The Influence of Content Marketing, Online Customer Review, and Product Quality on the Purchase Decision of Mossdoom Bags, Faculty of Economics and Business, Universitas Nusantara PGRI Kediri

Metta Uppalavana[1]*, Bastaumi Muslimi[2]

[1,2]University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No.76, Mojoroto, Kediry City, East Java, 64112, Indonesia

uppalavanametta@gmail.com[1], basthoumi@unpkediri.ac.id[2]

*corresponding author

Article Information	Abstract
	*Research goal : This **research** was conducted to determine the influence of content marketing, online customer reviews, and product quality on purchase decisions either or simultaneously* ***Design/Methode/Approach:*** *This research employs a quantitative methodology utilizing a methods. The study's population consists of students from the Faculty of Economics and Business at UNP Kediri, specifically those from cohorts 21 to 24. The quantity of samples is established based on Rosco's theory, which stipulates that the number of variables should be multiplied by ten. Consequently, this results in a calculation of 10 multiplied by 4, yielding a total of 40 samples. Data collection was conducted via a questionnaire survey disseminated through the online platform Google Forms. The survey included statements that respondents rated on a scale from 1 to 5, ranging from "disagree" to "strongly agree." For data analysis, multiple linear regression techniques were employed, utilizing IBM SPSS software.* ***Research Finding:*** *The findings of this research indicate that content marketing, online customer reviews, and product quality have a substantial impact.* ***Theoretical contribution/Originality:*** *This research may serve as a valuable resource for future scholars examining the impact of marketing content, online customer reviews, and product quality on the purchase decisions related to Mossdoom bags.* ***Practitionel/Policy implication:*** *This research is expected to help mossdoom in developing the right marketing strategy by optimizing the use of Content Marketing, Online Customer Review, and product quality to improve purchase decisions* ***Research limitation :*** *This research seeks to assess the impact of content marketing, online customer reviews, and product quality on the purchase decisions regarding Mossdoom bags among students at the Faculty of Economics and Business at UNP Kediri.* ***Keywords :*** *content marketing, online customer review, product quality, purchase decision*

1. Introduction

In recent years, the rapidly growing fashion trend has brought significant changes to consumer awareness of the importance of appearance. One of them can be seen in the increasing consumer attention to the selection of accessories, especially in bags. As explained [1]

In fashione trends in Indonesia are now developing rapidly and undergoing changes in a short time. So that people began to pay attention to their appearance to look attractive, fashionable, and modern. This causes companies to be seen in the field of fashion bags, needing to know what factors make consumers make purchase decisions.

According to Tjiptono (2015), purchase decisions are a series of stages conducted by consumers encounter their necessities and desires, which are divided into three main stages, namely pre-purchase, consumption, and post-purchase evaluation. According to Kotler & Keller (2008) Purchase decisions involve several Phases in the consumer purchasing process, from recognizing the problem to finally reaching a purchase decision. The growing consumer awareness of the importance of fashion as part of the modern lifestyle has changed the way individuals perceive clothing and accessories. Fashion is no longer just a basic necessity, but also a tool to express identity, show personality, and keep up with trends. Consumers are increasingly aware of the importance of choosing mossdoom bag products that are not only functional, but also able to provide aesthetic value, comfort, and sustainability. The product quality factor is currently the dominant factor that influences The buying decision by consumers. According to [4] Consumer purchasing decisions are influenced by a variety of factors, including financial economics, technology, cultural politics, products, location prices, promotions, physical evidence, people, and processes. As a result, consumers' attitudes towards the information processing process and decision-making is grounded in their response to the products they will buy. The purchase choices is a very important final stage in consumer behavior, where individuals are faced with the choice to buy or not to buy a product. Purchase decisions are influenced by a variety of interrelated factors.

In addition to the purchase decision, *conten marketing* is an influential source of information in purchasing decisions. According to [5], content marketing constitutes a strategy of marketing that aimed at the planning, creation, and dissemination of content designed to engage a specific target audience and subsequently convert them into customers. Within this framework, social media content marketing is pivotal in delivering valuable information to consumers, thereby fostering a connection that encourages ongoing engagement with the brand. To attract customers and persuade them to buy the advertised goods, content marketing seeks to enlighten them [7]Content marketing business strategy involves the creation of quality information with the aim of interacting with target consumers. Overall, Mossdoom's success in leveraging content marketing, user reviews, and recommendations from consumer social networks demonstrates the importance of an integrated communication strategy. With a focus on innovation and customer satisfaction, Mossdoom is able to maintain its relevance in a competitive market.

According to [7] Online customer service reviews easily publish internet reviews and comments about various products. According to [8], Online Customer Reviews is information that is considered credible and trustworthy by companies to help consumers in determining products. In the context of women's bags on Shopee, these reviews can include the customer's experience with the product purchased, the quality of the product, and overall customer satisfaction. This phenomenon is an important issue because customer reviews can significantly influence purchasing decisions. Customer reviews left on the Shopee platform have a great influence on the purchase of women's bags. Customers will read these reviews to rate the quality of the product, its fit to their needs, and the overall buying experience. [9]

Online customer reviews (OCR) is a type of online review that consumers provide about various aspects of a product. This information enables customers to leverage reviews and

experiences shared by prior purchasers of products from online retailers, allowing them to assess the quality of the items they are interested in.

According to [10], Product. quality is a vital element of business that deserves careful consideration from consumers. This is especially significant for individuals who strive to maintain the standards of the products we intend to promote. The quality of a product plays a crucial role in influencing consumer decisions. For consumers, product quality is the main aspect that needs to be considered. They tend to choose products with higher quality than other similar products, as long as the product is able to meet their needs and desires. Companies rely heavily on product quality because without products, companies will not be able to run their businesses [11] .

Mossdoom was founded by a group of creative young people who have a vision to create local bag products with international quality, but still accessible to the people of Indonesia. The history of Mossdoom began with a simple idea to present a bag that not only serves as a container for goods but can also be part of the modern lifestyle. The brand began its business journey with the production of canvas-based bags with minimalist designs, which at that time were in demand by the local fashion market. As time progressed, Mossdoom not only focused on minimalist design but also began to experiment with a variety of new styles, including bags with a modern and futuristic twist. This demands the freedom of students to do or not to do an action [12]The Mossdoom brand as one of the growing local bag manufacturers. Mossdoom bags are known for their unique designs, good quality materials, and competitive prices. However, to maintain its position in an increasingly competitive market, Mossdoom needs to deeply understand factor sffecting consumer shopping behavior. In the midst of competition with local and international brands, it is important for Mossdoom to optimize content marketing, respond to online customer reviews strategically, and continue to improve the quality of their products.

This research seeks to examine the influence of content marketing, online customer reviews, and product quality on consumers' purchase choices concerning Mossdoom bags. Through this study, it is hoped that a significant relationship can be found between the three variables and purchase decisions, as well as provide strategic recommendations for business actors in increasing their brand competitiveness. In addition to contributing to the development of theories in the field of marketing, this research also has practical value. By comprehending the principal of how content of marketing, online customer reviews, and product quality influence purchasing decisions, companies like Mossdoom can design more effective and efficient marketing strategies. This research is also relevant to encourage the strengthening of local brands in the midst of the challenges of globalization, so that they are able to compete with international products in the domestic and global markets.

1.1. Statement of Problem

This study focuses on three main factors that allegedly influence the purchase decision of Mossdoom bags, namely marketing content, online customer reviews, and product quality. First, it is crucial to evaluate the degree to which the generated marketing content captures consumer interest and motivates them to complete a purchase. Second, online customer reviews are also a crucial aspect, considering that consumers often rely on the experiences of other users to make purchase decisions. Third, product quality is a major main factors influencing consumer trust and satisfaction, which ultimately influencing customer loyalty and their decisions regarding purchases. This study aims to evaluate the influence of each of these

factors individually and measure their overall impact on the purchase decision of Mossdoom bags.

1.2. Objectives of the Research

According to the troubles experienced by Mossdoom bag products related to marketing content is very good. Hence, this study seeks to examine the impact of online marketing content, customer reviews, and product quality on purchasing decisions, in light of the challenges faced by Mossdoom bag products concerning their marketing content, both partially and simultaneously, in order to provide strategic recommendations for Mossdoom to increase competitiveness and success in the market.

2. Method

This research adopts a quantitative approach grounded in a causal method. The focus group comprises students from the Faculty of Economics and Business at UNP Kediri, particularly those belonging to batch 21 through 24. The sample size is determined using Roscoe's formula, which recommends multiplying the number of variables by ten. Consequently, this results in a total of 40 samples, derived from multiplying 10 by 4. Data collection was executed via a questionnaire survey distributed through the online media google form which contained statements whose responses were based on a scale of 1-5 likes (disagree – strongly agree). The analytical method utilized is multiple linear regression, performed using IBM SPSS software.

2.1. Validity

Table 1. Validity test results

Variable	Item	R Value	R table	Information
Content Marketing	1	0,814	0,312	Valid
	2	0,735	0,312	Valid
	3	0,367	0,312	Valid
	4	0,694	0,312	Valid
	5	0,705	0,312	Valid
	6	0,580	0,312	Valid
	7	0,534	0,312	Valid
	8	0,614	0,312	Valid
	9	0,728	0,312	Valid
	10	0,533	0,312	Valid
	11	0,605	0,312	Valid
	12	0,643	0,312	Valid
Online Customer review	1	0,599	0.312	Valid
	2	0,773	0,312	Valid
	3	0,590	0,312	Valid
	4	0,684	0,312	Valid
	5	0,693	0,312	Valid
	6	0,644	0,312	Valid
Product Quality	1	0,548	0,312	Valid
	2	0,609	0,312	Valid
	3	0,713	0,312	Valid
	4	0,749	0,312	Valid
	5	0,723	0,312	Valid
	6	0,702	0,312	Valid
Purchase decision	1	0,760	0,312	Valid
	2	0,731	0,312	Valid
	3	0,595	0,312	Valid
	4	0,621	0,312	Valid
	5	0,704	0,312	Valid
	6	0,588	0,312	Valid
	7	0,722	0,312	Valid
	8	0,774	0,312	Valid
	9	0,675	0,312	Valid
	10	0,584	0,312	Valid

Source : processed primary data, 2024 (SPSS Output)

This research presents an account of the findings related to the research variables derived from the group of respondents.The validity test includes the item number used to

measure the conformity of the results. The calculated r value is then compared with the r table to assess the validity of the instrument. If the correlation coefficient of the count (r Calculate) exceeds the r table, then the product is considered valid.

2.2. Reliability Test Outcomes

Table 2. Reliability Test Results

| Variable	Cronbach Alfa	Cronbach Coefficient of Alpha	Information
Content marketing	0,865	0,60	*Reliable*
Online customer review	0,742	0,60	*Reliable*
Product quality	0,761	0,60	*Reliable*
Purchase decision	0,866	0,60	*Reliable*

Source: SPSS 23 Data Processing Results

The findings from the reliability test indicate that the calculated reliability can be used to assess various factors such as content marketing, online customer review, product quality, and purchase decisions. The findings show that the value of Cronbach alpha exceeds the Cronbach alpha coefficient. Therefore, the indicator variables used in the reliable questionnaire are considered feasible to use. The results show that each variable is considered reliable because they all exceed 0.60.

3. Results and Discussion
3.1. Results
3.1.1. Normality Test
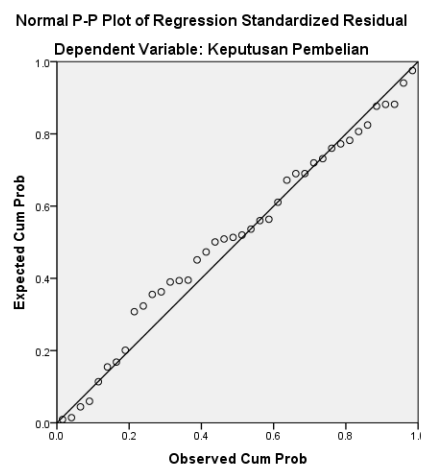
Source: SPSS 2023 data processing results
Figure 1. Normal Chart Probability Plot

Upon the figure above, it can be inferred that the data points are dispersed all over the diagonal line and exhibit a pattern that aligns with it. Proving that regression products meet the assumption of normality, because the data obtained from the results of respondents' answers

about content marketing, online customer reviews, and purchase decisions is spread between diagonal lines.

3.1.2. Test of Multicollinearity

Table 3. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	BRIGHT
Content Marketing	.381	2.626
online customer review	.460	2.175
Product Quality	.454	2.203

Source: SPSS 23 Data Processing Results

From the previous table, it is apparent, in regression products does not exist multicollinearity or perfect correlation among independent variables. The criteria for not multicollinearity are VIF value of content marketing, online customer review, product quality Lower than 10 with a tolerance value higher than 0.1.
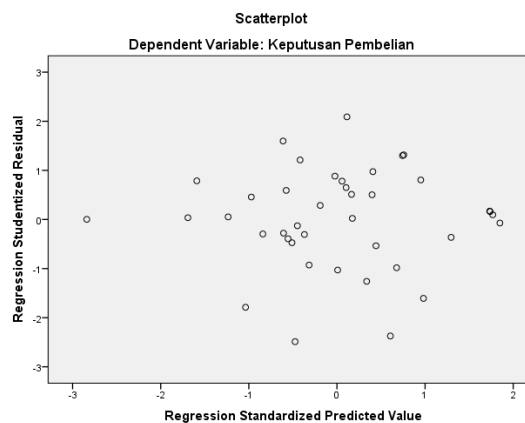
3.1.3. Heteroscedasticity Test

Figure 2 Scatterplot Chart
Source: SPSS 23 Results of Data Processing

Upon the previous figure, it is evident that a distinct pattern is absent, as the points are dispersed both above and below the zero mark on the Y-axis.

3.1.4. Multiple Linear Regression Analysis Test Results

Table 4. Analysis of the Regresi Linier Berganda

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	-.235	3.518
Content Marketing	.349	.105
online custimer review	.480	.181
Product Quality	.501	.168

Source: SPSS 23 Data Processing Results

Y = -0.235 + 0.349 X1 + 0.480 X2 + 0.501X3

Means:

a. a = -0,235 : if content marketing (X1), online customer review (X2) and product quality (X3) are assumed to have no influence at all (=0) then the purchase decision is -0.235.
b. b1 = 0,349   : if content marketing (X1), online customer review (X2) and product quality (X3) are assumed to have no influence at all (=0) then the purchase decision is 0.349.
c. b2 = 0,480   : if content marketing (X1), online customer review (X2) and product quality (X3) are assumed to have no influence at all (=0) then the purchase decision is 0.480.
d. b3 = 0,501   : if content marketing (X1), online customer review (X2) and product quality (X3) are assumed to have no influence at all (=0) then the purchase decision is 0.501.

3.1.5. Determination Coefficient Test Results

Table 5. Coefficient of Determination Test

Model	R	R Square	Adjusted R Square
1	.898a	.806	.790

Source: SPSS 23 Data Processing Results

Based on the table above, an adjusted R square value of 0.806 was obtained. This means that content marketing, online customer reviews, and product quality affect purchase decisions by 80%, meaning that there are still other variables that affect purchase decisions by 20% but these variables are not studied in this study, because they have been adjusted to the number of independent variables.

3.1.6. Hypothesis Test Results
3.1.6.1. Test Result t (Partial)

Table 6. Results of the Parallel Test (Test t)

Model	T	Mr.
(Constant)	-.067	.947
Content Marketing	3.314	.002
online custimer review	2.649	.012
Product Quality	2.981	.005

Source: SPSS Data Processing Results

Upon the table presented, showing that there is a significance value greater than 0.05, suggesting that there are no indications of heteroscedasticity.the significance value is greater than 0.05, so the data does not have heteroscedasticity symptoms.

3.1.6.2. F Test Result (Simultan)

Table 7. Uji Simultan (Uji F)

Model	F	Mr.
Regression	49.860	.000b
Residual		
Total		

Source: SPSS 23 Data Processing Results

Based on the data above, the significance value is less than 0.5, the independent variable has a significant simultaneous effect on the dependent variable.

3.2. Discussion

3.2.1. The relationship of content marketing variables to purchase decisions

Pertaining to the outcomes from the t-test, it indicate that content marketing (X1) exerts a partial yet significant impact on purchase decisions (Y), as evidenced by a significance value below 0.05. Consequently, it can be inferred that the null hypothesis (H0) is rejected while the alternative hypothesis (Ha) is accepted. This study aligns with the research conducted by [13], which also asserts that content marketing significantly influences purchase decisions in a partial manner.

3.2.2. The relationship of online customer review variables to purchase decisions

Pertaining to the outcomes of the t-test, it suggests that content marketing (X1) exerts a partial yet significant impact on purchase decisions (Y), as evidenced by a significance value below 0.05. Consequently, it can be inferred that the null hypothesis (H0) is rejected in favor of the alternative hypothesis (Ha). This research aligns with the results of [8], which similarly indicates that content marketing has a substantial, albeit partial, impact on consumer purchase decisions.

3.2.3. The relationship of product quality variables to purchasing decisions

Based on the results of the t-test, product quality (X1) partially has a significant influence on the purchase decision (Y) with a significance value of less than 0.05, it can be concluded that the research hypothesis is H0 rejected and Ha accepted. This research is consistent with the results of [4], which demonstrate that content marketing has a significant partial impact on consumer purchasing decisions.

3.2.4. The relationship between content marketing variables, online customer reviews, and product quality on purchase decisions

In accordance with the results of the F-test, itdemonstrates that the fourth hypothesis H0 is rejected in support of the alternative hypothesis Ha, given that the significance value is less than 0.05. This drew a conclusion that content marketing, online customer reviews, and product quality together have a substantial impact when evaluated collectively.

4. Conclusion

This research seeks to explore how content marketing, online customer reviews, and product quality affect the purchasing decisions regarding Mossdoom bags among students at the Faculty of Economics and Business at UNP Kediri. The findings indicate that both product quality and marketing content exert a significant partial influence on these purchasing decisions. Conversely, online customer reviews do not appear to have a significant impact on the decision-making process. However, when considered together, the variables of content marketing (X1), online customer reviews (X2), and product quality (X3) collectively have a significant effect on purchase decisions (Y).

This research is intended to act as a fundamental reference for further research, while also providing new insights and information to its audience. Additionally, it is expected that readers will gain important lessons from this analysis concerning the influence of content marketing, online customer reviews, and product quality on purchasing decisions related to Mossdoom bags.

This research focuses exclusively on PGRI students at Kediri University who utilize Mossdoom Bag products. Consequently, it is anticipated that future researchers will broaden the research scope. Furthermore, it is advisable for further studies to incorporate additional independent variables, such as content marketing, online customer reviews, and product quality, to assess their influence on consumer behavior, thereby enhancing the breadth of the investigation.

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