

Analysis Content Marketing On Purchase Intention Through Customer Engagement (Study on @sakinahkonveksi_1803)

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Abstract

Keywords:

Content Marketing, Customer Engagement, Purchase Intention

This research aims to examine the influence of Content Marketing on Purchase Intention, with Customer Engagement serving as a mediating variable. In the context of consumer purchase Intention, awareness of content marketing strategies—particularly those emphasizing sustainability—is becoming increasingly essential. The research employed a survey method by distributing questionnaires to 300 followers of the Instagram account @sakinahkonveksi_1803. The collected data were then analyzed using path analysis to assess the relationships among the variables studied. The findings reveal that Content Marketing exerts a positive and significant impact on Customer Engagement, and in turn, Customer Engagement positively influences Purchase Intention. Furthermore, Customer Engagement is confirmed to act as a mediating variable that reinforces the relationship between Content Marketing and Purchase Intention. These results suggest that well-implemented Content Marketing strategies can boost Customer Engagement, which subsequently enhances consumers' intentions to purchase. This study offers valuable insights for businesses in formulating more effective marketing strategies.

INTRODUCTION

The rapid development of social media platforms has had a positive impact on marketing, especially for companies that use it as their main promotional tool. Instagram has become one of the most widely used platforms due to its high popularity, with global users reaching 1.63 billion in 2024. (Julius, 2024) Lack of effective content marketing management can reduce interaction with consumers, which affects purchasing interest.

Content marketing plays an important role in increasing product appeal and encouraging consumer buying interest, especially through the Instagram platform which is currently a digital promotional tool widely used by business people. One of the key elements that supports the effectiveness of this strategy is customer engagement, which not only drives business growth and development but also directly influences consumer interest in making purchases. (Ratnawati, 2024) In the context of marketing through Instagram, customer engagement is a crucial element because it is able to build interactive relationships between companies and consumers, which can ultimately encourage increased product selling power and strengthen consumer purchasing decisions (Supriyanto et al., 2024).

Customer engagement plays a very important role for companies because it can build, grow, and strengthen relationships between companies and potential consumers, which ultimately contributes to increased purchasing interest (Minahasa, 2024). To achieve this, active involvement from consumers is needed through interactions with various interesting and relevant content. Content published on social media acts as a communication bridge between companies and

consumers, as well as an indicator of whether the information conveyed is able to meet consumer needs and preferences. If this involvement is created optimally, the potential for consumers to have the intention to buy the product will be even greater. Therefore, a creative, communicative content management strategy that is in accordance with the characteristics of the target market is an aspect that cannot be ignored in today's digital marketing.

METHODS

This study uses a quantitative research method with a causal descriptive approach, which aims to objectively explain the relationship between variables through statistical analysis. The research process begins with the development of research instruments, primary data collection through surveys, and data analysis using statistical techniques to test the relationship between content marketing, customer engagement, and purchase intention. The target population consists of Instagram followers @sakinah_1803. The sampling method used is random sampling, ensuring that each individual in the population has an equal chance of being selected. The sample criteria include followers of @sakinahkonveksi_1803 who voluntarily agree to fill out the questionnaire.

Data were obtained using a structured questionnaire consisting of statements designed to assess the level of Content Marketing, Customer Engagement, and Purchase Intention. The measurement of variables used a 7-point semantic differential scale, where a score of 1 indicates "strongly disagree" and a score of 7 indicates "strongly agree." The variables examined in this study include Content Marketing, Customer Engagement, Purchase Intention, Marketing Management, and Consumer Behavior. Content Marketing is assessed through several dimensions: Reader Cognition, Sharing Motivation, Persuasion, Decision Making, and Supporting Factors. Meanwhile, Customer Engagement is measured based on Cognitive Engagement, Emotional Engagement, and Behavioral Engagement. Purchase Intention is evaluated through four dimensions: Transactional Intention, Referential Intention, Preferential Intention, and Exploratory Intention.

The data analysis process involves several stages. Initially, descriptive analysis was conducted to summarize the characteristics of respondents statistically. After that, validity and reliability testing were carried out through the assessment of the measurement model (outer model) using SmartPLS 3. Convergent validity was evaluated based on the Average Variance Extracted (AVE), where a value greater than 0.5 indicates adequate validity. A construct is considered to show strong reliability if the Composite Reliability exceeds 0.70, and an indicator is considered reliable if its Cronbach's Alpha value is greater than 0.70.

To test the relationship between variables, structural regression analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach with the help of SmartPLS software. Path analysis was used to assess the direct and indirect effects of Content Marketing on Purchase Intention, with Customer Engagement serving as a mediating variable.

The results of the analysis are presented in a table created using SmartPLS 3, accompanied by clear and detailed interpretations. Through this approach, this study aims to provide comprehensive insights into the influence of Content Marketing on Purchase Intention, with Customer Engagement as a mediating variable, based on data collected from Instagram followers @sakinahkonveksi_1803.

RESULTS AND DISCUSSION

Result

Descriptive analysis

Descriptive analysis put together in one table that includes gender, age, education level, and income level based on 300 respondents:

Table 4.1 Respondent Characteristics

Characteristic	Category	Number of Respondent	Percentage (%)
Gender	Male	108	36 %
	Woman	192	64 %
Age	16-21 year	43	14,3 %
	21-26 year	93	31 %
	26-31 year	150	50 %
	>30	14	4,7 %

Source: Processed by researchers, 2025

Based on table 4.1, it can be seen that the number of followers is male as many as 108 people or 36%. Meanwhile, for female followers as many as 192 people or 64%. The dominant age of followers is 26-31 years with the largest number being 150 people or 50%.

External model testing

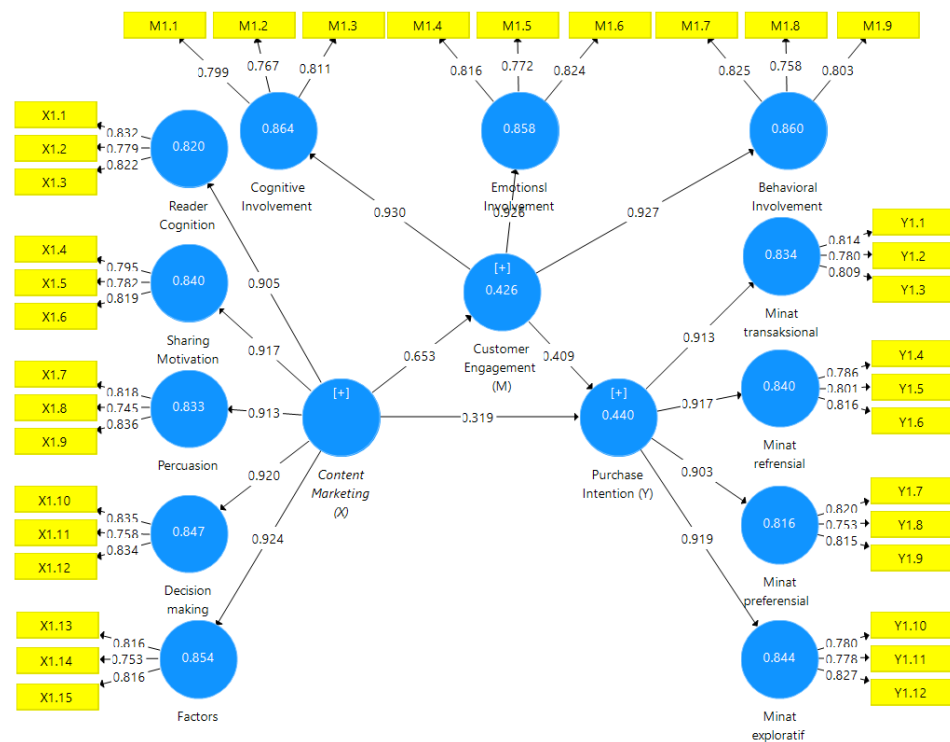


Figure 4.1 Path Diagram of the pls model

Source: Processed by researchers, 2025

The illustration above depicts a structural model that describes the relationship between the variables “Content Marketing,” “Customer Engagement,” and “Purchase Intention.” This model uses the Partial Least Squares Structural Equation Modeling (PLS-SEM) method to test the interactions between latent constructs.

The variable “Content Marketing” is measured through fifteen indicators (X1 to X15) with loading factor values ranging from 0.745 to 0.836, which indicates that all indicators have a strong contribution to the latent variable. Meanwhile, the variable “Customer Engagement” is also

measured through nine indicators (M1 to M9) with a loading factor value ranging from 0.767 to 0,825, which indicates that these indicators are quite valid in representing their variables. And the variable “Purchase Intention” which is measured through twelve indicators (Y1 to Y12) with a loading factor value ranging from 0.753 to 0.827 which indicates that all indicators have a strong contribution to the latent variable.

The “Green Marketing” variable is measured through twelve indicators (X1 to X12) with loading factor values ranging from 0.788 to 0.881, which indicates that all indicators have a strong contribution to the latent variable. Meanwhile, the variable “Brand Image” is also measured through fifteen indicators (M1 to M15) with loading factor values ranging from 0.788 to 0.881, indicating that all indicators have a strong contribution to the latent variable 0.700 to 0.845 which indicates that these indicators are quite valid in representing their variables. And the variable “Purchase Decision” which is measured through fifteen indicators (Y1 to Y15) with a loading factor value ranging from 0.727 to 0.828 which indicates that all indicators have a strong contribution to the latent variable.

Test Validity & Reliability

Validity test result X (Content Marketing)

NO	Item	R-count	R-critical	Description
1	X1.1	0,819	0,3	Valid
2	X1.2	0,808	0,3	Valid
3	X1.3	0,717	0,3	Valid
4	X1.4	0,854	0,3	Valid
5	X1.5	0,714	0,3	Valid
6	X1.6	0,854	0,3	Valid
7	X1.7	0,714	0,3	Valid
8	X1.8	0,834	0,3	Valid
9	X1.9	0,857	0,3	Valid
10	X1.10	0,862	0,3	Valid
11	X1.11	0,828	0,3	Valid
12	X1.12	0,911	0,3	Valid
13	X1.13	0,801	0,3	Valid
14	X1.14	0,854	0,3	Valid
15	X1.15	0,713	0,3	Valid

Validity test result M (Customer Engagement)

NO	Item	R-count	R-critical	Description
1	M.1	0,799	0,3	Valid
2	M.2	0,767	0,3	Valid
3	M.3	0,811	0,3	Valid
4	M.4	0,816	0,3	Valid
5	M.5	0,772	0,3	Valid
6	M.6	0,824	0,3	Valid
7	M.7	0,825	0,3	Valid
8	M.8	0,758	0,3	Valid
9	M.9	0,803	0,3	Valid

Validity test result Y (Purchasing Intention)

NO	Item	R-count	R-critical	Description
1	Y.1	0,814	0,3	Valid
2	Y.2	0,780	0,3	Valid
3	Y.3	0,809	0,3	Valid
4	Y.4	0,786	0,3	Valid
5	Y.5	0,801	0,3	Valid
6	Y.6	0,816	0,3	Valid
7	Y.7	0,820	0,3	Valid
8	Y.8	0,753	0,3	Valid
9	Y.9	0,815	0,3	Valid
10	Y.10	0,780	0,3	Valid
11	Y.11	0,778	0,3	Valid
12	Y.12	0,827	0,3	Valid

Based on the outer loading values presented in the table, it can be concluded that all indicators provide significant contributions to their respective constructs. For the Content Marketing construct, the outer loading values range from 0.713 to 0.911. Indicator X12 shows the strongest contribution (0.911), while X15 shows the lowest contribution (0.713), although still within the acceptable threshold (>0.70). This confirms the validity of each indicator in measuring the Content Marketing construct. In the case of the Customer Engagement construct, the outer loading values vary between 0.758 to 0.825, with M7 showing the highest loading (0.825), and M8 the lowest (0.758). Although slightly lower, M8 still meets the minimum required standards. For the Purchase Intention construct, the outer loading values range from 0.753 to 0.827, with Y12 showing the highest contribution (0.827), and Y8 the lowest (0.753). Although it is the smallest, this value still meets the minimum criteria recommended in PLS-SEM analysis.

Overall, the three constructs have good convergence validity, as all indicators have an outer loading value above 0.70. This indicates that each indicator is able to represent its construct strongly and reliably. However, indicators with lower loading values, such as X15, M8, and Y8, can be considered for review to improve model accuracy.

Table 4.2 Reliability test results

Variabel	Composite Reability	Cronbach's Alpha	Description
<i>Content Marketing</i>	0,946	0,939	Reliabel
<i>Customer Engagement</i>	0,916	0,896	Reliabel
<i>Purchase Intention</i>	0,931	0,920	Reliabel

Source: Processed by researchers, 2025 (Using SmartPLS 3 software)

Based on table 4.2 above, all variable indicators have good reliability, because the combined reliability value for each variable is > 0.8 . The research data can be said to be reliable because it meets the composite reliability criteria.

Table 4.3 Results of AVE analysis

Variabel	Average Variance Extracted (AVE)
<i>Content Marketing</i>	0,540
<i>Customer Engagement</i>	0,547
<i>Purchase Intention</i>	0,531

Source: Processed by researchers, 2025 (Using SmartPLS 3 software)

Based on table 4.3 above, it can be seen that the AVE value for each indicator has a value of > 0.5 so it can be concluded that all variables in this study meet the criteria for convergent validity. After testing the outer model, the next step is to test the inner model.

This test is carried out to find out how the construct, significance value, and r-square value of the research model. This structural model evaluation is known as the inner model, showing how latent variables interact based on the substantive theory of research. This test includes the following aspects:

1. *Coefficient of Determination (R^2)*

The r-square (R^2) test is carried out to calculate the squared correlation between the actual and predicted endogenous variables to determine the accuracy of the model prediction. The R-Square assessment criteria are 0.75 (high), 0.5 (medium), 0.25 (low). The R-Square value between 0 and 1 shows some of the influence of the independent variable on the dependent variable (Nurhalizah et al., 2024)

Variable	R Square	Description
<i>Customer Engagement</i>	0.426	Medium
<i>Purchase Intention</i>	0.440	Medium

Source: Processed by researchers, 2025 (Using SmartPLS 3 software)

Based on table 4.4, the r-square value (coefficient of determination) of Customer Engagement (m) is 0.426, which means that the perceived value of Content Marketing is a medium category. The r-square value for the Purchase Intention variable (y) is 0.440, which indicates that the perceived value of Content Marketing and Customer Engagement together can influence Purchase Intention with a Medium category.

2. *Effect Size (f-square)*

The F-Square test is used to assess the extent to which exogenous latent variables contribute to the variance of endogenous latent variables. an F-Square value of 0.35 indicates a fairly large influence, a value of 0.15 indicates a moderate influence, and a value of 0.02 indicates a minimal influence of the latent predictor variable. (Subhaktiyasa, 2024)

The conclusion is that all influence values are collected in one matrix, making it easier for researchers to analyze the influence between latent variables. The following is a summary of the influence between variables in the study:

Table 4.6 Summary Matrix of Influence

<i>Variabel</i>	<i>T-Statistik</i>	<i>P Value</i>	<i>Direct</i>	<i>Indirect</i>	<i>Total</i>
<i>Koefisien</i>			<i>Effect(o)</i>	<i>Efferct</i>	<i>Efferct</i>
<i>Jalur</i>				<i>(M)</i>	
X→Y	5.188	0.000	0.319	0.000	0.319
X→M	13.931	0.000	0.653	0.000	0.653
M→Y	7.669	0.000	0.409	0.000	0.409
X→M→Y	6.289	0.000	0.000	0.266	0.266

Source: Processed by researchers, 2025 (Using SmartPLS 3 software)

Berdasarkan Tabel 4.6, hubungan langsung antara variabel Pemasaran Konten, Keterlibatan Pelanggan, dan Niat Pembelian terbukti signifikan. Signifikansi pengaruh

tersebut dapat diketahui dengan memeriksa nilai-p yang disajikan dalam tabel, dengan hasil yang dirangkum sebagai berikut :

a. Hypothesis 1

The results of the Content Marketing on Purchase Intention resulted in a t-statistic of $5.188 > 1.96$. It can be concluded that Content Marketing has a significant effect on Purchase Intention. Based on these results, H1, which suspects Content Marketing on Purchase Intention, **can be accepted**.

b. Hypothesis 2

The results of the effect of Content Marketing on Customer Engagement produced a t-statistic of $13.913 > 1.96$. It can be concluded that Content Marketing has a significant effect on Customer Engagement. Based on these results, H2, which suspects Content Marketing on Customer Engagement, **can be accepted**.

c. Hypothesis 3

Based on testing, it can be seen that Customer Engagement on Purchase Intention produces a t-statistic of $6.289 > 1.96$. It can be concluded that Customer Engagement has a significant effect on Purchase Intention. Based on these results, H3, which suspects that Customer Engagement has an effect on Purchase Intention, **can be accepted**.

DISCUSSION

The results of this study provide very important insights into Content Marketing and Customer Engagement towards Purchase Intention.

1. Effect of Content Marketing (X) on Purchase Intention (Y)

This hypothesis testing is seen from the path coefficient table. It can be seen in table 4.7 that the exogenous Content Marketing construct has a significant effect value ($O = 0.319$) with the Purchase Intention construct. The t-statistic value is $5.188 > 1.96$ and the p-value is $0.000 < 0.5$. It can be concluded that hypothesis testing shows a significant influence between Content Marketing on Purchase Intention.

This is in line with research conducted by (Sudirjo et al., 2023) which states Content Marketing has a positive and significant effect on Purchase Intention and Customer Engagement. Meanwhile, this is not in line with research from (Yusuf Romadon, et al, 2014) which states that Content Marketing has an effect but is not significant on purchase Intention and Customer Engagement. This shows that the more attractive Content Marketing is, the more it increases Purchase Intention.

2. Effect Content Marketing (X) on Customer Engagement (M)

This hypothesis testing is seen from the path coefficient table. It can be seen in table 4.7 that the exogenous Content Marketing construct has a significant effect value ($O = 0.653$) with the Customer Engagement construct. The t-statistic value is $51.203 > 1.96$ and the p-value is $0.000 < 0.5$. It can be concluded that hypothesis testing shows a significant influence between Content Marketing on Customer Engagement. This finding shows that the better the implementation of Content Marketing in a company can improve Customer Engagement by consumers.

This study produces a value that has a significant effect in line with research (Syahvitri, 2023) which states that Content Marketing has a positive and significant effect on Customer Engagement. However, this is not in line with research from (Syahvitri, 2023) which states that Content Marketing has an effect but is not significant to Customer Engagement and Purchase Intention.

3. Effect Brand Image (M) to Purchase decisions (Y)

In SmartPLS 3 software, this test is seen from the path coefficient table. It can be seen in table 4.7 that the Customer Engagement construct has a significant effect value ($O = 0.409$) with the Purchase Decision construct. The t-statistic value is $7.669 > 1.96$ and the p-value is $0.000 < 0.5$. the positive influence produced means that with the effectiveness of the role of customer engagement or consumer involvement, purchase intention will be effective and increase as well. The research findings that state that there is an influence of customer involvement on purchase intention are research (Elvarina, n.d.) that it is in line with the research currently being studied. While other studies that say that customer involvement has no effect on purchase intention are (Beno et al., 2022) which state that customer involvement also has an influence on purchase intention.

4. The Influence of Brand Image Mediation (M) in the relationship between Green Marketing (X) and Purchase Decisions (Y)

In SmartPLS 3 software, hypothesis testing is seen from the specific indirect effect table. However, it is necessary to first see the direct effect between latent variables, it can be seen in Table 4.7 which states that there is a value ($O = 0.000$) between the Green Marketing construct on Purchasing decisions with a t-statistic value of $6.289 > 1.96$ and a p-value of $0.000 < 0.5$. Furthermore, it can be seen again the mediating effect in the Customer Engagement construct table with a significant ($O=0.000$) with a t-statistic value of 6.289 and a p-value of 0.000 which shows a significant and positive effect.

Comparison between the direct effect and indirect effect of this information can be seen that the mediating effect of Customer Engagement in the Content Marketing on Purchase Intention is greater in value 0.000 than the effect of the Content Marketing construct on Purchase Intention, namely 0.266 so it can be concluded that the mediating effect of Customer Engagement mediates very effectively, this is in line with research from (Devi Indrawati, 2015) which shows that Brand Image and Lifestyle have a significant effect on Purchasing Decisions.

Based on this, it can be interpreted that the influence is not only direct, but also occurs through a mediation mechanism involving Brand Image. This means that a good Brand Image will increase Purchasing Decisions both directly and indirectly. Brand Image as a mediating variable means that changes or improvements, Brand Image can increase or mediate a positive influence on Purchasing Decisions.

DISCUSSION

This research was conducted using a marketing management approach. The research was conducted using three types of variables, namely independent variables (*Independent Variable*), mediation variables, and bound variables (*Dependent Variable*). For this, the variables in this study are *Green Marketing*(X), *Green Product*(M), purchase decision (Y). This research was conducted on Fore Coffee consumers in Sukabumi City.

1. The influence of *green marketing* on purchasing decisions

Hypothesis testing can be seen from table 4.7 that the t-statistical value of 8,867 in the hypothesis test between *the green marketing* variables on the purchase decision showed a value of $5,144 > 1,654$. Based on the results of the hypothesis test, it shows that there is a significant influence between *green marketing* on purchase decisions. This is in line with research conducted by (Panji Ragatirta & Tiningrum, 2020) the results of this study found that there is an influence between *green marketing* on purchase decisions.

2. The influence of *green products* on purchase decisions

Hypothesis testing can be seen from table 4.7 that the t-statistical value of 7,954 in the hypothesis test between *the green product variables* against the purchase decision was $7,954 > 1,654$. Based on the test results, it can be concluded that there is a positive and significant influence between *green products* on purchase decisions. This is in line with the research (Suparno et al., 2024) the results of the study are said to be partially positive and significant to purchasing decisions.

3. The effect of *green product mediation* in the relationship of *green marketing* on purchasing decisions

Testing the hypothesis can be seen from table 4.7 that the t-statistical value is $8.867 > 1.654$. Based on the results of the hypothesis test, it shows that there is a significant influence between *green marketing* on purchasing decisions through *green products*. Based on this, it can be interpreted that the influence is not only direct, but also occurs through a mediation mechanism involving *green products*. This means that *positive green marketing* does not only build trust directly, but also indirectly through *green products*, which is felt, in other words, the better *the green product* provided by the company, the more likely customers are to feel satisfied, and this satisfaction ultimately strengthens trust in the company.

CONCLUSION

This study shows that Green Marketing has a significant influence on Purchasing Decisions, which is mediated by Brand Image. This shows that a positive Brand Image can increase the effectiveness of Green Marketing strategies in influencing consumer behavior. Most respondents have a Bachelor's degree and university students, this group tends to have a better level of concern for the environment, compared to those who only have a high school educational background. In addition, the majority of respondents come from the productive age group with middle income, which makes them the main segment in consuming Ades mineral water products. However, there are still challenges in raising environmental awareness, especially for younger age groups and those with lower education levels. Education about green products is important to increase consumer awareness of their benefits. Green Marketing plays a role in influencing Purchasing Decisions by emphasizing sustainability values and a positive Brand Image, thus encouraging consumers to choose more environmentally friendly products.

In terms of analytical models, this study shows good validity and reliability. However, there are still other factors that influence Purchasing Decisions, such as personal, psychological, social, economic, environmental, and marketing factors, which require further research.

The results of this study emphasize the importance of Green Marketing in supporting environmentally friendly marketing in Indonesia, especially Ades mineral water products. Emphasizing green marketing in a product is very important, both for companies and consumers. Because with Green Marketing we can increase environmental awareness, improve brand image, attract new market segments, encourage innovation, support a sustainable economy, and increase consumer engagement.

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