (X2), and Social Media Marketing (X3) on Purchase Decisions (Y) is 58.8%. This means that there is still an influence of other variables of 41.2% that affect Purchase Decisions but were not researched in this study.

Test t (Partial/Individual Influence)
Table 7. Test Results t (partial)

Coefficients ^a						
Type	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta	t	Sig.	
(Constant)	6.487	2.714		2.390	.019	
COPYWRITING	.021	.123	.020	.170	.865	
CONTENT						
MARKETING	.246	.087	.368	2.820	.006	
SOCIAL MEDIA						
1 MARKETING	.341	.104	.425	3.299	.001	

a. Dependent Variable: PURCHASING DECISION

Source: SPSS Data Processing Results.

There is a significant influence if the value of t is calculated $> t$ table or $sig. < 0.05$ in a 2-way test then $\alpha = 0.05/2 = 0.025$. The value of the t table is obtained from $df = n-k-1 = 80-3-1 = 76$, at $sig. 0.025$ is 1.199. So it can be concluded:

- It is known in the Copywriting variable (X1) the value of $t = 0.170 < 1.199$ with $sig. 0.865 > 0.05$ so that H_0 = irresistible. This means that Copywriting (X1) partially does not have a significant effect on the Purchase Decision (Y).
- In the Content Marketing variable (X2) the value of t is calculated $= 2.820 > 1.199$ with $sig. 0.006 < 0.05$ so that H_0 is rejected. This means that Content Marketing (X2) partially has a significant effect on Purchase Decisions (Y).

c. In the Social Media Marketing variable (X3), the value of $t = 3.299 > 1.199$ with sig. $0.001 < 0.05$ so that H_0 is rejected. This means that Social Media Marketing (X3) partially has a significant effect on Purchase Decisions (Y).

F Test (Simultaneous Influence)

Table 8. Test Result F (Simultaneous)

ANOVA ^a						
Type	Sum of Squares	Df	Mean Square	F	Sig.	
Regression	777.717	3	259.239	36.185	.000b	
1	Residual	76	7.164			
	Total	79				

a. Dependent Variable: PURCHASING DECISION

b. Predictors: (Constant), SOCIAL MEDIA MARKETING, COPYWRITING, CONTENT MARKETING

Source: SPSS Data Processing Results.

Table 8 shows the value of F count = $36.185 > 2.72$ with sig. $0.000 < 0.05$ until H_0 are rejected. This means that together Copywriting (X1), Content Marketing (X2), and Social Media Marketing (X3) have a significant influence on Purchase Decisions (Y).

Discussion

The results of this study indicate a variation in the influence of the three independent variables, namely copywriting, content marketing, and social media marketing on purchasing decisions on e-commerce platforms. Based on the partial test results (t test), it is found that each variable has a different influence.

Relationship Between Copywriting With Purchasing Decisions

The variable copywriting was found to have no significant influence on the purchase decision, as indicated by a significance value of 0.865 which was greater than 0.05. These findings identify that while copywriting has the potential to capture consumers' attention through persuasive messaging, it is not powerful enough to directly influence purchasing decisions in the context of e-commerce. This factor is likely due to the more visual and interactive nature of e-commerce, so consumers tend to rely on other elements. The results of this study are in line with previous research [4], which also found that copywriting has no significant effect on purchase intention in the food and beverage sector mediated by brand awareness in Instagram users.

Relationship Between Content Marketing With Purchasing Decisions

The content marketing variable has a significant effect on purchase decisions, as indicated by a significance value of 0.006 which is less than 0.05. This shows that relevant, informative and engaging content can effectively influence the purchase decision. A good content marketing strategy not only attracts consumers' attention, but also provides added value, such as providing education about products or services, building trust, and strengthening

emotional relationships with consumers. Therefore, content marketing is one of the most important strategies for business people to increase competitiveness in e-commerce. This research supports previous research [6], where the author mentions that relevant and interesting content marketing has a significant influence on consumer buying interest.

The Relationship Between Social Media Marketing With Purchasing Decisions

Social media marketing variables show a significant influence on purchasing decisions with a significant value of 0.001. Social media as a marketing platform has become a very effective tool for building more personal interactions, trust, and connections with consumers. In the context of e-commerce, social media provides additional advantages by providing features such as targeted ads, customer reviews and ease of sharing consumer experiences. The results of this study are in line with previous research [8], the authors found that social media marketing has a significant influence on buying interest in Fortunate Coffee Cemara Asri, Medan.

The Relationship Between The Three Copywriting Variables, Content Marketing And Social Media Marketing With Purchasing Decisions

Simultaneously, these three variables have a significant influence on purchasing decisions, as evidenced by the F test with a significant value of 0.000 which is smaller than 0.05. This shows that the combination of copywriting, content marketing, and social media marketing strategies can have a greater impact if applied together. The resulting regression model shows that 58.8% of the variability in purchasing decisions can be explained by these three variables, while the remaining 41.2% is influenced by other factors not examined in this study.

4. Conclusion

The study concluded that of the three variants tested, content marketing and social media marketing had a significant influence on purchasing decisions in e-commerce, while copywriting did not show a significant influence. This study strengthens previous research, the effect of copywriting, content marketing, and social media marketing on MSMEs Mika Hijab Solo, showing that content marketing and social media marketing have a significant influence, while copywriting does not. Simultaneously, the three variables have a significant influence with the ability to explain variability of 58.8%. These findings show that content marketing and social media marketing strategies can be a major factor in improving consumer purchasing decisions on e-commerce platforms.

This research contributes to the scientific field, especially digital marketing literature, by highlighting the importance of combining content marketing and social media marketing strategies in the context of e-commerce. In practical terms, these findings provide guidance for e-commerce businesses to focus their resources on engaging content-based marketing strategies and interactive social media to improve the effectiveness of their marketing campaigns. The uniqueness of this study lies in the simultaneous exploration of the three digital marketing variables, which has not been widely done in the context of e-commerce.

Limitations in this study include the limited scope of respondents to students, so the results may not be generalizable to a wider population of e-commerce users. In addition, there are still other variables that affect purchase decisions but are not examined in this study. The agenda in the next study is suggested to include an expansion of the respondents, both in terms of demographics and geography, as well as the exploration of other relevant variables to provide a more comprehensive understanding of purchase decisions in e-commerce.

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