

The Influence of Price and Content Marketing on Purchase Decisions at De'Madam Caffe Pamulan South Tangerang

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ABSTRACT

This study examines the influence of price and content marketing on consumer purchasing decisions at Del'Madam Caffel in Pamulang, South Tangerang. Using a quantitative approach with linear regression analysis, the research involved 97 respondents selected through purposive sampling. The results show that price ($t = 2.829$, $p = 0.006$) and content marketing ($t = 5.017$, $p = 0.001$) both have a positive and significant partial effect on purchasing decisions, while the simultaneous test also indicates a significant influence ($F = 13.046$, $p = 0.001$). These findings conclude that effective pricing strategies and optimized digital content contribute to increased consumer purchase decisions, suggesting that Del'Madam Caffel should continue refining price adjustments and strengthening digital content to remain competitive.

INTRODUCTION

In this era of technology, not only the development of teletechnology is also more advanced in the culinary business and there is a lot of interest in business people in Indonesia, because the food culinary business generates quite high profits and especially in this digital world it makes it easier for humans to find a variety of information. This can increase the economic growth in Indonesia.

Food and beverages are very promising business fields that are very competitive. Eating and drinking are one of the basic human needs to carry out various activities. Not only that, but humans need it to survive.

The number of mobile companies in the culinary field makes business competence smarter, increasingly competitive competition requires business operators to maximize the benefits of mobile marketing, create interesting content so that customers feel curious and can be interested in improving the products we sell or offer. In addition, price is considered a factor that influences market decisions, as consumers must know the most expensive prices and products when deciding to buy something.

Currently, Pamulang is a city that is often surrounded by café towns, because there are many independent cafes in the Pamulang area. Although the number of cafes in the Pamulang neighborhood does not cover the possibility of not being visited by many people, only a few are seen as crowded visitors, for example Del'Madam Caffel who sees a lack of interest in consumer behavior. The Belbelrapa factor that affects it is the unaffordable price chain in the coffee shop location cycle and the lack of technical field of marketing, namely marketing content. According to Selyo (2017:758), "price is the amount of value exchanged by consumers for a product or service that has benefits when consumers own or use the product or service." Price is an element in a marketing strategy that contributes directly to company revenue, while other components reflect costs. The flexible nature of price allows for rapid changes to suit market conditions.

In order to increase sales or profits, companies must accurately understand consumer needs in order to make purchasing decisions. Not only that, companies must diligently create interesting content so that consumers are more attracted and curious to come to the place we offer.

According to Pratiwi et al., (2023) To attract and retain customers who are good and ultimately encourage profitable consumer behavior, a company's content marketing focuses on the production and distribution of good quality, time-consuming, and consistent marketing.

According to Fauziah et al., (2024) states that the process of performing a marketing strategy involves the selection of what will be marketed and what will not be marketed. According to Indrasari (2019), the definition of the individual judgment is a human action that is controlled by himself through various considerations in order to make choices and make final decisions related to his or her desire to improve a product or service.

LITERATURE REVIEW

Price

According to Kotler, as quoted by Indrasari (2019), price can be defined as the total value in monetary terms assigned to a product or service as compensation for the benefits received by consumers. Price is a crucial element that influences buyers in selecting products. Relsti & Harry Soelsanto (2016) argue that price has a positive relationship with purchasing decisions. According to Budiono (2021), price is very important in product sales. Price can also influence buyers in making purchasing decisions, thereby determining the amount of profit earned by the company.

Content Marketing

Content in the field of online marketing can be referred to as content marketing. Content marketing is a process in a marketing strategy that involves producing content through social media with the aim of providing information to consumers in order to attract and encourage them to buy the products being marketed (Limandono, 2015). According to (Isra Ul Huda, n.d.), content marketing is a marketing strategy and business process to create and distribute relevant and valuable content to attract, inform, and engage audiences with clear and easy-to-understand content with the aim of encouraging profitable customer actions.

Purchase Decision

A purchase decision is when a buyer wants to buy a particular item at the decision-making stage. It is an action in which the buyer indirectly buys and uses the item sold by the seller to them (Rusilawati et al., 2022). According to Tjiptono (2020:22), purchasing decisions are part of consumer behavior in the form of actions that are directly involved in the effort to obtain, determine products and services, including the decision-making process that precedes and follows these actions.

METHODOLOGY

This study was conducted to determine the influence of price and marketing content on purchasing decisions at Del'Madam Caffel Pamulang, South Tangerang. This study used an associative model with a quantitative or statistical analysis technique. According to Sugiyono (2018) "The quantitative research method is a research method based on positivism philosophy, used to study a specific population or sample, collect data using research instruments, and perform quantitative/statistical data analysis with the aim of testing established hypotheses. The research data is in the form of numbers, and the numbers obtained will be analyzed further. The data is obtained through Likert scale questions. The sample is selected using purposive sampling. This research discusses the influence of Price (X1) and Marketing Content (X2) on Purchasing Decisions (Y).

Population

The population in this study was Del'Madam Caffel consumers. The sample in this study consisted of 97 respondents. The sample size in this study was obtained using the Slovin formula, as follows:

$$n = \frac{N}{1 + Ne^2}$$

Source: (Umar, 2013:78)

Explanation:

n: Sample size

N: Population size

el: Tolerable error rate in selecting sample members (the error rate in sampling is 10%)

RESEARCH RESULT

Validity Test

Table 1. Validity Test of Variables X1, X2, and Y

Validity Test (X1) Price			
Item	R count	R table	Information
X1.1	0,478	0,199	Valid
X1.2	0,488	0,199	Valid
X1.3	0,457	0,199	Valid
X1.4	0,448	0,199	Valid
X1.5	0,429	0,199	Valid
X1.6	0,536	0,199	Valid
X1.7	0,541	0,199	Valid
X1.8	0,471	0,199	Valid
X1.9	0,456	0,199	Valid
X1.10	0,433	0,199	Valid
Content Marketing Validity Test (X2)			
Item	R count	R table	Information
X1.1	0,399	0,199	Valid
X1.2	0,425	0,199	Valid
X1.3	0,425	0,199	Valid
X1.4	0,464	0,199	Valid
X1.5	0,417	0,199	Valid
X1.6	0,560	0,199	Valid
X1.7	0,641	0,199	Valid
X1.8	0,418	0,199	Valid
X1.9	0,422	0,199	Valid
X1.10	0,524	0,199	Valid
Validity Test (Y) of Purchase Decision			
Item	R count	R table	Information
X1.1	0,511	0,199	Valid
X1.2	0,402	0,199	Valid
X1.3	0,568	0,199	Valid
X1.4	0,489	0,199	Valid

X1.5	0,385	0,199	Valid
X1.6	0,396	0,199	Valid
X1.7	0,543	0,199	Valid
X1.8	0,460	0,199	Valid
X1.9	0,538	0,199	Valid
X1.10	0,429	0,199	Valid

Source: Processed Data 2025

From the results of Table 1.1 above, it can be said to be valid if the calculated r value $>$ r table (0.199). The results show that the validity test on the variables of price (X1), marketing content (X2), and purchasing decision (Y) from 10 statements can be said to be normally distributed or valid because the calculated r value is $>$ r table (0.199).

Reliability Test

Table 2. Reliability Test Results

No	Variabel	Cronbach Alpha	Decision
1	Price (X1))	0,607	Quite reliable
2	Content Marketing (Y)	0,608	Quite reliable
3	Purchase Decision (Y)	0,611	Quite reliable

Source: Data processed using SPSS 27

A variable is considered reliable if its Cronbach Alpha value is greater than 0.60. Based on the analysis results, Price (X1) has a value of 0.607, which means it is quite reliable. The value of 0.608 for the Content Marketing variable (X2) also indicates sufficient reliability, while the Purchase Decision variable (Y) obtained a value of 0.611, which means that the measurement instrument is quite reliable.

Normality Test

Table 3. Kolmogorov Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual	
N		97	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	4.50838259	
Most Extreme Differences	Absolute	.075	
	Positive	.085	
	Negative	-.075	
Test Statistic		.075	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.189	
	99% Confidence Interval	Lower Bound	.179
		Upper Bound	.199

- 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 299893525.

Source: Data processed using SPSS 27

The results of data processing through the One-Sample Kolmogorov-Smirnov test show an Asymp. Sig. (2-tailed) value of 0.200 $>$ 0.05. Thus, it can be concluded that the data meets the assumption of normality.

Multicollinearity Test

Table 4. Multicollinearity Test Results

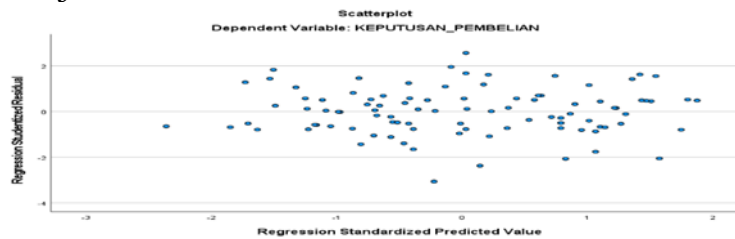
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	18.740	3.279		5.714	<.001		
	HARGA	.089	.092	.098	.968	.336	.811	1.234
	CONTENT_MARKETING	.391	.096	.415	4.094	<.001	.811	1.234

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Source: Data processed using SPSS 27

Based on the results of data processing in Table 1.4, it can be concluded that there is no indication of multicollinearity. This is evidenced by the tolerance value for the Price and Marketing Content variables of 0.811 (>0.10) and the VIF value of 1.234 (<10.00). Thus, the two variables meet the assumption of multicollinearity.

Heteroscedasticity Test



Source: Data processed using SPSS 27

Figure 1. Scatterplot Results of Heteroscedasticity Test

Based on the graph results, it can be seen that the points are scattered randomly and do not form a specific pattern. This condition indicates that there are no signs of heteroscedasticity in the research data.

Autocorrelation Test

Table 5. Guidelines for Interpreting the Durbin-Watson Test

Criteria	Description
<1,000	There is an autocorrelation disturbance
1,100 - 1,550	Without conclusion
1,550 - 2,460	No autocorrelation interference
2,460 - 2,900	Without conclusion
>2,900	There is an autocorrelation disturbance

Source: Sugiyono (2018:184)

The results of the autocorrelation test obtained in this study are presented as follows:

Table 6. Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.466 ^a	.217	.201	4.55609	1.652

a. Predictors: (Constant), content_marketing, Harga
 b. Dependent Variable: keputusan_pembelian

Source: Data processed using SPSS 27

Based on the autocorrelation test results, the Durbin-Watson (DW) value obtained was 1.652. This value is within the range of 1.550–2.460, so it can be concluded that there is no autocorrelation. Thus, the regression model used has met the classical assumptions.

Simple Linear Regression Test

Table 7. Results of the Simple Linear Regression Test Partially Variable PRICE (X1) Against Purchase Decision (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	26.147	2.954		8.853	<.001
	harga	.254	.090	.279	2.829	.006

a. Dependent Variable: keputusan_pembelian

Source: Data analyzed using SPSS 27.

Based on the calculation results, a constant value (intercept) of 26.147 and a coefficient for the price variable (X1) of 0.254 were obtained. Thus, the resulting regression equation is $Y = 26.147 + 0.254X_1$.

- a. The constant value indicates that if the price variable is considered to be zero, the purchase decision is predicted to be 26.147 points.
- b. Meanwhile, the price variable coefficient indicates that every one-point increase in price will be followed by an increase in purchasing decisions of 0.254 points.

Table 8. Results of Simple Linear Regression Test Partially Variable Content Marketing (X2) on Purchase Decision (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	20.327	2.839		7.159	<.001
	content_marketing	.432	.086	.458	5.017	<.001

a. Dependent Variable: keputusan_pembelian

Source: Data processed using SPSS 27.

Based on the calculation results, a constant value (intercept) of 20.327 and a coefficient for the Content Marketing variable (X2) of 0.432 were obtained. Thus, the resulting regression equation is $Y = 20.327 + 0.432X_2$.

- a. The constant value indicates that if the Content Marketing variable is zero, the purchase decision is predicted to be 20.327 points.
- b. Meanwhile, the coefficient of 0.432 indicates that each unit increase in the Content Marketing variable will be followed by an increase in purchasing decisions of 0.432 points.

Multiple Regression Test

Table 9. Results of Simultaneous Multiple Linear Regression Test of Price Variable (X1) and Content Marketing Variable (X2) on Purchase Decision (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	18.740	3.279		5.714	<.001
	harga	.089	.092	.098	.968	.336
	content_marketing	.391	.096	.415	4.094	<.001

a. Dependent Variable: keputusan_pembelian

Source: Data processed using SPSS 27

Based on the results of the regression analysis presented in the previous table, the following regression equation was obtained: $Y = 18.740 + 0.089X1 + 0.391X2$.

- a. The constant value of 18.740 indicates that if the variables Price (X1) and Marketing Content (X2) are zero or have no effect, then the Purchase Decision (Y) is estimated to be 18.740 points.
- b. The coefficient of 0.089 for the Price variable (X1) indicates that every one-point increase in price will increase the purchase decision by 0.089 points.
- c. The coefficient of 0.391 for the Content Marketing variable (X2) means that a one-point increase in this variable will contribute to an increase in the purchase decision of 0.391 points.

Correlation Coefficient Test (r)

Table 10. Interpretation of Correlation Coefficients

Coefficient Interval	Relationship Level
0,00 - 0,199	Very low
0,20 - 0,399	Low
0,40 - 0,599	Seldom
0,60 - 0,799	Strong
0,80 - 1,000	Very Strong

Source: Sugiyono (2019:184)

Table 11. Results of the Partial Correlation Coefficient Test Between Price (X1) and Purchase Decision (Y)

Correlations			
		harga	keputusan_pembelian
harga	Pearson Correlation	1	.279**
	Sig. (2-tailed)		.006
	N	97	97
keputusan_pembelian	Pearson Correlation	.279**	1
	Sig. (2-tailed)	.006	
	N	97	97

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

Source: Data analyzed using SPSS 27

Based on the data processing results, a correlation coefficient (r) value of 0.279 was obtained. This value falls within the range of 0.20–0.399, so it can be categorized as a low relationship between variables.

Table 12. Results of the Partial Correlation Coefficient Test Between Content Marketing (X2) and Purchase Decision (Y)

Correlations			
		content_marketing	keputusan_pembelian
content_marketing	Pearson Correlation	1	.458**
	Sig. (2-tailed)		<.001
	N	97	97
keputusan_pembelian	Pearson Correlation	.458**	1
	Sig. (2-tailed)	<.001	
	N	97	97

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

Source: Data processed using SPSS 27

Based on the data processing results, a correlation coefficient (r) value of 0.458 was obtained. This value falls within the range of 0.40–0.599, so that the relationship between variables can be categorized as moderate.

Table 13. Simultaneous Correlation Coefficient Test Results for Price (X1) and Content Marketing (X2) on Purchase Decisions (Y)

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.466 ^a	.217	.201	4.55609	.217	13.046	2	94	<.001

a. Predictors: (Constant), content_marketing, harga

Source: Data processed using SPSS 27

Based on the data processing results, the correlation coefficient (r) value obtained is 0.466. This value is in the range of 0.40–0.599, so that the relationship between the variables of Price (X1) and Content Marketing (X2) can be categorized at a moderate level.

Determination Coefficient Test

Table 14. Partial Determination Coefficient Results Between Price Variable (X1) and Purchase Decision (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.279 ^a	.078	.068	4.91961

a. Predictors: (Constant), harga

Source: Data processed using SPSS 27

Based on the data processing results, a coefficient of determination value of 0.078 was obtained. This indicates that the Price variable has an influence on the Purchase Decision of 7.8%, while the remaining 92.2% is influenced by other factors outside this research model.

Table 15. Partial Determination Coefficient Results Between Content Marketing Variables (X2) and Purchase Decisions (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.458 ^a	.209	.201	4.55457

a. Predictors: (Constant), content_marketing

Source: Data processed using SPSS 27

Based on the results of Table 1.24, a coefficient value of 0.209 was obtained. This means that the Content Marketing variable influences the Purchase Decision by 20.9%, while the remaining 79.1% is influenced by other factors outside the scope of this research model.

Table 16. Simultaneous Determination Coefficient Results Between Price Variable (X1) and Content Marketing Variable (X2) on Purchase Decision (Y)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.466 ^a	.217	.201	4.55609

a. Predictors: (Constant), content_marketing, harga

Source: Data processed using SPSS 27

Based on the analysis results, the coefficient of determination obtained is 0.217. This indicates that the variables of Price and Marketing Content simultaneously influence the Purchase Decision by 21.7%, while the remaining 78.3% is influenced by other factors outside the scope of this research model.

Hypothesis Testing

T-test

Table 17. Hypothesis Test Results (t-test) of Price Variable (X1) on Purchase Decision (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	26.147	2.954		8.853	<.001
	HARGA	.254	.090	.279	2.829	.006

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Source: Data processed using SPSS 27

Based on the data processing results, it was found that the calculated t-value (2.829) was greater than the table t-value (1.985) and was reinforced by a significance value of 0.006, which was less than 0.05. Thus, it can be concluded that there is a significant effect between price and purchasing decisions.

Table 18. Hypothesis Test Results (t-test) of Content Marketing Variable (X2) on Purchase Decision (Y)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.327	2.839		7.159	<.001
	CONTENT_MARKETING	.432	.086	.458	5.017	<.001

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Source: Data processed using SPSS 27

Based on the analysis results, a calculated t-value of 5.017 > t-table (1.985) and a significance value of 0.001, which is less than 0.05, were obtained. Thus, H0₂ is rejected and Ha₂ is accepted, which means that there is a significant effect of Content Marketing on Purchasing Decisions.

F-test

Table 19. Hypothesis Test Results (F-test) of Price Variable (X1) and Content Marketing (X2) on Purchase Decision (Y)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	541.637	2	270.819	13.046	<.001 ^b
	Residual	1951.249	94	20.758		
	Total	2492.887	96			

a. Dependent Variable: KEPUTUSAN_PEMBELIAN
b. Predictors: (Constant), CONTENT_MARKETING, HARGA

Source: Data processed using SPSS 27.

Based on the analysis results, the calculated F value is 13.046 > F table (3.09) and the significance value is 0.001 < 0.05. This indicates that simultaneously, the variables of Price and Content Marketing have a significant effect on Purchase Decisions.

DISCUSSION

The Effect of Price (X1) on Purchase Decisions (Y)

Based on the analysis results, the regression equation $Y = 26.147 + 0.254X1$ was obtained. The correlation coefficient value of 0.279 indicates that the relationship between the Price (X1) variable and the Purchase Decision (Y) variable is in the weak category. Meanwhile, the coefficient of determination (R^2) of 0.078 indicates that the Price variable contributes 7.8% to the Purchase Decision, while the remaining 92.2% is influenced by other factors outside the research model. The hypothesis test results show that the t-value (2.829) is greater than the t-table value (1.985) and the significance value (0.006) is less than 0.05. Thus, $H0_1$ is rejected and Ha_1 is accepted, which means that there is a significant effect of price on purchasing decisions at Del'Madam Cafel Pamulang, South Tangerang.

The Effect of Content Marketing (X2) on Purchasing Decisions (Y)

Based on the analysis results, the regression equation $Y = 20.327 + 0.432X2$ was obtained. The correlation coefficient value of 0.458 indicates that the relationship between the Content Marketing (X2) variable and the Purchase Decision (Y) variable is moderate. Meanwhile, the coefficient of determination (R^2) value of 0.209 indicates that Content Marketing contributes 20.9% to Purchase Decisions, while the remaining 79.1% is influenced by other factors outside this research model. The hypothesis test results show that the t-value (5.017) is greater than the t-table (1.985) and has a significance value (0.001) that is less than 0.05. Based on these criteria, $H0_2$ is rejected and Ha_2 is accepted. Thus, it can be concluded that there is a significant effect of Content Marketing on Purchasing Decisions at Del'Madam Cafel Pamulang, South Tangerang.

The Effect of Price (X1) and Content Marketing (X2) on Purchasing Decisions (Y)

The results of the study indicate that the variables Price (X1) and Content Marketing (X2) have a significant effect on Purchase Decisions, with the regression equation $Y = 18.740 + 0.089X1 + 0.391X2$. The correlation value (R) of 0.466 indicates a moderate relationship in the interval of 0.40–0.599, while the coefficient of determination (R^2) is 0.217, meaning that the two variables explain 21.7% of the

variation in purchasing decisions, with the remaining 78.3% influenced by other factors outside the model. The F test resulted in a calculated F of 13.046 > F table 3.09 with a significance of $0.001 < 0.05$, so H03 was rejected and H3 was accepted. This means that price and content marketing simultaneously have a positive and significant effect on purchasing decisions at Del'Madam Café Pamulang, South Tangerang.

CONCLUSION

This study proves that:

- a) Price has a positive and significant effect on purchasing decisions at Del'Madam Café Pamulang, even though the level of correlation is relatively weak, with a contribution of 7.8%.
- b) Content marketing has a positive and significant effect on purchasing decisions with a moderate correlation, contributing 20.9%.
- c) Simultaneously, price and content marketing together have a positive and significant effect on purchasing decisions, with a combined contribution of 21.7%, while the rest is influenced by other factors outside the research model.

RECOMMENDATION

Based on the research findings, it is recommended that Del'Madam Café Pamulang management adjust its pricing strategy to be more competitive and in line with consumer purchasing power, for example through promotional programs, seasonal discounts, or bundling packages during certain periods. In terms of content marketing, it is necessary to improve the quality and consistency of content, both visually and in terms of the message conveyed, so as to attract attention, build engagement, and encourage consumers to share the content. In terms of purchasing decisions, strengthening the brand image, improving product and service quality, and developing customer loyalty programs are considered important in making Del'Madam Café the consumers' first choice. For further research, it is recommended to expand the object and add other variables in order to obtain a more comprehensive picture of the determinants of purchasing decisions.

ADVANCED RESEARCH

Future studies are encouraged to expand the analytical model by incorporating additional variables such as brand experience, digital customer engagement, perceived value, and electronic word of mouth (e-WoM) to obtain a more holistic explanation of consumer purchasing decisions. Researchers may also apply advanced analytical techniques, such as Structural Equation Modeling (SEM) or machine-learning-based predictive models, to capture complex relationships and interaction effects that linear regression cannot fully explain. Expanding the research setting to multiple cafés or culinary businesses with larger and more diverse samples is also recommended to improve generalizability. Furthermore, examining longitudinal data would provide deeper insight into how pricing strategies and content marketing effectiveness evolve over time in response to market dynamics and consumer behavior shifts.

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