

## The Impact of Content Marketing on Purchase Intentions: An Empirical Study of Jamuin.co's Instagram Marketing Strategy

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**Abstract** – This study investigates the influence of content marketing on consumer purchase intentions through Instagram, utilizing Jamuin.co, an Indonesian herbal beverage brand, as the primary research subject. With the proliferation of social media platforms, micro and small enterprises (MSMEs) have increasingly adopted content marketing strategies to influence consumer behavior and enhance brand engagement. The research employs a quantitative causal methodology, collecting data through an online survey distributed to Instagram users who had previously engaged with Jamuin.co's content. A total of 55 valid responses were obtained and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The findings reveal that content marketing exerts a positive and statistically significant effect on purchase intention ( $\beta = 0.736$ ;  $p < 0.001$ ), accounting for 54.2% of the variance in purchase intention ( $R^2 = 0.542$ ). These results demonstrate that informative, engaging, and value-driven Instagram content plays a substantial role in stimulating consumers' purchase intentions. The study provides empirical evidence supporting content marketing as an effective strategic tool for MSMEs seeking to optimize their social media marketing performance and enhance customer engagement in the digital marketplace. The findings contribute to the growing body of literature on social media marketing effectiveness and offer practical insights for businesses operating in emerging markets.

**Keywords:** content marketing, purchase intention, Instagram, social media marketing, consumer behavior, MSMEs, digital marketing

### 1. INTRODUCTION

The rapid evolution of digital technology has fundamentally transformed the landscape of marketing communications, establishing online marketing as an indispensable component for businesses seeking to expand market reach and enhance sales performance. The internet has transcended its traditional role as a mere communication medium, evolving into a primary platform for social and economic interactions across diverse sectors (Agianto & Ramadhika, 2024). This technological advancement has catalyzed the emergence of digital marketing as a core strategic approach, enabling companies to reach consumers through more targeted, interactive, and measurable channels, particularly through social media platforms, while maintaining relatively lower operational costs compared to conventional marketing methodologies (Prastiwi & Utomo, 2024).

In the Indonesian context, social media has emerged as the predominant channel in digital marketing practices. According to recent research by We Are Social & Meltwater (2025), WhatsApp, YouTube, Facebook, TikTok, and Instagram constitute the most extensively utilized platforms among Indonesian internet users. Among these platforms, Instagram occupies a particularly strategic position as a visual and interactive marketing medium, with an advertising reach potential exceeding 103 million active users in early 2025 (We Are Social & Meltwater, 2025). The substantial adoption of Instagram is further substantiated by data from The Global Statistics (2025), indicating that approximately 84.80% of Indonesian internet users actively engage with the platform. This high engagement rate is complemented by findings from the Association of Indonesian Internet Service Providers (APJII, 2025), which report significant internet penetration rates and an average social media usage intensity of up to three hours per day.

The evolution of consumer behavior, particularly among Generation Z and millennial demographics who demonstrate heavy reliance on visual and authentic content for brand trust development, has encouraged companies to adopt content marketing as a primary strategy on Instagram. Content marketing leverages relevant, engaging, and value-driven content formats including images, videos, reels, and stories to enhance consumer engagement and stimulate purchase intentions and buying decisions (Rachman et al., 2025). Numerous empirical investigations have demonstrated that Instagram-based content marketing positively influences purchase intention and purchasing decisions, particularly when content is presented in an informative manner and aligned with audience needs and preferences (Fachmi & Rasmini, 2023).

As Instagram's utilization as a marketing platform continues to expand, content marketing has become increasingly relevant for micro, small, and medium enterprises (MSMEs), including those operating within the modern herbal beverage industry. Jamuin.co represents one such contemporary herbal brand that actively utilizes Instagram to deliver educational content, comprehensive product information, consumer testimonials, and visual and short-form video content specifically tailored to the characteristics and preferences of Instagram users. This strategic approach is anticipated not only to enhance brand awareness but also to encourage and stimulate consumer purchase intentions.

However, despite Instagram's demonstrated effectiveness as a content marketing medium, exposure to content does not invariably translate into purchase intention. Several studies indicate that content marketing may exhibit positive yet statistically insignificant effects on purchasing decisions when it fails to deliver clear added value to the target audience (Nurfitriyani et al., 2025). Ditania and Susilowati (2025) emphasize that the effectiveness of content marketing is highly dependent on the informativeness, authenticity, and relevance of the content presented. A similar phenomenon is observed on Jamuin.co's Instagram account, where passive interactions such as likes and views tend to predominate over responses that reflect genuine purchase intention. This observation suggests that the implemented content marketing strategy has not been fully optimized in influencing consumers' psychological aspects, particularly emotional engagement and purchase intention formation (Septia & Surianto, 2024).

Based on existing empirical literature, the majority of research investigating Instagram content marketing has concentrated on large brands, non-herbal products, or specific industry contexts. Consequently, current findings do not comprehensively represent the conditions and challenges faced by local MSMEs with traditional or herbal product characteristics. This indicates a significant research gap regarding the impact of Instagram content marketing on purchase intention among MSMEs, particularly in the context of Jamuin.co. Therefore, this study aims to analyze the effect of content marketing strategies implemented on Jamuin.co's Instagram account on consumer purchase intention using a rigorous causal quantitative research approach.

From a theoretical perspective, this study contributes to the strengthening and extension of the Stimulus-Organism-Response (S-O-R) framework within the context of MSME digital marketing by positioning Instagram content as the stimulus, consumers' psychological responses as the organism, and purchase intention as the final behavioral response. From a practical standpoint, this research is expected to provide strategic recommendations for MSMEs in optimizing Instagram content marketing to more effectively stimulate consumer purchase intention and enhance overall marketing performance.

## 2. LITERATURE REVIEW

### 2.1. Stimulus-Organism-Response (S-O-R) Theory

This study adopts the Stimulus-Organism-Response (S-O-R) theoretical framework as the primary foundation for explaining the mechanism through which content marketing influences consumer behavior. The S-O-R model postulates that environmental factors function as external stimuli (S) that affect an individual's internal or psychological state (Organism), which subsequently trigger specific behavioral responses (Response). In the context of social media marketing, Luo et al. (2025) specifically apply this model by positioning short-form video content characteristics—namely usefulness, ease of use, and entertainment value—as environmental stimuli that influence consumers' psychological responses in the form of trust, which ultimately lead to purchase intention as the behavioral response.

Within the framework of this study, the Stimulus (S) component is represented by Instagram content marketing characteristics, including content quality, informativeness, visual appeal, and engagement levels. The Organism (O) component encompasses consumers' internal psychological responses, such as attitude formation, emotional engagement, and cognitive processing of marketing messages. Finally, the Response (R) component is manifested through behavioral outcomes, specifically purchase intention and subsequent purchasing decisions.

## **2.2. Content Marketing**

Content marketing represents a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable customer action (Kotler & Keller, 2016). In the digital marketing context, content marketing has evolved beyond traditional promotional activities to encompass comprehensive storytelling, educational materials, and value-driven communication that builds long-term relationships with consumers.

Research by Alnasser and Alsadoun (2025) demonstrates that digital content marketing significantly influences buying decisions through the mediation of technology innovation. Their findings reveal that high-quality, informative content enhances consumer perception of brand credibility and technological advancement, subsequently influencing purchase intentions. Similarly, Yazgan Pektas and Hassan (2020) examine the effects of digital content marketing on tourists' purchase intentions, finding that engaging and relevant content significantly impacts consumer decision-making processes.

## **2.3. Instagram Marketing and Consumer Behavior**

Instagram has emerged as a powerful platform for marketing communications, particularly due to its visual-centric nature and high user engagement rates. Al-Haddad et al. (2023) and Himawan and Puspitasari (2023) investigate the effect of Instagram on millennial consumers' purchase intentions in the fashion industry, revealing significant positive relationships between Instagram marketing activities and purchase intentions. Their study demonstrates that visual appeal, content quality, and brand authenticity are critical factors in driving consumer engagement and subsequent purchase decisions.

Lee and Mai (2025) explore how Instagram influencers drive engagement and purchase intentions among Vietnam's digital-savvy youth, finding that authentic content and perceived expertise significantly influence consumer behavior. These findings align with the growing body of literature emphasizing the importance of authenticity and relevance in social media marketing communications.

## **2.4. Purchase Intention**

Purchase intention represents a consumer's conscious plan to make an effort to purchase a brand or product in the future (Spears & Singh, 2004). It serves as a reliable predictor of actual purchasing behavior and is influenced by various psychological, social, and marketing factors. In the digital marketing context, purchase intention is particularly influenced by content quality, brand perception, trust, and social proof.

Salhab et al. (2023) and Puspitasari and Herdian (2023) examine the impact of social media marketing on purchase intention, with brand trust and image serving as mediating variables. Their research demonstrates that effective social media marketing activities enhance brand trust and image, which subsequently influence purchase intentions. These findings highlight the importance of building consumer trust through consistent, high-quality content marketing strategies.

## **2.5. Hypothesis Development**

Based on the theoretical framework and empirical evidence from existing literature, this study proposes that content marketing on Instagram positively influences consumer purchase intentions. The S-O-R model provides the theoretical justification for this relationship, suggesting that high-quality content marketing serves as an external stimulus that influences consumer psychological states, ultimately leading to behavioral responses in the form of increased purchase intentions.

Therefore, the following hypothesis is formulated:

**H1: Content marketing on Instagram has a positive and significant effect on consumer purchase intentions.**

### 3. METHODOLOGY

#### 3.1. Research Design

This study employs a quantitative research approach with a causal research design to examine the relationship between content marketing and purchase intention. The quantitative approach is selected to enable statistical analysis and hypothesis testing, providing empirical evidence for the proposed relationships. The causal design allows for the examination of cause-and-effect relationships between the independent variable (content marketing) and the dependent variable (purchase intention).

#### 3.2. Population and Sample

The target population for this study consists of Instagram users who have previously viewed and engaged with Jamuin.co's Instagram content. Given the difficulty in determining the exact population size, a non-probability sampling technique, specifically purposive sampling, was employed to select respondents who met the specified criteria. The inclusion criteria for participants were: (1) active Instagram users, (2) individuals who had previously viewed Jamuin.co's Instagram content, (3) aged 18 years or above, and (4) willing to participate in the research.

A total of 55 valid responses were collected and analyzed in this study. While this sample size may appear modest, it is considered adequate for PLS-SEM analysis, which can effectively handle smaller sample sizes compared to traditional SEM approaches. Hair et al. (2019) suggest that PLS-SEM can provide reliable results with sample sizes as small as 30-100 observations, depending on the complexity of the model.

#### 3.3. Data Collection

Data were collected through an online survey questionnaire distributed via social media platforms, primarily Instagram and WhatsApp. The questionnaire was designed using Google Forms and included structured questions measuring both content marketing perceptions and purchase intention. The survey was conducted over a period of four weeks to ensure adequate response collection.

The questionnaire consisted of three main sections: (1) demographic information, (2) content marketing evaluation, and (3) purchase intention assessment. All measurement items were adapted from established scales in marketing literature and modified to fit the Instagram and herbal beverage context. A five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was employed for all measurement items.

#### 3.4. Data Analysis

Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0 software. PLS-SEM was chosen due to its capability to handle small sample sizes, non-normal data distributions, and complex models with multiple constructs. The analysis followed a two-step approach: (1) measurement model evaluation to assess reliability and validity, and (2) structural model evaluation to test the proposed hypothesis.

The measurement model evaluation included assessments of internal consistency reliability (Cronbach's alpha and composite reliability), convergent validity (factor loadings and average variance extracted), and discriminant validity (Fornell-Larcker criterion and cross-loadings). The structural model evaluation involved examining path coefficients, significance levels, and coefficient of determination ( $R^2$ ) values.

### 4. RESULTS

#### 4.1. Respondent Demographics

The demographic analysis of the 55 respondents reveals several important characteristics of the sample. In terms of gender distribution, the majority of respondents were female (67.3%), while male respondents comprised 32.7% of the sample. This gender distribution aligns with Instagram's user demographics, where female users tend to be more active in engagement with brand content.

Age distribution shows that the sample primarily consists of young adults, with 58.2% of respondents aged between 18-25 years, 29.1% aged 26-35 years, 9.1% aged 36-45 years, and 3.6% aged above 45 years. This age distribution is consistent with Instagram's primary user base and reflects the target demographic for herbal beverage products among health-conscious younger consumers.

#### 4.2. Measurement Model Evaluation

The measurement model evaluation demonstrates satisfactory reliability and validity indicators. Cronbach's alpha values for both content marketing ( $\alpha = 0.847$ ) and purchase intention ( $\alpha = 0.891$ ) exceed the recommended threshold of 0.70, indicating adequate internal consistency reliability. Composite reliability values also meet the required standards, with content marketing achieving 0.889 and purchase intention achieving 0.923.

Convergent validity assessment shows that all factor loadings exceed 0.70, ranging from 0.734 to 0.912 for content marketing indicators and from 0.798 to 0.887 for purchase intention indicators. The Average Variance Extracted (AVE) values are 0.616 for content marketing and 0.706 for purchase intention, both exceeding the recommended threshold of 0.50. These results confirm adequate convergent validity for all constructs.

#### 4.3. Structural Model Evaluation

The structural model evaluation reveals significant support for the proposed hypothesis. The path coefficient from content marketing to purchase intention is  $\beta = 0.736$ , indicating a strong positive relationship between the two constructs. The statistical significance of this relationship is confirmed with a t-statistic of 12.847 and a p-value of 0.000 ( $p < 0.001$ ), providing strong evidence for the hypothesized relationship.

The coefficient of determination ( $R^2$ ) for purchase intention is 0.542, indicating that content marketing explains 54.2% of the variance in consumer purchase intention. This represents a substantial effect size, suggesting that content marketing is a significant predictor of purchase intention in the context of Instagram marketing for herbal beverage products.

Additionally, the predictive relevance ( $Q^2$ ) value of 0.371 ( $> 0$ ) confirms the model's predictive capability, indicating that the model has satisfactory predictive relevance for the endogenous construct.

### 5. DISCUSSION

The findings of this study provide compelling empirical evidence supporting the positive and significant impact of content marketing on consumer purchase intentions in the context of Instagram marketing for herbal beverage products. The strong path coefficient ( $\beta = 0.736$ ) and high explanatory power ( $R^2 = 0.542$ ) demonstrate that effective content marketing strategies can substantially influence consumer decision-making processes.

These results align with the theoretical foundations of the Stimulus-Organism-Response (S-O-R) model, confirming that Instagram content marketing functions as an effective external stimulus that influences consumer psychological states and ultimately drives behavioral responses in the form of increased purchase intentions. The substantial effect size observed in this study suggests that well-crafted, informative, and engaging content can effectively capture consumer attention and motivate purchasing behavior.

The findings are consistent with previous research by Al-Haddad et al. (2023) and Lee and Mai (2025), who demonstrated positive relationships between Instagram marketing activities and purchase intentions across different product categories and cultural contexts. However, this study extends the existing literature by specifically focusing on Indonesian MSMEs in the herbal beverage industry, providing valuable insights for businesses operating in similar contexts.

The strong relationship observed between content marketing and purchase intention can be attributed to several factors specific to Instagram's visual nature and the characteristics of the target demographic. Young consumers, who constitute the majority of the sample, demonstrate high responsiveness to visual and authentic content that provides clear product benefits and educational value. This aligns with contemporary consumer behavior patterns, where purchasing decisions are increasingly influenced by social media content quality and brand authenticity.

From a practical perspective, these findings suggest that Jamuin.co and similar MSMEs should prioritize the development of high-quality, informative, and visually appealing content as a strategic investment rather than a short-term promotional activity. Given the dominance of young consumers in the sample, content formats such as short videos, reels, and educational storytelling are likely to be particularly effective in stimulating purchase intentions.

The research also highlights the importance of consistency in content marketing efforts. The substantial explanatory power observed in the model suggests that sustained, value-driven content marketing

strategies can significantly enhance consumer purchase intentions and support sustainable brand growth in competitive digital markets. This finding is particularly relevant for MSMEs with limited marketing budgets, as it demonstrates the cost-effective nature of content marketing compared to traditional advertising approaches.

## 6. CONCLUSION

This study confirms that content marketing implemented on Jamuin.co's Instagram account exerts a positive and statistically significant influence on consumer purchase intentions. The research demonstrates that informative, relevant, and visually engaging content effectively stimulates consumer interest and willingness to purchase, with content marketing explaining 54.2% of the variance in purchase intention among the surveyed respondents.

From a theoretical standpoint, the results provide strong support for the Stimulus-Organism-Response (S-O-R) framework by demonstrating that content marketing can function as a powerful stimulus capable of directly influencing behavioral responses in the context of MSME digital marketing. The substantial effect size observed in this study contributes to the growing body of literature on social media marketing effectiveness and provides empirical validation for theoretical models in emerging market contexts.

From a practical perspective, the study suggests that MSMEs should prioritize consistent and value-driven Instagram content as a long-term strategic effort rather than a short-term promotional tool. The findings indicate that investments in high-quality content creation can yield significant returns in terms of consumer engagement and purchase intention stimulation. For businesses operating in the herbal beverage industry and similar sectors, emphasizing product benefits, usage information, and brand authenticity through engaging visual content represents a viable strategy for building consumer trust and motivation to purchase.

Despite the valuable insights provided by this research, several limitations should be acknowledged. The relatively small sample size ( $n = 55$ ) and focus on a single brand limit the generalizability of findings to broader populations and industry contexts. Future research is encouraged to incorporate mediating variables such as brand trust, perceived value, and emotional engagement to further explore the psychological mechanisms underlying purchase intention in social media marketing. Additionally, longitudinal studies with larger, more diverse samples would provide deeper insights into the sustained effects of content marketing on consumer behavior.

Future investigations might also benefit from examining moderating factors such as consumer demographics, product involvement, and cultural context to better understand the conditions under which content marketing is most effective. Cross-cultural studies comparing the effectiveness of content marketing strategies across different markets would also contribute valuable insights to the international marketing literature.

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