

An Analysis of the Influence of Marketing Content Effectiveness and Customer Reviews on Purchase Intention at D'zuka Restaurant

Caroline Winona*, Murhadi, Dewi Ayu Kusumaningrum

Politeknik Sahid, Indonesia

Email: 2352120019@polteksahid.ac.id*, murhadi@polteksahid.ac.id,
dewiayu@polteksahid.ac.id

Keywords:

Marketing Content, Consumer Reviews, Purchase Interest.

ABSTRACT

In the modern era, the number of social media users continues to increase. Along with technological advancements, consumers no longer make purchasing decisions solely based on product attributes but also consider their digital experiences. Although marketing content and customer reviews are believed to play important roles in influencing purchasing decisions, the extent to which these factors directly affect purchase intention and how this relationship can be explained through the Elaboration Likelihood Model (ELM) theory require further investigation. This study aims to analyze the effects of marketing content effectiveness and customer reviews on purchase intention at D'zuka Restaurant, both partially and simultaneously, and to determine the magnitude of the influence of these variables on consumers' purchase intentions. This study employed a quantitative research method by analyzing data obtained from questionnaire responses. The results showed that both independent variables had significant effects on purchase intention, with beta coefficients of 0.385 for marketing content effectiveness and 0.474 for customer reviews. Collectively, these two variables explained 61.3% of the variance in purchase intention ($R^2 = 0.613$). Both variables indicated information processing tendencies through the central and peripheral routes, with a stronger tendency toward the central route. These findings support the application of the Elaboration Likelihood Model theory in the context of social media and online review-based food marketing, demonstrating that both marketing content effectiveness and customer reviews significantly influence purchase intention, with customer reviews having a slightly stronger effect.

INTRODUCTION

In the modern era, the number of social media users has continued to increase. Advances in technology and internet accessibility have made digital platforms available to a wider range of society. These developments have significantly changed people's lifestyles, including the processes of purchasing and selling products. Previously, consumers needed to visit physical stores to purchase goods; however, they can now complete transactions through digital platforms with only a few clicks. Similarly, marketing and branding strategies have transformed significantly. Before widespread internet accessibility, businesses primarily relied on conventional marketing media such as flyers, billboards, television advertisements, newspapers, and other promotional channels. Currently, businesses no longer need to allocate

excessive costs to reach potential consumers because digital platforms provide more efficient and targeted marketing opportunities.

Based on a report from DataReportal, Indonesia had approximately 212 million internet users in January 2025, representing around 74.6% of the total population. Another report indicated that Indonesia reached approximately 223 million internet users in April 2025, with internet penetration increasing to 78.3% of the population compared with 74.6% in January. Indonesia's e-commerce market value was estimated at US\$40.8 billion in 2024 and was projected to increase to US\$46.6 billion in 2025 (GlobalData, 2025). The increasingly accessible and extensive nature of digital marketing has intensified business competition, requiring companies to develop effective strategies for managing their social media presence and building consumer engagement (Ardhana et al., 2025; Ramli et al., 2024).

Various social media platforms have emerged and are widely used by businesses and consumers. Instagram, YouTube, TikTok, and Facebook are among the most recognized platforms globally, with millions of active users and diverse content formats that allow businesses to promote their products. According to DemandSage, a digital marketing data and trend analysis platform, the number of monthly active users in 2025 reached approximately 3.07 billion for Facebook, 2 billion for Instagram, 2.5 billion for YouTube, and 1.59 billion for TikTok. These figures represent global user data across major social media platforms (Kumar, 2025a, 2025b; Singh, 2025a, 2025b).

With continuous technological development, consumers no longer purchase products solely based on product characteristics but also consider their digital experiences. It is increasingly common for consumers to purchase products because they have encountered viral content or repeatedly viewed product-related content and reviews through recommendation features on social media platforms. Therefore, carefully designed digital content can help businesses maintain product relevance and compete effectively in increasingly competitive markets.

According to Bo, Chen, and Yang (2023), customer reviews play an important role in purchasing decision-making processes because consumers often evaluate the ratio of positive and negative reviews, which may influence perceived risk. Therefore, consumers frequently consider online reviews in addition to social media marketing content before making purchases. Customer reviews, particularly electronic word-of-mouth (e-WOM), have become increasingly important in influencing purchase intention. Compared with advertisements, customer reviews are often perceived as more authentic because they represent consumers' actual experiences (Ningsih & Hidajat, 2024; Larasati & Purmono, 2023; Jasmine & Meena, 2025). Reviews can shape initial consumer perceptions and contribute to purchase intention even before consumers directly encounter promotional content from product or service providers.

Understanding how consumers respond to marketing content and customer reviews, from initial exposure to the formation of purchase intention, can support the development of more effective marketing strategies. Many businesses, including D'zuka Restaurant, have produced various types of social media content and received numerous customer reviews; however, the effectiveness of these marketing activities in attracting and influencing purchase intention has not yet been fully evaluated (Fauzi & Yunial, 2024).

D'zuka Restaurant is a local culinary micro, small, and medium enterprise (MSME). According to Government Regulation No. 7 of 2021, Article 35, MSME classification is

determined based on annual sales turnover. Based on these criteria, D'zuka Restaurant can be categorized as a small enterprise with annual revenue ranging from IDR 2 billion to IDR 15 billion. D'zuka Restaurant was established in 2015 and is located in Kelapa Gading, North Jakarta. The restaurant offers Manado cuisine, with its main specialty being grilled fish dishes.

Content from D'zuka Restaurant has been shared through Instagram since 2019, while Facebook and TikTok have been actively used since 2024. The content format has been adjusted according to the characteristics of each platform and generally consists of images and short videos. Customer reviews of D'zuka Restaurant can generally be found on Google Reviews, GrabFood, and GoFood. This study focused specifically on Instagram content and Google Reviews as the primary digital marketing and customer feedback platforms.

D'zuka Restaurant's Instagram account had 2,143 followers; however, interactions on most uploaded content remained below 50 engagements (likes, comments, and shares), indicating a relatively low engagement rate. Based on D'zuka Restaurant's Instagram posts during the January–August 2025 period, the total number of interactions reached 800, resulting in an engagement rate of 37.3%. This calculation was obtained using the engagement rate formula: $[\text{Total Interactions} \div \text{Number of Followers}] \times 100\%$ (Ardhana et al., 2025).

Online reviews on Google Reviews showed an average rating of 4.5 out of 5. Sentiment analysis was used to provide additional insight into consumer opinions. Sentiment analysis is a method of categorizing consumer comments into three categories: positive, neutral, and negative, to identify general opinion trends (Fauzi & Yunial, 2024). The sentiment analysis of customer reviews showed that 79% of analyzed comments were positive, 11% were neutral, and 10% were negative. Reviews consisting only of ratings without written comments were excluded from the sentiment analysis. The calculation was conducted by the researchers on January 29, 2026, using a simple keyword occurrence approach (lexicon-based analysis) with Microsoft Excel to provide an overview of general consumer opinion trends. This analysis was used as supporting context in the research background. These findings indicate that existing digital marketing content and customer reviews have not yet fully optimized their potential to encourage consumer purchase intention. Therefore, this phenomenon is relevant for further investigation using the Elaboration Likelihood Model (ELM) theory and survey methods to understand the extent to which marketing content and customer reviews influence purchase intention.

Based on D'zuka Restaurant's gross revenue data during 2024, monthly turnover remained relatively stable despite fluctuations in certain periods, such as declines in April and December due to temporary operational closures during holiday periods. The revenue data represented the overall business income and did not directly reflect the impact of Instagram marketing activities or Google Reviews. Nevertheless, these data provided an initial description of an interesting phenomenon, namely the gap between relatively low social media engagement (37.3%), customer reviews categorized as favorable with an average rating of 4.5 out of 5 stars, and relatively stable revenue performance (Pahmi, 2024). This phenomenon raises important questions regarding the extent to which marketing content effectiveness and customer reviews influence purchase intention and how these influences can be explained through information-processing mechanisms within the framework of the Elaboration Likelihood Model (ELM) theory.

A scientific approach is needed to examine the extent to which customer reviews and marketing content contribute to consumer purchase intention. Although both factors are considered important in shaping purchasing decisions, the direct influence of these factors on purchase intention and their interpretation within the ELM framework require further investigation. Attractive marketing content and positive customer reviews do not necessarily guarantee that consumers will immediately make purchases; therefore, systematic analysis is required to understand how these two factors contribute to purchase intention. Through systematic analysis, social media users, particularly business owners, can allocate resources more effectively and develop appropriate marketing strategies.

Based on the background described above, it can be identified that consumers, including customers of D'zuka Restaurant, are increasingly influenced by social media; however, the relationship between digital marketing influence and purchase intention has not yet been clearly confirmed. In addition, customer reviews are known to influence potential buyers' perceptions, but the extent to which they affect purchase intention remains unclear. Therefore, further analysis is required to determine whether marketing content effectiveness and customer reviews have significant effects on purchase intention and to identify the magnitude of each variable's influence on consumer purchase intention at D'zuka Restaurant.

Based on this identification, the research problems addressed in this study are: the extent to which marketing content effectiveness influences consumer purchase intention at D'zuka Restaurant, the extent to which customer reviews influence purchase intention, the simultaneous influence of both variables, and the extent to which the empirical findings support or extend the application of the Elaboration Likelihood Model theory in the context of social media-based restaurant marketing and online reviews. The purpose of this study is to analyze the influence of marketing content effectiveness and customer reviews on purchase intention, both partially and simultaneously, and to determine the contribution of these variables to consumer purchase intention at D'zuka Restaurant. This research is expected to provide theoretical benefits by expanding marketing knowledge, particularly regarding digital marketing content and customer reviews through the ELM approach, while enriching relevant academic literature. Practically, this study is expected to provide input for business owners, particularly restaurants and similar culinary enterprises, in developing more effective marketing strategies and understanding the role of marketing content and customer reviews in increasing consumer purchase intention.

METHOD

1. Research Methods and Units of Analysis

. This study employed a quantitative research method. The quantitative approach was selected because it enables the collection and analysis of numerical data through research instruments to test predetermined hypotheses (Sugiyono, 2022). The unit of analysis in this study consisted of internet users who had viewed D'zuka Restaurant's social media content and customer reviews on the selected platforms, namely Instagram and Google Reviews.

This study used a quantitative design; therefore, the dimensions of marketing content effectiveness, customer reviews, and purchase intention were operationalized into measurable indicators. The indicators for each variable were measured using a Likert-scale questionnaire

(1 = strongly disagree to 5 = strongly agree). Thus, the initially conceptual variables were transformed into measurable constructs and empirically tested.

2. Research Population and Sample

Population is object or subjects who have quality and characteristics certain population determined by the researcher . The population in the research This is audience potential exposure (or can exposed) Instagram content and Google Review reviews of Rm. D'zuka . Image capture techniques sample done with nonprobability sampling, namely techniques that are not give equal opportunities to every member population For made into sample . The type of nonprobability sampling used is purposive sampling, where member population that becomes sample must fulfil provisions that have been implemented . (Sugiyono , 2022). Respondents who will taken is individuals who have ever see content marketing Rm. D'zuka on Instagram and/ or Once read review Rm. D'zuka's customers on Google Reviews. Due to Instagram content and Google Reviews are private public and can accessed by whom just without must become follower account certain , amount exposed audience content and reviews the No can determined in a way definitely . Therefore that , population in study This considered No finite , so that determination amount sample use formula Lemeshow which can give amount sample as base reference .

3. Techniques and Instruments Data collection

Data collection will be done with the survey that will be arranged use Google Form service . Data collection using scale Likert 1-5 which will arranged based on indicators that have been determined . Division survey with online media such as Whatsapp , Instagram and so on to appropriate respondents criteria

4. Place and Time of Research

Study will done online for internet users in Indonesia who have see content social media and reviews Rm. D'zuka consumers on the specified platforms (Instagram and Google review). Data collection will implemented in the period February - March 2026.

5. Analysis Techniques

Data analysis in study This will done with help device SPSS software , where based on opinion Sugiyono (2022) for the research model with two variables independent used technique correlation simple For test the relationship between each variable independent to variables dependent as well as correlation double For test influence in a way simultaneous . Stages analysis started with validity and reliability tests , where the validity test done For ensure validity instrument through comparison calculated r value and r table , while the reliability test used For evaluate consistency tool measuring with using Cronbach Alpha (Hidayat, 2021). Next prerequisite tests were carried out analysis or assumption test classic which includes normality tests For ensure data distribution , autocorrelation test For see There is whether or not correlation error between period , multicollinearity test For know connection between variables free , as well as heteroscedasticity test For test similarities residual variance . After That correlation test was conducted simple (Pearson) for see connection between variables free and bound as well as correlation double For know connection simultaneous more from One variables free to variables tied , with interpreted results based on level closeness connection from very low to very strong . Stage furthermore is analysis regression multiple used For know size influence variables independent to variables dependent , which is continued with t-test for test the influence of each variable in a way partial with level 5% significance , as well as the F

test or ANOVA for test influence variables independent in a way simultaneous to variables dependent .

RESULTS AND DISCUSSION

Test Results

Father D'zuka is categorized businesses as business small by PP Number 7 of 2021 Article 35 based on results sale per year . Restaurant This Already move in the field *Food & Beverages* since 2015 and stands in one of the environment housing in Kelapa Gading. Concept from place This Alone is *casual dining* with typical Manado food . Products sold is results processed various types of fish, namely Tuna, Tilapia , Marlin and Salmon (only part head and fins). Range price product processed fish is at Rp. 98,200 – Rp. 127,050, the price the Already including VAT and service. Product the mainstay provided is grilled tuna fish dishes (Rahman et al., 2022).

In the research This collected respondents as many as 105 people. Respondents taken are people who have see content Instagram and/ or Google reviews owned by Rm. D'zuka . From the number of respondents of which 51.3% is women and 48.7% men . Demographics work respondents diverse with amount the biggest is group employee private with the figure of 47.8% as can be seen seen in the following diagram This .

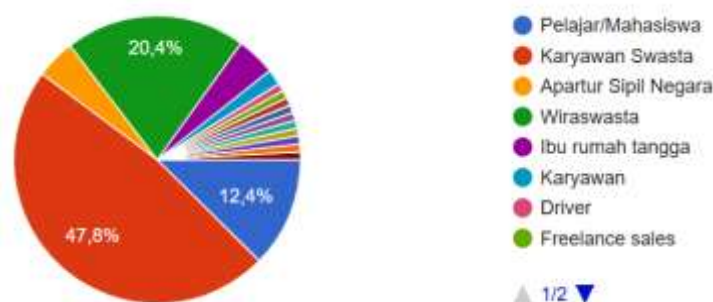


Figure 1. Job Diagram Respondents

Source : Researcher Data Processing

With description regarding Fr. D'zuka and demographics respondents obtained expected can give description beginning regarding context study this . Next thesis This will to be continued with interpretation results data processing and the discussion .

1. Prerequisite Test Results

Before enter data management for analyze the relationship that occurs between variables , there are a series of prerequisite tests which are provisions that must be met executed moreover first . This series of tests done For ensure that the data obtained can trusted and appropriate with existing assumptions . First will 2 tests were carried out , namely validity and reliability tests For ensure questionnaire items can measure with accurate and consistent . If the test is passed with good grades so after that will assumption testing was carried out classic consisting of from the normality test , multicollinearity test , heteroscedasticity test , and autocorrelation test which aim to For ensure suitability assumptions For set action for statistical testing continued .

a. Validity Test

Validity test is an important test in study quantitative . This test done with objective For know to what extent the question items are capable in measure variables studied in a way accurate . Testing use method Pearson correlation between score each item with total score of each variable . Successful data collected There is of 105 data. Test results can seen in the tables following .

Correlations													
	X1_1	X1_2	X1_3	X1_4	X1_5	X1_6	X1_7	X1_8	X1_9	X1_10	X1_11	X1_Total	
X1_1	Pearson Correlation	1	.689	.538	.474	.545	.539	.424	.484	.490	.460	.743	
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
N	105	105	105	105	105	105	105	105	105	105	105	105	
X1_2	Pearson Correlation	.689	1	.579	.509	.486	.386	.466	.533	.466	.462	.737	
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
N	105	105	105	105	105	105	105	105	105	105	105	105	
X1_3	Pearson Correlation	.538	.579	1	.604	.417	.443	.400	.486	.486	.344	.731	
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
N	105	105	105	105	105	105	105	105	105	105	105	105	
X1_4	Pearson Correlation	.474	.509	.604	1	.404	.401	.447	.460	.260	.417	.724	
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	
N	105	105	105	105	105	105	105	105	105	105	105	105	
X1_5	Pearson Correlation	.545	.486	.417	.443	1	.371	.454	.440	.440	.484	.736	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	
N	105	105	105	105	105	105	105	105	105	105	105	105	
X1_6	Pearson Correlation	.424	.386	.400	.401	.371	1	.506	.583	.583	.470	.746	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	
N	105	105	105	105	105	105	105	105	105	105	105	105	
X1_7	Pearson Correlation	.484	.466	.486	.460	.447	.506	1	.501	.446	.576	.767	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	
N	105	105	105	105	105	105	105	105	105	105	105	105	
X1_8	Pearson Correlation	.490	.466	.486	.460	.447	.501	.501	1	.442	.464	.793	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	
N	105	105	105	105	105	105	105	105	105	105	105	105	
X1_9	Pearson Correlation	.460	.466	.486	.460	.447	.501	.446	.442	1	.396	.716	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	
N	105	105	105	105	105	105	105	105	105	105	105	105	
X1_10	Pearson Correlation	.460	.466	.486	.460	.447	.501	.446	.442	.396	1	.726	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	
N	105	105	105	105	105	105	105	105	105	105	105	105	
X1_11	Pearson Correlation	.460	.466	.486	.460	.447	.501	.446	.442	.396	.726	1	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
N	105	105	105	105	105	105	105	105	105	105	105	105	105

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 2. Validity Test X1
Source: Researcher Data Processing

Correlations							
	X2_1	X2_2	X2_3	X2_4	X2_5	X2_6	X2_total
X2_1	Pearson Correlation	1	.579**	.539**	.525**	.492**	.797**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
N	105	105	105	105	105	105	105
X2_2	Pearson Correlation	.579**	1	.592**	.517**	.466**	.782**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
N	105	105	105	105	105	105	105
X2_3	Pearson Correlation	.539**	.592**	1	.586**	.503**	.785**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
N	105	105	105	105	105	105	105
X2_4	Pearson Correlation	.525**	.517**	.586**	1	.420**	.748**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
N	105	105	105	105	105	105	105
X2_5	Pearson Correlation	.492**	.466**	.503**	.420**	1	.774**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
N	105	105	105	105	105	105	105
X2_6	Pearson Correlation	.642**	.550**	.502**	.600**	.586**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
N	105	105	105	105	105	105	105
X2_total	Pearson Correlation	.797**	.782**	.785**	.748**	.774**	.816**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
N	105	105	105	105	105	105	105

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 3. 1Validity Test
Source : Researcher Data Processing

Correlations								
	Y_1	Y_2	Y_3	Y_4	Y_5	Y_6	Y_total	
Y_1	Pearson Correlation	1	.608**	.529**	.477**	.466**	.484**	.743**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001
N	105	105	105	105	105	105	105	105
Y_2	Pearson Correlation	.608**	1	.519**	.562**	.474**	.586**	.821**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001
N	105	105	105	105	105	105	105	105
Y_3	Pearson Correlation	.529**	.519**	1	.666**	.422**	.512**	.860**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001
N	105	105	105	105	105	105	105	105
Y_4	Pearson Correlation	.477**	.562**	.666**	1	.367**	.587**	.783**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001
N	105	105	105	105	105	105	105	105
Y_5	Pearson Correlation	.466**	.474**	.422**	.367**	1	.886**	.746**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001
N	105	105	105	105	105	105	105	105
Y_6	Pearson Correlation	.484**	.586**	.512**	.587**	.886**	1	.827**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001
N	105	105	105	105	105	105	105	105
Y_total	Pearson Correlation	.743**	.821**	.860**	.783**	.746**	.827**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	
N	105	105	105	105	105	105	105	105

** Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 4. Validity Test Y

Source : Researcher Data Processing

Test results show that on variable X1 (effectiveness content) with 10 question items , X2 (review consumers) with 6 question items as well as variable Y (interest buy) with 6 question items all of it own good validity test results . This is shown in the calculated r value

which amounts to more big from r table (0.1918) at Df 103 (N-2) level two- way significance 0.05.

Study This testing 2 variables free (effectiveness content and reviews consumers) and 1 variable bound (interest buy). The test results showed significant results give indication that indicators of each variable capable measure variables in a way empirical . Conditions the become strong foundation For continue stage study next , thing This due to the data used in testing originate from instruments that have been proven capable measure draft study with appropriate .

b. Reliability Test

Reliability test done with objective For measure reliability and stability instrument so that instrument can used repeatedly and consistently provide consistent research data . Tests were conducted with Cronbach Alpha method , where instrument can stated reliable If Cronbach Alpha value exceeds number ($>$) 0.06. The test results can seen in the tables following This .

Table 1. Reliability Test X1

Reliability Statistics	
Cronbach's Alpha	N of Items
.908	10

Source : Researcher Data Processing

Table 2. X2 Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.866	6

Source : Researcher Data Processing

Table 3. Y Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.871	6

Source : Researcher Data Processing

With total of 105 respondents and 22 questions from variables (X1, X2 & Y) results show number above 0.06 which indicates that instrument from all variables reliable as well as can represent evaluation with good . With this data is stated worthy For pass next test stage

1) Normality Test

Testing normality use Kolmogorov-Smirnov method where data can be declared normal if mark Asymp Sig states number $>$ 0.05. The results can be seen in the table following .

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual

N		105
Normal Parameters^{a,b}	Mean	.0000000
	Std. Deviation	1.55651569
Most Extreme Differences	Absolute	.199
	Positive	.131
	Negative	-.199
Test Statistic		.199
Asymp. Sig. (2-tailed)^c		<.001
Monte Carlo Sig. (2-tailed)^d	Sig.	<.001
	99% Confidence Interval	Lower Bound .000
		Upper Bound .000

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 562334227.

Source : Researcher Data Processing

Sadly numbers in this data set state number below 0.05 which means the data is not normally distributed . Considering variables Likert- based and the existence of sensitivity inference statistics to residual distribution formed from Likert scale data so although results normality show distribution abnormal , test still can to be continued with Bootstrapping approach . Bootstrapping is repeated data collection (resampling) with objective For get more robust parameter estimates and confidence intervals without need assumptions normal data distribution . Bootstrapping will done with 5000 resampling and CI 95% Bca .

2) Autocorrelation test

Table 5. Autocorrelation Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.783a	.613	.605	1.572	1.842

a. Predictors: (Constant), X2_total, X1_total

b. Dependent Variable: Y_total

Source : Researcher Data Processing

Autocorrelation test is a test that is carried out For detect whether there is connection between the residuals in period t and the residuals in period t-1. Autocorrelation test done with Durbin Watson test method , where If DW value exists between DU value and 4-DU value then can confirmed that the data is not contain autocorrelation . Autocorrelation test results state DW value = 1.842; DU = 1.7209 (at k = 2) and 4-DU = 2.2791 where number the fulfil requirements $DU < DW < (4 - DU)$. The results show that No found autocorrelation so that fulfill one of the assumptions regression classic and residual that appears No each other related between observation . With No existence autocorrelation , parameter estimation in regression models will become more efficient and reduce potential biased conclusions in testing hypothesis so that study can considered more stable and viable For analyzed more carry on .

3) Multicollinearity Test

Table 6. Multicollinearity Test

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.191	1.635		4.398	<.001		
	X1 total	.210	.045	.385	4.714	<.001	.569	1.757
	X2 total	.404	.070	.474	5.803	<.001	.569	1.757

a. Dependent Variable: Y_total

Source : Researcher Data Processing

Multicollinearity Test done with objective For detect correlation tall between variables . If the correlation too tall so can cause instability in estimate coefficient as well as will become difficult For differentiate the influence of each variable independent to variables dependent so that ideally No there is multicollinearity in multiple linear regression models . A model can it is said No own multicollinearity moment tolerance value exceeds figure 0.10 and VIF < 10. The results state that tolerance value of 0.569 and VIF 1.757 so that in the study This No there is multicollinearity , meaning that each variable independent have different contributions in explain variables dependent and can used simultaneously in the regression model . With this is a regression model can used in analysis with more accurate .

4) Heteroscedasticity Test

Table 7. Heteroscedasticity Test

		Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta			
1	(Constant)	5.755	1.143		5.033	<.001	
	X1_total	-.052	.031	-.201	-1.657	.101	
	X2_total	-.088	.049	-.219	-1.808	.074	

a. Dependent Variable: Abs_RES

Source : Researcher Data Processing

With this test researchers can ensure constant residual variance from something observation to other observations . Ideal conditions in the regression model No experience symptom heteroscedasticity . The test was carried out with method Glacier where the model can stated No experience heteroscedasticity If sig value > 0.05 in absolute residual . The results show figures 0.101 and 0.074 so can stated No happen heteroscedasticity . With fulfillment of one of the assumptions classic this , can it is said that the regression model can give more parameter estimates reliable so that interpretation can done with level more trust Good .

2. Hypothesis Test Results

a. Correlation Test Simple

Correlation test simple done with objective For analyze direction as well as strength connection from each variable independent (X1 & X2) with variables dependent (Y) in partial . Tests are carried out with Pearson Product Moment method . Relationship can it is said relate significant If sig value is below 0.05 and strength connection can seen in the Pearson Correlation value .

Table 8. Correlation Simple X1-Y
Correlations

		X1_total	Y_total
X1_total	Pearson Correlation	1	.696**
	Sig. (2-tailed)		<,001
	N	105	105
Y_total	Pearson Correlation	.696**	1
	Sig. (2-tailed)	<,001	
	N	105	105

**Correlation is significant at the 0.01 level (2-tailed).

Source : Researcher Data Processing

Table 9.2 Correlation Simple X2-Y

		X1_total	Y_total
X1_total	Pearson Correlation	1	.727**
	Sig. (2-tailed)		<,001
	N	105	105
Y_total	Pearson Correlation	.727**	1
	Sig. (2-tailed)	<,001	
	N	105	105

**Correlation is significant at the 0.01 level (2-tailed).

Source : Researcher Data Processing

The results stated that second variables independent , both X1 and X2 have significant relationship with variables dependent Y. Strength The X1-Y relationship shows the figure is 0.696 while The X2-Y relationship has a value of 0.727, which means closeness connection from second partner the enter to in category closeness “ strong ” relationship with a range of 0.60-0.79 . From the results obtained can understood that variables effectiveness content and reviews consumer in a way general become part important in build intention buy Good in a way transactional , referential and exploratory .

b. Correlation Test Multiple

Table 10. Correlation Multiple

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783 ^a	.613	.605	1.572

a. Predictors: (Constant), X2_total, X1_total

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783 ^a	.613	.605	1.572

a. Predictors: (Constant), X2_total, X1_total

Source : Researcher Data Processing

Correlation test multiple is a test that assesses strength connection variables independent of X1 and X2 variables dependent Y in simultaneous . The test was carried out with Multiple Correlation Coefficient or (R) where We can see strength closeness connection between variables in a way simultaneously on the output number R. In the study This the R

number indicates value of 0.783 which is in the range category " strong " closeness with a range of 0.60-0.79.

After see connection between variables in a way simultaneous , next Coefficient test was conducted determination made For measure how much big percentage variation variables capable dependents explained by the variables independent in a way simultaneously . With this test We can see quality prediction of the model used . The results of this test can seen from R Square and daapt numbers seen in table 10 above . With R square value 0.613 can be it is said that variables X1 and X2 can explain by 61.3% against up and down variations variable Y and the rest is donation from factor others who are outside study This .

c. Regression : T-Test and F-Test/ANOVA (Bootstrapping)

Table 11. T-test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-7.191	1.635		4.398	<.001
X1 total	.210	.045	.385	4.741	.101
X2 total	.404	.070	.474	5.803	.074

a. Dependent Variable: Y_Total

Source : Researcher Data Processing

The T test is a test for know the influence of each variable independent to variables dependent . The results can be seen from sig value , if value < 0.05 then connection can stated influential significant . These results can also be seen from calculated t value , where If calculated t value > t table so There is influence significant . Table t value is 1.98350 with Df = 102 (Nk-1) and the level two- way significance 0.05. Statement that There is influence significant strengthened with results higher t - value big from the t table on variables X1 and X2. The Beta Coefficients value indicates that the impact of X2 on Y is greater big than X1 against Y.

Table 12. F/ANOVA Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	398.568	2	199.284	80.674	<.001 ^b
	Residual	251.965	102	2.470		
	Total	650.533	104			

a. Dependent Variable: Y_total

b. Predictors: (Constant), X2_total, X1_total

Source : Researcher Data Processing

F test is performed with objective For see influence variables independent to dependent in a way simultaneous or together . In testing This can it is said influential significant If sig value shows number < 0.05. So that the results This can stated that variables effectiveness content (X1) and reviews consumer (X2) has an influence significant to variables interest buy (Y).

Table 13. Bootstrapping

Bootstrap for Coefficients							
Bootstrap^a							
Model	B	Bias	Std. Error	Sig. (2-tailed)	BCa 95% Confidence Interval		
					Lower	Upper	
1 (Constant)	7.191	-.079	1.717	<.001	3.968	10.275	
X1 total	.210	-.001	.067	.001	.081	.336	
X2 total	.404	.005	.108	<.001	.194	.637	

a. Unless otherwise noted, bootstrap results are based on 5000 bootstrap samples

Source : Researcher Data Processing

In accordance with the normality test results previously stated that the data was not normal , then the data was processed through Bootstrapping. Bootstrapping is done with 5000 resampling and 95% CI Bca . If the Lower and Upper values do not pass through / cover number 0 then can stated significant . With Lower-Upper values obtained all variables stated have significant influence Because second variables have Lower-Upper above number 0. With thus the regression model still can used For explain connection between variables and remain valid even if previous data stated abnormal .

The results obtained show that There is influence significant Good from effectiveness content and review consumer to interest buy Good individually and in a way simultaneously . This result in line with study previously studied as in research by Clemens Koob (2021) and study from Nur Zulaikha Mohamed Sodom, Siti Haryani Mat Yusoff & Shuhaimi Mohd Sauh (2023) stated that There is positive influence from management customized social media content with target audience as well as provision quality content in increase interest buy . Then there is also research from Muhammad Ariq Syah & Farida Indriani (2020) and study from Choi-Meng Leong, Alexa Min-Wei Loi & Steve Woon (2021) who stated that consumer own trend For use information from review consumers (eWOM) who own quality content , has good credibility , appropriate relevance so that push interest buy consumers .

1. Results Analysis and ELM

On the results study This has obtained that There is connection variables independent (X1 & X2) against variables dependent (Y) with significant influence . In terms of general relevant content , has clear , impactful message emotional , interesting visually and encouragingly intention share own role important in increase interest buy . The same thing can also be done it is said For reviews that are informative , relevant , and valid atmosphere emotional certain . In the research This direction influence own mark positive and even have a strong level of closeness Good in a way partial and simultaneously . The R square value of 0.613 reveals that effectiveness content and reviews content explain up and down variations interest buy with percentage of 61.3%, while the remaining 38.7% is contribution from factor other .

For analyze more in , we can see mean/average value of indicator effectiveness content (X1) as following :

Table 14. Mean Indicator X1

Indicator	X1
Emotional Impact	4,47
Visual Appeal	4,50
Relevance	4,51

Share Intention	4,52
Message Clarity	4,63

Source : Researcher Data Processing

From the mean value it can be seen that clarity message is indicator with mark highest and followed by intention sharing , relevance , power visual appeal and impact emotional . With the highest mean value is 4.63 stated that part big respondents feel content in a way general can serve information with clear . The results also show respondents agree that content Instagram of Rm. Dzuka own every aspect from fifth indicator effectiveness content (X1).

We can see also through the mean value per question item in variable X1 as following :

Table 15. Mean X1 per question item

CONTENT EFFECTIVENESS (X1)		MEAN
Emotional Impact 6	Instagram content of Rm. D'zuka makes me feel more emotionally interested than before seeing it.	4,44
Visual Attraction 7	The visual appearance of Rm. D'zuka's Instagram content (colors, photos, videos, design, etc.) caught my attention.	4,46
Emotional Impact 5	Rm. D'zuka's Instagram content evokes certain feelings in me (e.g., interested, happy, or curious).	4,50
Relevance 1	Rm. D'zuka's Instagram content helps me in considering dining options.	4,50
Relevance 2	The information conveyed in Rm. D'zuka's content feels relevant to my interest in food or dining places.	4,51
Intention to Share 10	In my opinion, Rm. D'zuka's Instagram content is interesting enough for me to share with others online through the "share" feature on Instagram.	4,51
Intention to Share 9	I am interested in giving a "like", commenting, or other forms of interaction with Rm. D'zuka's Instagram content.	4,52
Visual Attraction 8	The visuals used in Rm. D'zuka's Instagram content help me imagine the product or the atmosphere of the restaurant.	4,54
Message Clarity 3	The main message to be conveyed in Rm. D'zuka's Instagram content is easy to understand.	4,63
Message Clarity 4	Information in Rm. D'zuka's Instagram content is presented clearly and is not confusing.	4,64

Source : Researcher Data Processing

The mean value in question items 4 and 3 are two values highest . With results said , respondents state agree that information in content clear , easy understood and not confusing . From the results mean value , also becomes A notes that respondents tend agree that visuals help they imagine product as well as atmosphere place . With third information of the 3 highest mean item values said , can understood that content Instagram Rm. D'zuka No only become a promotional media However also plays a role as one of the source information . This Can help consumer For understand characteristics from products and services provided so that simplify the evaluation process before purchase and give rise to interests that can nature transactional , reference or exploratory . Statement This is also supported by the question items. number relevance 1 that gets mean value 4.5 where respondents agree that content assist the consideration process and question items number intention share 9 with value 4.52 (agree) & intention share 10 with value 4.51 (agree) regarding interest For recommend or participate in provide engagement.

Based on indicator mean value , related value with central lines such as clarity message , intention sharing and relevance as well as track peripherals like Power visual appeal and

impact emotional everything own sufficient value high (above 4). In the Elaboration Likelihood Model (ELM) this This can indicates existence cooperation between second track Good in signal simple or more thinking in . However Thus , the indicators are related with processing in -depth information (central line) has relative value more tall compared to indicator others . So that There is trend respondents processing variable X1 (effectiveness content) with a better way leaning to central line , where consumers / potential customers consumer consider content message before form interest buy .

For discuss variable X2 (review content) can We Look mean table per indicator following This :

Table 16. Mean Indicator X2

Indikator	X2
Valance	4,49
Informativeness	4,56
Relevance	4,58

Source : Researcher Data Processing

From the mean value it can be seen that relevance is indicator with mark highest and followed by informativeness and valance. With the highest mean value is 4.58 stated that part big respondents feel content from review in accordance with experience or need readers . The results also show respondents agree that Google Review of Rm. Dzuka own every aspect from third indicator review consumers (X2).

Furthermore We will see mean value obtained per question item X2:

Table 17. Mean X2 per question item

CONSUMER REVIEWS (X2)		Mean
Valance 5	The direction of the rating (positive or negative) in Google Reviews influences my view of Rm. D'zuka.	4.36
Informativeness 2	The content of Google Reviews for Rm. D'zuka helps me understand the strengths and weaknesses of the restaurant.	4.52
Relevance 3	The experiences shared in Google Reviews for Rm. D'zuka feel appropriate to my needs as a potential consumer.	4.54
Informativeness 1	Consumer reviews on Google Reviews for Rm. D'zuka provide sufficient information to assess the quality of the restaurant.	4.60
Valance 6	Positively toned reviews increase my interest in Rm. D'zuka.	4.62
Relevance 4	I feel that the reviewers' experiences can represent my own experience if I visit Rm. D'zuka.	4.62

Source : Researcher Data Processing

In the mean data per item can be seen that 3 values highest originate from one of the question items for each indicator . Where from third highest can concluded respondents agree that reviews written by other users have representative content experience , interesting (if tone positive) and provide sufficient information For candidate consumers . Relative level of approval tall can show respondents leaning agree that content review capable give description possible experiences obtained moment become consumers . When the experience is delivered considered relevant with needs , there are potential For review the viewed more credible so that the tone is positive more easy For trusted . This is can make Google review not review only as

information solely However as one of the tool For consider purchase . Statement the can also be supported by question item X2 no valance 5 has a value of 4.36 (agree) and no informativeness 2 has a value of 4.52 (agree) where respondents agree that review can influence view , help understand excess as well as the shortcomings that then can give perceived information Enough For evaluate quality products and services as agreed by respondents in no informativeness 1 (4.60).

The mean results obtained relatively tall both on indicators that are central line and track peripherals so that there is indication that second track walk together and mutually complete . Although There is indication cooperation between central and peripheral paths , central indicators are still have relative numbers more tall so that There is trend processing variable X2 (review consumers) tend to to central direction .

After discuss How variables independent perceived by respondents and its implications in ELM theory , discussion will to be continued with focus on variables dependent as the response that appears after accept information Good from content and review . Here mean table for variables dependent (Y):

Table 3Mean of Variable Y

Indicator	Y
Explorative Interest	4.55
Transactional Interest	4.61
Referential Interest	4.70

Source : Researcher Data Processing

Mean value of the variable dependent state that There is respondents' tendency to " agree " is quite high high (above 4) on each indicator . Mean interest value references become mark highest followed by interest transactional and interest exploratory . This is can indicates that respondents feel that content and reviews give positive impression so that considered worthy or interesting For recommended to others. Interest transactional potential appear due to respondents has get information and considerations certain from review or content . Compared with indicator others , (interest exploratory) encouragement For find out more about Father D'zuka Still more low . indicates There is potential Where available information considered Already Enough For become material consideration as stated in the discussion previously . This is show that information obtained through effectiveness content and reviews consumer No only form perception , but also able to push emergence interest Good For recommend , transaction or exploratory . Statement the can supported by the 3 highest mean values per item , where respondents agree that Father Dzuka become choice recommendations , there are desire recommend and buy . Table as following :

Table 19. Means Per Item Variable Y

PURCHASE INTENTION (Y)		Mean
Explorative Interest 5	I am interested in finding more information about this restaurant.	4.54
Transactional Interest 2	I consider Rm. D'zuka as a choice when I want to eat out.	4.54
Explorative Interest 6	I want to know more things about this restaurant (such as menu, price, or location).	4.55
Referential Interest 3	I have a desire to recommend Rm. D'zuka to other people.	4.69

Transactional Interest 1	I have a desire to buy or try products from Rm. D'zuka.	4.69
Referential Interest 4	Rm. D'zuka is included in the choices that I can recommend to other people.	4.72

Source : Researcher Data Processing

In the perspective of the Elaboration Likelihood Model (ELM), the information obtained consumer through content and reviews can trigger the evaluation process before consumer form interest to something product or service .

2. Implications

From the results obtained , both variables independent (effectiveness content and reviews consumers) have influential relationships significant to variables dependent (interest buy). Second variables independent own indication that central line and line peripherals walk together and mutually complete with A little more leaning to direction central line where respondents more notice information conveyed so that there is a more information process in

Effectiveness deep content (X1) context This is on the Instagram platform, has high numbers about clarity message followed by indicators others . This is show that manager Rm. D'zuka's Instagram account should display content that is not only interesting and entertaining but also provide clear and easy information found on the veranda account they so that can push interest buy .

Review consumers (X2) taken from Google Review can form impression , giving description as well as become material evaluation for consumer and candidate consumers . It is very important for manager Father D'zuka For give attention to quality product and service so that consumer feel existence suitability hope . With thus consumer Can pushed For give reviews . Managers can also push consumer For give review after visit so that information become more complete and helpful candidate consumer other For considering Father D'zuka .

In a way overall , results study show that content on Instagram and reviews consumers on Google Reviews each other complete in influence interest buy consumers . This is the case can happen blessing role Instagram content in interesting attention as well as give information beginning about House eat , while review consumer give experience real that helps candidate consumer in evaluate quality of Rm. D'zuka . Therefore that , the recommended digital marketing strategy For Father D'zuka is For integrate management social media content with management review consumer in a way active . For example manager can display a number of Google Review reviews as part from content , including a Google Review link on the Instagram page or respond review with active .

respondent data obtained , there are : a number of information that can become notes addition For complete results study this . The results stated that 76.1% of respondents has see information regarding Father D'zuka via Instagram while 54% of Google Review reviews as seen in the following diagram :

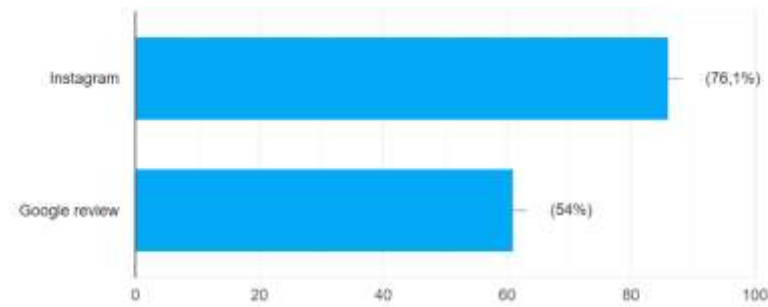


Figure 5. 1media diagram respondents

Source : Researcher Data Processing

The percentages on the age chart also explain that 3 categories age highest is in the category 45 years old and above , 25-34 years and 18-24 years . Where in the range age the Enough active in access information on the internet , especially for the Gen Z and millennial generations . The manager recommended For designing content adapt audience in the range age the as well as active give clear , accurate and consistent information so as not to causing misunderstanding . The diagram in question as following .

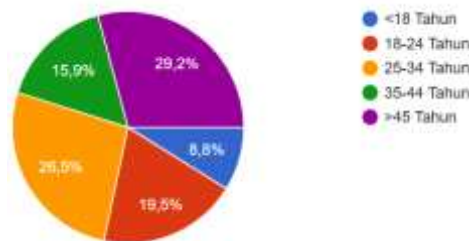


Figure 6. Age diagram

Source : Researcher Data Processing

Expenditure level respondents For food and drinks can also be help give description about Power buy consumer to products and services offered . The following is a diagram produced by respondent data :

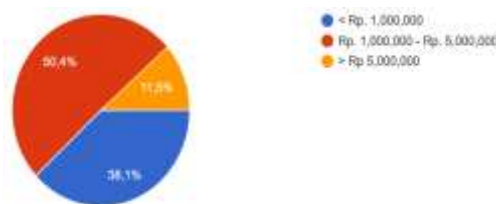


Figure 7. Expenditure diagram eating and drinking per month

Source : Researcher Data Processing

We can Look that 50.4% of respondents own expenditure with range of Rp 1 million to Rp 5 million. Characteristics This show respondents own Power buy relatively adequate . It can be said that the price offered by Rm. D'Zuka Still is at in range that can accessible to most big respondents . Such conditions can help push interest buy Because ability expenditure consumer in line with range price products offered.

CONCLUSION

The conclusion of this study was based on the results of the t-test, which showed a significant effect ($p < 0.05$) of marketing content effectiveness on consumer purchase intention at D'zuka Restaurant. The magnitude of the influence was indicated by the beta coefficient value of 0.385. The t-test results also demonstrated a significant effect ($p < 0.05$) of customer reviews on purchase intention at D'zuka Restaurant, with a beta coefficient value of 0.474. Furthermore, the results of the F-test indicated that marketing content effectiveness and customer reviews simultaneously influenced purchase intention. The coefficient of determination (R^2) showed that marketing content effectiveness and customer reviews explained 61.3% of the variance in purchase intention. These findings support the application of the Elaboration Likelihood Model (ELM) theory in the context of Instagram and Google Reviews-based food marketing. Both marketing content effectiveness and customer reviews demonstrated information-processing tendencies involving both central and peripheral routes, with a stronger tendency toward the central route.

Based on these findings, several recommendations are proposed. For D'zuka Restaurant management, it is recommended to continue optimizing Instagram content by improving message clarity, relevance, and visual attractiveness, while actively encouraging satisfied customers to provide positive reviews on Google Reviews and other digital platforms to strengthen credibility and influence potential customers' purchase decisions. For future researchers, it is recommended to expand the research model by incorporating additional variables, such as brand image, trust, and price perception, as well as extending the study to other culinary businesses or industries to examine the generalizability of the findings. Furthermore, future studies may employ longitudinal designs or experimental approaches to provide stronger evidence regarding the causal relationships between marketing content effectiveness, customer reviews, and purchase intention.

REFERENCE

- Ardhana, V. Y. P., MAB, M. N. S., Kumoro, D. T., Hidayati, L., SKommT, Y. P. W. P., Mm, S. S., Liantoni, F., Mulyodiputro, M. D., Haryadi, D., & MSI, D. S. S. (2025). *Strategi dan Teknologi Media Sosial*. Mega Press Nusantara.
- Ariseno, N. M., & Adiwijaya, K. (2024). Which Type of Social Media Content is Most Effective for Driving Engagement Outcomes? *International Journal for Multidisciplinary Research*, 6(6). <https://doi.org/10.36948/ijfmr.2024.v06i06.31903>
- Ariska, S. (2023). Komunikasi Pemasaran Era Digital: Literature Review Terhadap Strategi Advertising Multikanal Mcdonald's. *Jurnal Ilmu Komunikasi UHO Jurnal Penelitian Kajian Ilmu Komunikasi Dan Informasi*, 8(3), 427–443. <https://doi.org/10.52423/jikuho.v8i2.72>
- Az-Zahra, P., & Sukmalengkawati, A. (2022). Pengaruh Digital Marketing Terhadap Minat Beli Konsumen. *Jurnal Ilmiah Manajemen Ekonomi & Akuntansi (MEA)*, 6(3), 2008–2018. <https://doi.org/10.31955/mea.v6i3.2573>
- Baskara, I. M. B., Widawati, I. a. P., & Damayanti, T. (2025). Peran Mediasi Trust pada Pengaruh Digital Green Marketing terhadap Loyalitas Pelanggan Restoran Lusi Pakan by The River dan Berbagi Kopi Hub di Denpasar. *Al Qalam Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 19(2), 1024. <https://doi.org/10.35931/aq.v19i2.4807>

- Dewi, W. W. A., Febriani, N., Destrity, N. A., Tamitiadini, D., Illahi, A. K., Syauki, W. R., Avicenna, F., Avina, D. A. A., & Prasetyo, B. D. (2022). *Teori Perilaku konsumen*. Universitas Brawijaya Press.
- Fahmi, K. J., Maharani, S., Syarief, D. R., & Leonita, L. (2025). Analysis of the Influence of Electronic Word of Mouth on Brand Image and Purchase Intention in Local Skincare Brands. *Institute of Electrical and Electronics Engineers Xplore*, 1–6. <https://doi.org/10.1109/iatmsi64286.2025.10985729>
- Fauzi, A., & Yunial, A. H. (2024). Analisis sentimen (Sentiment analysis): Evaluasi Sentimen Layanan Dataset Twitter US Airline. CV. Bintang Semesta Media.
- Hidayat, A. A. (2021). *Menyusun instrumen penelitian & uji Validitas-Reliabilitas*. Health Books Publishing.
- Indrawati, N., Yones, P. C. P., & Muthaiyah, S. (2022). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184. <https://doi.org/10.1016/j.apmr.2022.07.007>
- Jasmine, M., & Meena. (2025). Evaluating the effectiveness of digital content marketing on the online purchase intention of the customer. *Journal of Scientific Research and Technology*, 3(6). <https://www.jsrtjournal.com/index.php/JSRT/article/view/225/268>
- Kumar, N. (2025a, May 8). Facebook Users Statistics (2025) — new worldwide data. DemandSage. <https://www.demandsage.com/facebook-statistics/>
- Kumar, N. (2025b, July 16). How many people use Instagram in 2025 (Users Statistics). DemandSage. <https://www.demandsage.com/instagram-statistics/>
- Larasati, N., & Purmono, B. B. (2023). The Influence of Content Marketing, Online Customer Reviews, and Ratings on Purchase Intention through Brand Image as a Mediating Variable. *JEMBA Journal of Economics Management Business and Accounting*, 1(3), 1–24. <https://doi.org/10.54783/jemba.v1i3.15>
- Leong, C., Loi, A. M., & Woon, S. (2021). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, 10(2), 145–157. <https://doi.org/10.1057/s41270-021-00132-9>
- Ningsih, S., & Hidajat, K. (2024). The Influence Of Content Creators And Customer Reviews On Consumer Buying Interest In Tiktok Social Media. *Jurnal Ilmiah Ekonomi Dan Bisnis*.
- Pahmi, S. M. (2024). *Kualitas Produk Dan Harga Mempengaruhi Minat Beli Masyarakat*. Nas Media Pustaka.
- Rahman, A., Sari, N. M. W., Fitriani, Sugiarto, M., Sattar, Abidin, Z., Irwanto, Ladjin, N., Amane, A. P. O., Ahmadin, Alaslan, A., Nugroho, A. P., Indriana, & Haryanto, E. (2022). *Metode Penelitian Ilmu Sosial*. Penerbit Widina.
- Ramli, Amir, A. S., Malik, D., Firmansyah, Pertiwi, H., Basri, Indra, Purnomo, K. D. M., Subekti, W., & Rusman, I. (2024). *Digital Marketing Content*. Cendikia Mulia Mandiri.