

The Influence Of Content Quality And Brand Awareness On Instagram Toward Purchase Intention For Batik Puspita Products (A Study of Generation Z in Pacitan)

Dhea Fitri Puspitayani¹, Sumainah Fauziah²

Universitas Pembangunan Nasional “Veteran” Jawa Timur

Email: dbeeapuspaa@gmail.com¹, Sumainah.adbis@upnjatim.ac.id²

Abstract

Keywords:

*Content Quality, Brand
Awareness, Purchase Intention,
Instagram, Generation Z*

The rapid development of digital technology has transformed marketing communication strategies from conventional methods to digital-based marketing through social media. Instagram has become one of the most widely used platforms by businesses to promote products and establish relationships with consumers. This study aims to analyze the influence of content quality and brand awareness on purchase intention toward Batik Puspita products among Generation Z in Pacitan Regency. A quantitative approach with explanatory research design was employed. The sample consisted of 156 Generation Z respondents selected through purposive sampling. Data were collected using questionnaires and analyzed using multiple linear regression analysis. The results revealed that content quality and brand awareness simultaneously exerted a positive and significant effect on purchase intention, with an F-value of 325.404 and a significance level below 0.001. Partially, content quality had a positive and significant effect on purchase intention with a regression coefficient of 0.625 and a t-value of 10.184. Brand awareness also had a positive and significant effect on purchase intention with a regression coefficient of 0.360 and a t-value of 5.239. The coefficient of determination (R^2) of 0.810 indicates that content quality and brand awareness account for 81% of the variation in purchase intention. These findings suggest that improving content quality and strengthening brand awareness through Instagram can significantly increase Generation Z's purchase intention toward Batik Puspita products.

INTRODUCTION

The advancement of information and communication technology has brought about significant changes across various aspects of life, including the field of marketing. The growth of the internet and social media has enabled companies and entrepreneurs to reach consumers more broadly, rapidly, and efficiently. Among the social media platforms that have experienced rapid growth and are widely used as digital marketing channels is Instagram. This platform allows business operators to convey product information through visually engaging content, thereby enhancing consumer interaction and engagement.

Instagram is particularly relevant for Generation Z, as this generational cohort has grown and developed within a digital environment. Generation Z is characterized by its active use of social media as a primary source of information, entertainment, and reference in purchasing decision-making processes. Prior to making a purchase, members of Generation Z tend to seek information through digital content available on social media platforms. Consequently, the quality of content presented by a brand becomes a critical factor in shaping consumer perceptions and purchase intentions.

Content quality refers to the ability of content to deliver relevant, accurate, engaging, and comprehensible information to the target audience. High-quality content can increase consumer interest in a product while fostering a stronger relationship between the brand and its consumers.

In addition to content quality, brand awareness also plays an important role in influencing purchase intention. Brand awareness refers to the capacity of consumers to recognize and recall a brand when presented with a specific product category. A higher level of brand awareness increases the likelihood of a brand being considered in the purchasing process.

Batik Puspita is a batik small and medium enterprise (SME) in Pacitan Regency that actively utilizes Instagram as a promotional platform. Through various posts including photos, videos, reels, and product information, Batik Puspita strives to enhance consumer interest in its offerings. Nevertheless, the effectiveness of content quality and brand awareness established through Instagram in increasing consumer purchase intention still requires empirical validation. Therefore, this study was conducted to analyze the influence of content quality and brand awareness on purchase intention toward Batik Puspita products among Generation Z in Pacitan Regency.

METHODS

This study employed a quantitative approach with a causal associative research design. The quantitative approach was used to examine the influence of Content Quality (X_1) and Brand Awareness (X_2) on Purchase Intention (Y) among Generation Z in Pacitan Regency. Causal associative research aims to analyze cause-and-effect relationships between independent and dependent variables through hypothesis testing using statistical analysis.

The study was conducted in Pacitan Regency, East Java, with Batik Puspita as the research object. The population comprised Generation Z individuals residing in Pacitan Regency. The sample size was determined using the Slovin formula with a margin of error of 8%, yielding 156 respondents. Non-probability sampling with a purposive sampling technique was employed, whereby respondents were selected based on the following criteria: (1) members of Generation Z born between 1997 and 2013, (2) residing in Pacitan Regency, and (3) having previously viewed content on Batik Puspita's Instagram account.

The data used in this study consisted of primary and secondary data. Primary data were collected through an online questionnaire distributed via Google Forms to respondents meeting the research criteria. The research instrument used a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Secondary data were obtained from books, scientific journals, articles, and other literature relevant to the research topic. Data analysis was performed using IBM SPSS Statistics version 29. The analytical procedures included descriptive analysis, validity testing, reliability testing, classical assumption tests comprising normality, multicollinearity, and heteroscedasticity tests, followed by multiple linear regression analysis, coefficient of determination (R^2), simultaneous test (F-test), and partial test (t-test) for hypothesis testing.

In accordance with the research objectives, the hypotheses proposed are as follows: (H1) Content Quality and Brand Awareness simultaneously have a positive and significant effect on the Purchase Intention of Batik Puspita among Generation Z in Pacitan Regency; (H2) Content Quality has a positive and significant effect on the Purchase Intention of Batik Puspita among Generation Z in Pacitan Regency; (H3) Brand Awareness has a positive and significant effect on the Purchase Intention of Batik Puspita among Generation Z in Pacitan Regency.

RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 156 Generation Z respondents residing in Pacitan Regency who had previously viewed content on Batik Puspita's Instagram account. Based on respondent characteristics, the majority were female, comprising 114 respondents (73.1%), while male respondents numbered 42 (26.9%). The predominance of female respondents indicates that women are more widely exposed to and interested in batik product information disseminated

through Instagram.

In terms of age, the majority of respondents were between 19 and 23 years old. This age group belongs to Generation Z, known as a digitally native generation that actively utilizes social media as a source of information, entertainment, and reference in purchasing decisions. Therefore, the respondent characteristics in this study are considered relevant to the research objectives, which focus on the effectiveness of Instagram-based marketing.

Table 1. Respondent Characteristics by Gender

Jenis Kelamin	Frekuensi	Persentase (%)
Laki-laki	42	26,9
Perempuan	114	73,1
Total	156	100

Source: Primary Data Processed, 2026

Validity Test

The validity test was conducted to assess the ability of each questionnaire item to measure the research variables. An instrument is declared valid if the Corrected Item-Total Correlation value exceeds 0.30 and the significance value is below 0.05.

Table 2. Validity Test Results

Variable	Indicator	Item	r-value	Correlation	Sig.	Note
Content Quality	Informativeness	X1.1	0.483	0.300	< 0.001	Valid
		X1.2	0.661	0.300	< 0.001	Valid
		X1.3	0.634	0.300	< 0.001	Valid
	Relevance	X1.1	0.721	0.300	< 0.001	Valid
		X1.2	0.693	0.300	< 0.001	Valid
		X1.3	0.650	0.300	< 0.001	Valid
	Visual Appeal	X1.1	0.437	0.300	< 0.001	Valid
		X1.2	0.456	0.300	< 0.001	Valid
		X1.3	0.418	0.300	< 0.001	Valid
	Interactivity	X1.1	0.722	0.300	< 0.001	Valid
		X1.2	0.523	0.300	< 0.001	Valid
		X1.3	0.773	0.300	< 0.001	Valid
Brand Awareness	Brand Recognition	X2.1	0.696	0.300	< 0.001	Valid
		X2.2	0.566	0.300	< 0.001	Valid
		X2.3	0.690	0.300	< 0.001	Valid
	Brand Recall	X2.1	0.711	0.300	< 0.001	Valid
		X2.2	0.449	0.300	< 0.001	Valid
		X2.3	0.438	0.300	< 0.001	Valid

	Top of Mind Awareness	X2.1	0.796	0.300	< 0.001	Valid
		X2.2	0.702	0.300	< 0.001	Valid
		X2.3	0.809	0.300	< 0.001	Valid
Purchase Intention	Transactional Intention	Y.1	0.310	0.300	< 0.001	Valid
		Y.2	0.673	0.300	< 0.001	Valid
		Y.3	0.635	0.300	< 0.001	Valid
	Referential Intention	Y.1	0.427	0.300	< 0.001	Valid
		Y.2	0.507	0.300	< 0.001	Valid
		Y.3	0.402	0.300	< 0.001	Valid
	Preferential Intention	Y.1	0.610	0.300	< 0.001	Valid
		Y.2	0.766	0.300	< 0.001	Valid
		Y.3	0.753	0.300	< 0.001	Valid
	Explorative Intention	Y.1	0.651	0.300	< 0.001	Valid
		Y.2	0.781	0.300	< 0.001	Valid
		Y.3	0.757	0.300	< 0.001	Valid

Source: Primary Data Processed, 2026

The validity test results indicate that all questionnaire items for Content Quality, Brand Awareness, and Purchase Intention variables obtained Corrected Item-Total Correlation values greater than 0.30 with significance levels below 0.001. Accordingly, all items are declared valid and are capable of accurately measuring the research constructs, rendering them suitable for subsequent analysis.

Reliability Test

The reliability test was conducted to assess the consistency of the research instrument in measuring each variable. An instrument is considered reliable if its Cronbach's Alpha value exceeds 0.60.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Note
Content Quality	0.844	Reliable
Brand Awareness	0.839	Reliable
Purchase Intention	0.854	Reliable

Source: Primary Data Processed, 2026

Based on Table 3, all research variables obtained Cronbach's Alpha values above 0.60. The Purchase Intention variable achieved the highest reliability value of 0.854, followed by Content Quality at 0.844, and Brand Awareness at 0.839. Consequently, all research instruments are declared reliable and demonstrate an adequate level of consistency, rendering them suitable as data collection tools in this study.

Classical Assumption Tests

Normality Test

The normality test was conducted using the Kolmogorov-Smirnov method to determine

whether the residuals of the regression model are normally distributed.

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			156
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		3.19690869
Most Extreme Differences	Absolute		.043
	Positive		.043
	Negative		-.040
Test Statistic			.043
Asymp. Sig. (2-tailed) ^c			.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.		.682
	99% Confidence Interval	Lower Bound	.670
		Upper Bound	.694

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 926214481.

Figure 1. Normality Test Results

Source: Primary Data Processed, 2026

Based on the test results, the Asymp. Sig. (2-tailed) value obtained was 0.200, which exceeds the significance level of 0.05. This result indicates that the residuals in the regression model are normally distributed.

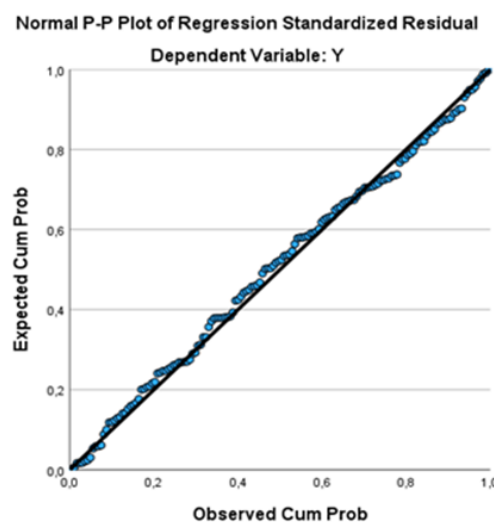


Figure 2. Normality Test Results

Source: Primary Data Processed, 2026

Furthermore, the Normal Probability Plot reveals that the residual data points are scattered around and follow the diagonal line, thereby reinforcing that the normality assumption has been satisfied. Consequently, the regression model meets one of the fundamental assumptions required for multiple linear regression analysis.

Multicollinearity Test

The multicollinearity test was performed to determine whether a high degree of

correlation exists among the independent variables in the regression model. The test was conducted by examining the Tolerance and Variance Inflation Factor (VIF) values.

Table 4. Multicollinearity Test Results

Independent Variable	Tolerance	VIF	Note
Content Quality	0.335	2.983	No Multicollinearity
Brand Awareness	0.335	2.983	No Multicollinearity
Dependent Variable: Purchase Intention			

Source: Primary Data Processed, 2026

The test results indicate that all independent variables obtained a Tolerance value of 0.335, exceeding the threshold of 0.10, and a VIF value of 2.983, which is below 10. It can therefore be concluded that no multicollinearity is present in the regression model. This finding confirms that Content Quality and Brand Awareness do not exhibit a high linear relationship with each other, and both are thus appropriate for simultaneous inclusion in the research model.

Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether variance inequality exists in the residuals of the regression model. The test was performed using the Glejser test, supported by scatterplot analysis.

Table 5. Heteroscedasticity Test Results

Independent Variable	Significance	Note
Content Quality (X1)	0.229	No Heteroscedasticity
Brand Awareness (X2)	0.185	No Heteroscedasticity
Dependent Variable: Purchase Intention		

Source: Primary Data Processed, 2026

Based on Table 5, the significance value for the Content Quality variable was 0.229, and for Brand Awareness was 0.185, both exceeding the threshold of 0.05. These results indicate that the regression model does not exhibit heteroscedasticity.

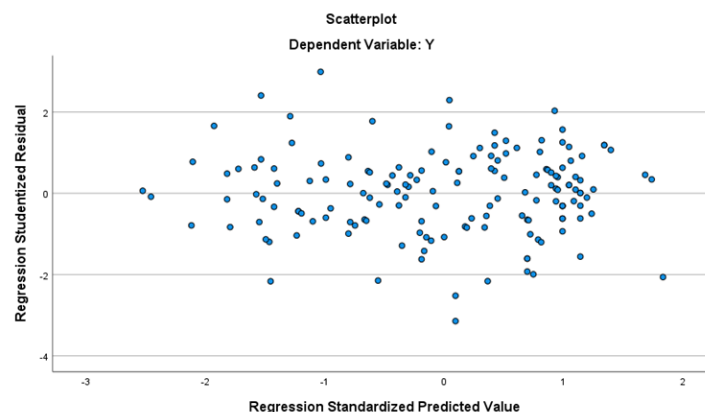


Figure 3. Heteroscedasticity Test Results

Source: Primary Data Processed, 2026

This finding is further supported by the scatterplot, which shows residual data points dispersed randomly above and below the zero axis without forming any discernible pattern. Accordingly, the homoscedasticity assumption in the regression model has been satisfied, rendering the model suitable for further analysis.

Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to determine the magnitude of the

influence of Content Quality (X₁) and Brand Awareness (X₂) on Purchase Intention (Y), both partially and simultaneously. The results of data processing using SPSS are presented in Table 6.

Table 6. Multiple Linear Regression Results

Variabel	Unstandardized Coefficient		t	Sig	Keterangan
	B	Std.Error			
Constant	5.843	1.679	3.481	0.001	
Content Quality (X ₁)	0.625	0.061	10.184	0.000	Signifikan
Brand Awareness (X ₂)	0.360	0.069	5.239	0.000	Signifikan
Dependent Variable: Purchase Intention					

Source: Primary Data Processed, 2026

Based on Table 6, the multiple linear regression equation is obtained as follows: $Y = 5.843 + 0.625X_1 + 0.360X_2$. This equation indicates that the constant value of 5.843 suggests that if Content Quality and Brand Awareness are held constant, Purchase Intention has a baseline value of 5.843. The regression coefficient for Content Quality of 0.625 indicates a positive relationship, meaning that every one-unit increase in content quality will increase purchase intention by 0.625, assuming other variables remain constant. Similarly, the regression coefficient for Brand Awareness of 0.360 reflects a positive relationship, whereby an increase in brand awareness will enhance purchase intention by 0.360. The significance values for both variables are below 0.05, confirming that both exert a significant effect on Purchase Intention.

F-Test (Simultaneous Test)

The F-test was conducted to determine whether Content Quality and Brand Awareness jointly influence Purchase Intention.

Table 7. F-Test Results

Model		Sum of Square	df	Mean Square	F-hitung	F-Tabel	Sig.
1	Regression	6738.346	2	3369.137	325.404	3,06	<0,001
	Residual	1584.135	153	10.354			
	Total	8322.481	155				

Source: Primary Data Processed, 2026

Based on Table 7, the F-calculated value of 325.404 exceeds the F-table value of 3.06, with a significance level of below 0.001. These results indicate that Content Quality and Brand Awareness simultaneously exert a positive and significant effect on Purchase Intention. Accordingly, the hypothesis stating that both independent variables jointly influence Purchase Intention is accepted. This finding suggests that improvements in content quality published through Instagram, combined with increased consumer awareness of the Batik Puspita brand, will significantly drive an increase in consumer purchase intention.

t-Test (Partial Test)

The t-test was employed to determine the individual effect of each independent variable on the dependent variable.

Table 8. t-Test Results

Independent Variable	t-calculated	t-table	Sig.	Note
Content Quality (X ₁)	10.184	1.976	< 0.001	Significant

Brand Awareness (X2)	5.239	1.976	< 0.001	Significant
Dependent Variable: Purchase Intention				

Source: Primary Data Processed, 2026

Based on the test results, the Content Quality variable obtained a t-calculated value of 10.184, exceeding the t-table value of 1.976, with a significance value below 0.05. This indicates that Content Quality has a positive and significant effect on Purchase Intention, meaning that the higher the quality of content presented through Batik Puspita's Instagram account, the greater the consumers' purchase intention toward the offered products. Furthermore, the Brand Awareness variable obtained a t-calculated value of 5.239, also exceeding the t-table value of 1.976, with a significance value below 0.05. This result indicates that Brand Awareness has a positive and significant effect on Purchase Intention, meaning that the higher the level of consumer recognition and recall of the Batik Puspita brand, the greater consumers' propensity to make a purchase.

Coefficient of Determination (R^2)

The coefficient of determination was used to measure the ability of the independent variables to explain the variation in the dependent variable within the research model.

Table 9. Coefficient of Determination Results

R	R Square	Adjusted R Square
0.900a	0.810	0.807

Source: Primary Data Processed, 2026

Based on Table 9, the R Square value of 0.810 indicates that Content Quality and Brand Awareness are capable of explaining 81.0% of the variation in Purchase Intention. The remaining 19.0% is influenced by other factors outside the research model, such as price, product quality, brand image, promotion, consumer trust, and other external variables not analyzed in this study. In addition, the Adjusted R Square value of 0.807 indicates that the regression model demonstrates a high explanatory capacity in describing the relationship between the independent and dependent variables. This reflects a strong goodness of fit and confirms that the research model is capable of adequately explaining the determinants of Purchase Intention toward Batik Puspita products among Generation Z.

DISCUSSION

The Combined Influence of Content Quality and Brand Awareness on Purchase Intention

The test results demonstrate that Content Quality exerts a positive and significant effect on the Purchase Intention toward Batik Puspita products among Generation Z. This is evidenced by the partial test yielding a t-calculated value of 10.184, which exceeds the t-table value of 1.976, with a significance level below 0.001. Furthermore, regression analysis reveals a coefficient of 0.625, indicating that each unit increase in content quality will raise consumer purchase intention by 0.625 units, assuming other variables remain constant.

These findings confirm that content quality is the dominant factor influencing Generation Z's purchase intention toward Batik Puspita. As a generation that has grown up amid the advancement of digital technology, Generation Z tends to rely on social media as a primary information source before deciding to purchase a product. Therefore, the quality of information conveyed through Instagram becomes a critically important aspect in shaping consumer perceptions of a brand.

Descriptive analysis indicates that the Content Quality variable achieved a grand mean of 3.89, falling within the 'agree' category. The highest value was recorded for the visual appeal

indicator, while the content relevance indicator obtained a relatively lower value compared to other indicators. This suggests that respondents perceive Batik Puspita's visual content as already highly effective; however, the substantive content could be further tailored to the needs, preferences, and lifestyles of the Generation Z target market.

The Influence of Content Quality on Purchase Intention

The research findings demonstrate that content quality presented through Batik Puspita's Instagram account is capable of forming positive consumer perceptions toward the offered products. Content that provides comprehensive information about batik motifs, materials used, the production process, and product usage facilitates consumer access to information prior to purchase. Additionally, visually appealing presentations are capable of attracting audience attention, so that content functions not only as a promotional medium but also as a communication channel between the company and its consumers.

From a consumer behavior perspective, high-quality content can reduce consumer uncertainty about a product. Prior to purchasing a product, consumers generally seek as much information as possible to minimize purchase risk. When the information available through social media is deemed complete, accurate, and easy to understand, the level of consumer trust increases. This enhanced trust subsequently fosters interest in trying or purchasing the promoted products.

These findings also demonstrate that Instagram has evolved beyond a photo-sharing platform into a marketing medium capable of influencing consumer decision-making processes. For Generation Z, who are highly active social media users, creative, interactive, and trend-responsive content holds greater appeal than conventional promotional approaches. Therefore, Batik Puspita must maintain consistency in producing high-quality content to sustain audience engagement and continuously enhance purchase intention.

These findings are consistent with Akhsin (2022), who argues that the quality of visuals and information in digital marketing content positively influences consumer purchase intention. Similarly, Vareza et al. (2025) reveal that informative, relevant, and engaging content is capable of increasing consumer interest in products on digital platforms. Research by Fatimah (2023) and Sari and Patrikha (2025) further confirms that content quality is one of the primary factors influencing consumer purchasing decisions on social media. These cumulative findings reinforce the conclusion that content quality constitutes a critical element in Batik Puspita's digital marketing strategy.

Based on the research findings and supported by prior studies, it can be concluded that the higher the quality of content disseminated through Batik Puspita's Instagram account, the greater the purchase intention of Generation Z toward the offered products. Accordingly, Batik Puspita must continuously enhance visual quality, creativity, posting consistency, and the delivery of educational information in order to sustain consumer interest and strengthen its competitiveness in the digital batik market.

The Influence of Brand Awareness on Purchase Intention

The research results indicate that Brand Awareness exerts a positive and significant effect on the Purchase Intention toward Batik Puspita products among Generation Z. The partial test yields a t-calculated value of 5.239, exceeding the t-table value of 1.976, with a significance level below 0.001. Regression analysis shows a regression coefficient of 0.360, meaning that each one-unit increase in Brand Awareness will raise Purchase Intention by 0.360 units, assuming other variables remain constant. These results confirm that the third hypothesis in this study is accepted.

Brand awareness refers to consumers' ability to recognize, recall, and identify a brand when presented with a specific product category. In this study, a high level of brand awareness indicates that the majority of respondents are already familiar with Batik Puspita as a batik brand originating from Pacitan Regency. This condition represents an important asset for the company, as consumers tend to choose brands they are already familiar with over unfamiliar ones.

Descriptive analysis reveals that the Brand Awareness variable achieved a grand mean of 3.83, categorized as 'agree', while the Purchase Intention variable obtained a grand mean of 3.95. These findings indicate that the majority of respondents are able to recognize the identity of Batik Puspita, recall the brand when in need of batik products, and demonstrate a tendency to purchase the offered products. Nevertheless, the top-of-mind awareness indicator obtained a relatively lower value compared to other indicators. This suggests that while Batik Puspita is known to consumers, it has not yet fully established itself as the first brand that immediately comes to mind when consumers think of batik products.

Theoretically, brand awareness plays a significant role in the purchasing decision-making process, as consumers tend to trust brands they are familiar with. The higher the level of brand recognition, the lower the perceived risk consumers feel when making a purchase. In other words, brand awareness is capable of enhancing trust, reinforcing brand image, and creating the conviction that a chosen product is of good quality. Therefore, increasing brand awareness constitutes an important strategy in building consumer loyalty and enhancing purchase intention. These findings are consistent with Pangesti and Mustaqim (2025), who establish that brand awareness positively and significantly influences consumer purchase intention. Erislan (2025) further explains that brand awareness plays a strategic role in influencing purchasing decisions through brand recognition and recall processes. Additionally, research by Fatimah (2023) and Setiawati and Sirait (2024) demonstrates that brand awareness is one of the factors that significantly enhances consumer purchasing decisions on digital platforms. These collective findings reinforce the conclusion that strengthening brand awareness constitutes an effective strategy for increasing consumer purchase intention.

CONCLUSION

Based on the research findings regarding the influence of Content Quality and Brand Awareness on the Purchase Intention toward Batik Puspita products among Generation Z in Pacitan Regency, it can be concluded that Content Quality and Brand Awareness simultaneously exert a positive and significant effect on Purchase Intention. This indicates that the combination of high-quality social media content and strong brand awareness is capable of enhancing consumer interest in purchasing Batik Puspita products. Furthermore, both variables account for 81% of the variation in Purchase Intention, while the remaining 19% is attributable to other factors outside the research model.

Partially, Content Quality exerts a positive and significant effect on Purchase Intention, indicating that the more informative, relevant, engaging, and interactive the content presented through Batik Puspita's Instagram account, the higher consumers' purchase intention. Conversely, Brand Awareness also exerts a positive and significant effect on Purchase Intention, demonstrating that consumers' ability to recognize and recall the Batik Puspita brand contributes to an increased propensity for purchase. Between the two variables, Content Quality is the dominant variable influencing Purchase Intention; therefore, improving the quality of social media content should be prioritized in Batik Puspita's marketing strategy.

REFERENCES

- Akhsin, S. (2022). Pengaruh Copywriting dan Kualitas Visual Konten Pemasaran terhadap Minat Beli Konsumen Pada Pengguna Instagram di Kelurahan Tanjung Selamat Medan. Undergraduate Thesis, Universitas Medan Area.
- Erislan. (2025). The Influence of Content Frequency and Content Quality on Purchase Decision through Brand Awareness. *Jurnal Ilmiah Manajemen Kesatuan*, 13(4), 3313–3325.
- Fatimah, R. (2023). Pengaruh Content Marketing Instagram dan Brand Awareness terhadap Minat Beli di PS. Store Medan. *Jurnal Ilmu Sosial, Politik, dan Humaniora*, 7(1), 296–304.
- Halopacitan. (2023). Berdiri Sejak 1983, Batik Puspita Bertahan Dengan Inovasi Dan Kreasi. Retrieved from <https://halopacitan.com>

- Pangesti, P., & Mustaqim. (2025). Pengaruh Content Marketing dan Brand Awareness dalam Meningkatkan Minat Beli Para Pengguna Aplikasi TikTok (Studi Kasus Minat Beli Pengguna Aplikasi di Daerah Cikarang). *Jurnal Ilmiah Manajemen*, 3(2), 32–41.
- Sari, A., & Patrikha, F. (2024). Pengaruh Kualitas Konten, Jumlah Pengikut, dan Rating Toko terhadap Keputusan Pembelian pada Platform E-Commerce. *Jurnal Pendidikan Tata Niaga*, 12(2), 283–291.
- Setiawati, S., & Sirait, T. (2024). Influence of Social Media Marketing Instagram and Brand Awareness on Purchase Decisions of PT. Mepro Products. *Journal of World Science*, 3(7), 860–874.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta Bandung.
- Vareza, D., et al. (2025). Pengaruh Persepsi Kemudahan, Kualitas Konten, dan Interaksi Pengguna terhadap Minat Beli Konsumen Skincare TikTokShop. *Symposium Manajemen dan Bisnis*, 4, 1190–1197.