

**THE EFFECT OF DIGITAL CONTENT MARKETING
TOWARDS PURCHASE INTENTION
(STUDY ON SOCIAL MEDIA OF
IKEA INDONESIA FURNITURE RETAIL COMPANY)**

Undergraduate Thesis

By

NANDA DESYANTI



**ECONOMICS AND BUSINESS FACULTY
UNIVERSITY OF LAMPUNG**

2021

ABSTRACT

THE EFFECT OF DIGITAL CONTENT MARKETING TOWARDS PURCHASE INTENTION (STUDY ON SOCIAL MEDIA OF IKEA INDONESIA FURNITURE RETAIL COMPANY)

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Throughout the massive improvement of digital business industry, IKEA Indonesia existed the digital platform of its business as one of marketing activity. The purpose of this study is to analyze the effect of Digital Content Marketing towards Purchase Intention. The object of this study is Social Media of IKEA Indonesia Furniture Retail Company. This study utilize Digital Content Marketing, including but not limited to Content Information, Content Entertainment, Social Interaction, and Self-Expression as independent variable and Purchase Intention as dependant variable. The data used in this research was collected through questionnaire which distributed digitally to 204 respondents by using purposive sampling method. The analysis techniques of this study is Multiple Regression Analysis. The result obtained from quantitative analysis from this study shows that Content Information, Content Entertainment, and Self-Expression have positive impact towards purchase intention. The dimension of Digital Content Marketing of IKEA Indonesia influenced Purchase Intention by 30.4% and other variables not examined.

Keywords: Digital Content Marketing, Purchase Intention, IKEA Indonesia, Social Media

ABSTRAK

THE EFFECT OF DIGITAL CONTENT MARKETING TOWARDS PURCHASE INTENTION (STUDY ON SOCIAL MEDIA OF IKEA INDONESIA FURNITURE RETAIL COMPANY)

Oleh

NANDA DESYANTI

Sepanjang peningkatan masif dalam industri bisnis digital, IKEA Indonesia hadir dan menggunakan platform digital dalam bisnysnya sebagai bentuk aktivitas pemasaran. Tujuan dari penelitian ini adalah menganalisis dampak dari Konten Pemasaran Digital terhadap Niat Pembelian. Objek dari penelitian ini adalah Sosial Media perusahaan retail furnitur IKEA Indonesia. Penelitian ini menggunakan Konten Pemasaran Digital, dengan dimensinya yaitu; Informasi Konten, Konten Hiburan, Interaksi Sosial, dan Ekspresi Diri sebagai variabel independen dan Niat Pembelian sebagai variabel dependen. Data yang digunakan didapatkan melalui kuesioner digital yang didistribusikan kepada 204 responden. Teknik analisis penelitian ini menggunakan Analisis Regresi Berganda. Hasil yang didapatkan melalui kuantitatif analisis adalah; Informasi Konten, Konten Hiburan, dan Ekspresi Diri berpengaruh positif terhadap Niat Pembelian. Dimensi dari Konten Pemasaran Digital dari IKEA Indonesia berpengaruh sebesar 30.4% sedangkan sisanya dipengaruhi oleh variabel lain.

Keywords: Konten Pemasaran Digital, Niat Pembelian, IKEA Indonesia, Sosial Media

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NANDA DESYANTI

**As One of the Requirements to Achieve Bachelor Degree
BACHELOR DEGREE OF MANAGEMENT**

At

**Management Department
Economics and Business Faculty University of Lampung**



**ECONOMICS AND BUSINESS FACULTY
UNIVERSITY OF LAMPUNG**

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**Thesis Title : THE EFFECT OF DIGITAL CONTENT
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(STUDY ON SOCIAL MEDIA OF IKEA INDONESIA
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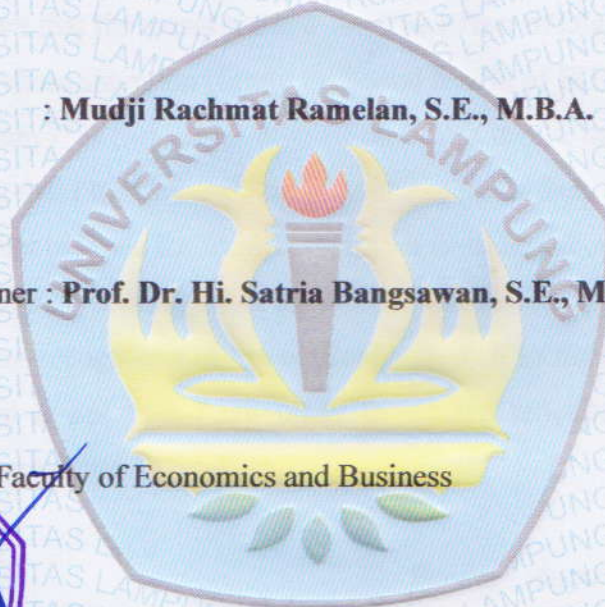
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PLAGIARISM-FREE STATEMENT

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Hereby declare that the thesis entitled — “The Effect of Digital Content Marketing Towards Purchase Intention (Study on Social Media of IKEA Indonesia Furniture Retail Company)” is true of my own work. In this thesis, there is no whole or part of the writing that I took by copying or imitating in the form of a series of sentences or symbols that indicate the ideas or opinions or thoughts of other writers, which I acknowledge as my writing, other than that or what I took from the writings of other without giving recognition of the original author. If in the future it is proven that my statement is not true, I am ready to receive sanctions in accordance with applicable regulations.

Bandar Lampung, June 23rd 2021



Nanda Desyanti
1711011088

MOTTO

“I hope there are days when your coffee tastes like magic,
your playlist make you dance,
strangers make you smile,
and the night sky touches your soul.
I hope you fall in love with being alive again”
(Brooke Hampton)

“Silence, I discover, is something you can actually hear”
(Haruki Murakami)

“one day you’ll leave this world behind, so live a life you will remember”
(Avicii)

“Pain is inevitable, suffering is optional”
(Anonymous)

“Its all mean to be you, for all of eternity”
(Anonymous)

DEDICATION

*Dear my beloved Mom and Dad, Bapak Sukamto S.Pd. and Ibu Maisyah S.Pd,
I would like to say thank you for brought me into this world, I would like to
apologize for the mistakes that I have been made. I'm always trying mybest to be
a good person. I would like to say thank you for always believing me and my
decision towards life. Thank you for understand what I want and what I need.
And to my one and only older sister Mbak Deri Feliyani A.Md, Keb, thank you for
always be there throughout the joy and the tears.*

*I hope this undergraduate thesis can give a little of fulfillment
and sparks happiness.*

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In writing this undergraduate thesis, the researcher noticed that this achievement was not only done alone, but supported by a variety of important people who are willing to devote their time and resources to provide guidance and motivation. Therefore, the researcher would like to express her gratitude to:

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CHAPTER I

INTRODUCTION

A. BACKGROUND

In an extremely globalized and competition-driven business world, the use of social media is growing as a method of improving competitive advantage. Additionally, the realities of marketing have transformed significantly over the last decade. Since its transition into a global communication network, social media has emerged as a useful marketing tool to serve as a platform for domestic and international transactions. Along with the increasing number of internet and social media users in Indonesia, various industries have been using digital marketing strategy for customer acquisition. Thus, social media as part of digital marketing is becoming more important in recent years. Therefore, social media marketing was needed (Erdogmus, 2012).

A modern company takes technology as the primary change factor in the changing of landscape marketing. Hence, digital marketing is an activity to promote and sell a brand using digital media such as the social media like Instagram, Twitter, Facebook, YouTube and Websites. The world of marketing will always be developing from time to time in line with the industrial trend that is so called the industrial revolution. Nowadays, we are in the era of industrial revolution 4.0 in which a massive change in many sectors with the combination of hi-technology. Moreover, it will lead to digital marketing. Digital marketing as any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device (Dewandaru, 2019). Digital marketing today is the most popular strategy that is used by most marketers across the globe. This is due to the impact of worldwide internet and technology, so that the internet becomes the most promising market to achieve. In

another word, digital marketing is the combination of marketing activity conducted by electronic media or the

internet. In accordance with that fact, state that digital marketing is the use of internet facilities and the use of other interactive technologies to connect the identified consumer and company.

Academics and practitioners, alike, believed that the Internet was rapidly changing the nature of individual businesses, of markets and entire economies in a profound manner (Sya'idah, 2019). Since then, many Internet companies have gone out of business, prompting everyone to treat the Internet boom with caution. The growing usage of social media is changing the businesses' method responding to consumer's needs and wants and increasing the chances for firms to market their products and services in a customized and personal way. Nevertheless, there are still needed answers concerning to what extent social media platforms as digital marketing tools are being employed by companies and their effect on brand awareness in mobile service providing industry digital marketing is the use of internet facilities and the use of other interactive technologies to connect the identified consumer.

The increasing number of consumers and their spread in all over the places is almost impossible to reach by using conventional marketing. Stelzner (2018), showed that digital marketing is capable of improving sales, increasing exposure, growing business partnerships, generating leads, increasing traffic, and providing marketplace insight. Today, social media platform is one of the most important digital marketing channels. It is a computer-based tool that allows people to create, exchange ideas, information and pictures about the company's product or services (Tasneem, S., Yasmin, A., & Fatema K., 2015). Online advertising is a very important part of digital marketing. It is also called internet advertising through which company can deliver the message about the products or services. Through the algorithm, digital content marketing provides the content and that best match consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online. Through online advertising, the company well controls its budget and it has full control on time (Tasneem, S., Yasmin, A., & Fatema K., 2015).

By using the internet as digital marketing media, marketers hope that the marketing scope will be wider and so will the brand awareness of the product. Since its appearance in marketing research, purchase intention has been the subject of great attention in the academic environments. Customer behavioral intentions are considered as signals of actual purchasing choice, thus are desirable to be monitored. A study on sentiment analysis of online forums and product reviews exhibited that they influence individuals' purchase decisions. The study by Erdogmus & Cicek (2012) investigated the relationship between Social Media Marketing and brand loyalty. These researchers found five reasons why customers choose follow a brand's social media. The customers are commonly attracted by (1) advantageous campaigns, (2) relevant content, (3) frequently updated content, (4) contents that are popular among their friends, and (5) the variety of platforms or applications through which brand product information and purchasing options appear on social media.

People's lifestyles have undergone a lot of changes with the advent of the Internet, and it is becoming more of an e-lifestyle, which has had a direct impact on consumer purchase behavior (Koshksaray., 2015). Shaltoni (2017) has discussed the importance of Internet marketing and how, unlike traditional media, it opens new channels and opportunities. The online environment creates opportunities for both parties. On the one hand, customers have access to more products and suppliers, thus obtaining more valuable sources of information in order to make purchase decisions. On the other hand, organizations can expand their businesses into new potential marketplaces all around the world by using an online environment.

The study from Clair McClure and Yoo-Kyoung Seock on 2019 provides the conclusion that social media content has positively influenced the purchase intention of the customer. table The research provided an analysis that these 4 elements of Digital Content Marketing have potentially influenced the decision making of the consumer. This research is trying to find the implementation that happens towards IKEA furniture retail company.

IKEA is a retail company originally comes from Sweden. The group is known for its modernist designs for various types of appliances and furniture, and

its interior design work is often associated with an eco-friendly simplicity design. IKEA operates 422 stores in more than 50 global markets. In 2016, The Red Dot Design Award which is one of the world's largest, most important design competitions, presided over by a jury of 41 design experts had nominated IKEA to be "Most valuable brand" in Sweden, as well as "Best Swedish Company". Meanwhile IKEA in Indonesia has been operating since 2014 with 2 offline stores which located in IKEA Alam Sutera Jl. Jalur Sutera Boulevard No. 45 Alam Sutera, Tangerang 15320 and IKEA Sentul City Jl. MH. Thamrin no 57 Babakan Madang – Sentul City Sentul Selatan Bogor Regency.

Not only active in offline stores, as stated on the annual report of HERO Group, IKEA committed to be introduced to the local community through digital awareness. The 2017 IKEA catalogue was launched as part of the IKEA annual event to enable customers to plan their home furnishing purchases, with prices valid for one year followed by promotion activities at shopping centers. There is an advertising (https://www.youtube.com/watch?v=I_vlh0VBg) has successfully aired and was promoted through the TV commercial in several national television channels to further improve and expand brand awareness. After closing the 2017 period with a satisfying result, as stated on the annual report IKEA saw enormous business potential in 2018. IKEA addressed this situation by communicating all offers consistently according to the commercial calendar of IKEA through IKEA's e-commerce channels (including but not limited to official websites channel of IKEA). Although IKEA's e-commerce service has existed since 2017, responding to the rapid growth of e-commerce in Indonesia by launching the full e-commerce website of IKEA in Quarter 1 of 2018 for wider service outreach.

The statement above proof that IKEA is actively implementing Digital Content Marketing. Hollebeck and Macky (2019) stated that Digital Content Marketing is a new marketing concept, it is the most rapidly growing content marketing strategy in recent years which intended to interact with users of mobile social media or mobile applications through video, live streaming, and long-form content to achieve the purpose of disseminating content. Recently, IKEA has established several Social Media Platform such as Instagram, Twitter, Facebook, Youtube, and Website as the online communication tools. This research will

analyze the Digital Content from official social media of IKEA Indonesia listed on:

Table 1.1 IKEA Indonesia List of Social Media

NO	Social Media	User Name	URL	Followers
1	Instagram	IKEA_id	https://www.instagram.com/ikea_id	1.1 M Followers
2	YouTube	IKEA Indonesia	https://www.youtube.com/channel/UCK5-jZtp3K3Vl347vYaffLg	80.4K Subscribers
3	Twitter	IKEA_Ind	https://twitter.com/IKEA_Ind	54.4K Followers
4	Facebook	IKEAIndonesia	https://web.facebook.com/IKEAIndonesia	29.9 M Followers
5	Website	IKEA Indonesia	https://www.ikea.co.id/in	2.76M Visitor (last 6 month)

Source: Official Social Media of IKEA Indonesia. Accessed at January 28th 9.27PM WIB

To enriching the data of this research, this is the positioning of Social Media activity of IKEA Indonesia with fellow competitor:

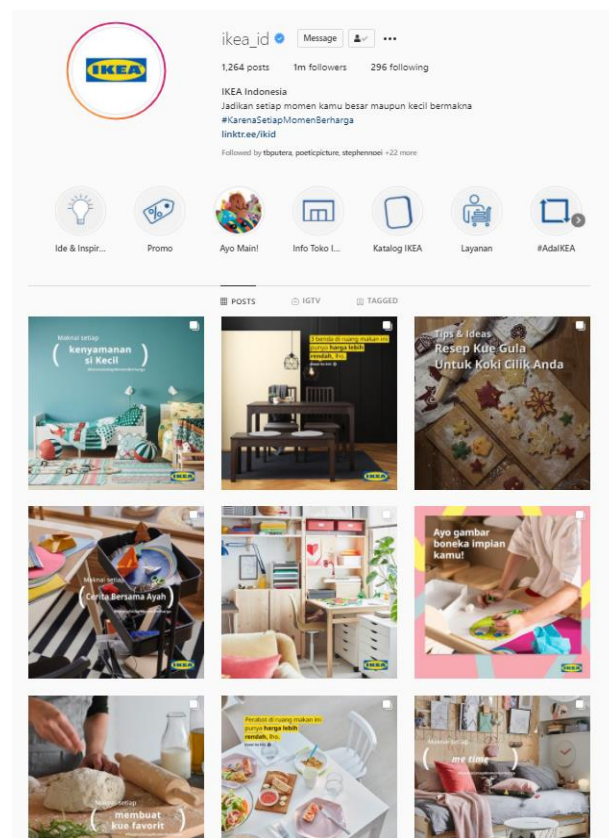
Table 1.2 Position of Social Media Furniture Retail Company

No	Social Media	IKEA	INFORM A	ACE-HARDWARE	OLYMPIC	CHITOSE
1	Instagram	1.1 M Followers	723K Followers	441K Followers	82.K Followers	3.5K Followers
2	YouTube	80.4K Subscribers	-	4.68K Subscribers	226 Subscribers	-
3	Twitter	54.4K Followers	14.1K Followers	45.3K Followers	-	-

4	Facebook	29.9 M Followers	116K Followers	131K Followers	3K Followers	-
5	Website	3.3M Visitors (February 2021)	458.3K Visitors (February 2021)	893.1K Visitors (February 2021)	5.1K Visitors (February 2021)	3.3K Visitors (February 2021)

Source: Official Social Media of Related Account. Accessed at January 28th 10.23PM WIB

Picture 1.1. Visualization Example of Official IKEA Instagram Page



Source: Official Instagram Account of IKEA (@ikea_id), accessed on November 13th 2020. 3.30 PM WIB

Yi. Bu, J. Parkinson and P. Thaichon (2020) determined that there are 4 dimension of Digital Content Marketing including but not limited to Content Information, Content Entertainment, Social Interaction and Self-Expression.

Hence, this research will dig deeper the dimension of Digital Content Marketing practices in IKEA.

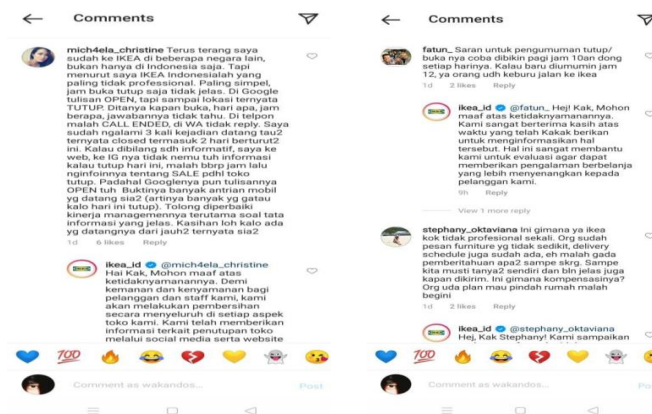
1. Content Information

According to the business dictionary (2020) content information is text matter of a document or publication in any form. Content is both information and communication: the sum total of the freshness, readability, relevancy, and usefulness of the information presented, and the manner in which it is presented.

The example of IKEA's Instagram pages shows relevant content about the products. IKEA's digital content is visualized into the product display, product details such as the price tag, the product's specification, the color, the guidance in using the products and the promising words to engage the consumer. Even more, IKEA also provide store schedule adjustment everyday through Instagram's story regarding the latest information that customer will get. Due to the fact that digitalization is matter, the content that exists and shown into social media accounts is crucial as well, people always realize that the idea of social media is the source of information in an efficient way.

Unfortunately, during this research find out there are several comments given by the customer regarding the clarity of information in IKEA at official Instagram Account. The complaints will be shown under these pictures:

Picture 1.2. IKEA Instagram Comments



Sources: Official Instagram Account of IKEA (@ikea_id), accessed on December 30th 2020. 10.58 PM WIB

The picture above showed that IKEA has complained about its information posted in the social media as a content in which it creates ambiguity and questions from the customer and leads to dissatisfaction. There is user account @mich4ela_christine stated there is no clear information about schedule arrangement from IKEA. Another comment comes from user account @stephany_oktaviana stated there is notification about delivery schedule. Throughout the issue that exists in the context of content information, this research will figure out whether or not on the content information dimension in Digital Content Marketing will affect the purchase intention of the customer.

2. Content Entertainment

Previous research has found that entertainment information creates and disseminates content through endorsement or peer imitation of the content, such that consumers participate in group behaviors (Xu et al., 2017). The IKEA concept starts with the idea of providing a range of home furnishing products that are affordable to many people, not just the few. It is achieved by combining function, quality, design and value always with sustainability in mind. (IKEA.com, 2020). Throughout the Digital Content Marketing, IKEA also has its unique digital marketing activity and the specialty to attract customers because the display is so unusual and seems contradictive. IKEA is famous for the digital marketing campaign that most of the time gives the deep story behind the advertising. This attraction from the unique campaign provide excitement experience in viewing the advertising. For example, the Let's Play campaign that has been promoted in the midst of COVID – 19 Pandemic.

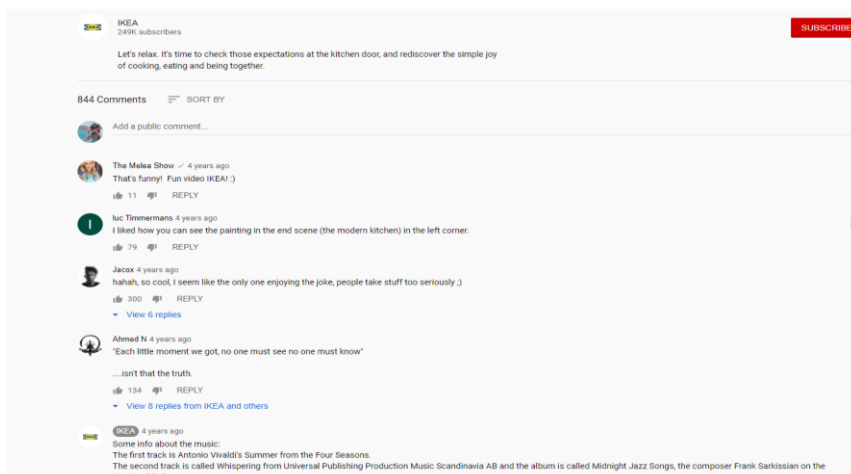
Picture 1.3. IKEA Campaign Advertising



Source: IKEA Indonesia Official Website, accessed on March 25th 2021. 2.30 PM WIB

Not only in poster advertising, IKEA also managed to provide digital content from YouTube channel. The content visualization is fun and enjoyable proven by testimonials comments from the customer that exists in social media platforms. Here is another review from IKEA's YouTube comments that show positive comments on IKEA creative advertising.

Picture 1.4. YouTube Comments of IKEA Digital Advertising



**Source: IKEA Official YouTube Channel, accessed on December 30th 2020.
10.20 PM WIB.**

Positive comments are beneficial for the company, it will give testimonials and trigger people to have positive memories about the company especially IKEA. This research will further examine whether or not these positive comments from the context of entertainment will increase the purchase intention in IKEA.

3. Social Interaction

Consumer engagement thus acts as Digital Content Marketing's first-tier, intra-interaction consequence that will in turn foster brand-related sense-making (through cognitive engagement), identification (via emotional engagement), and citizenship behavior (through behavioral engagement). This type of engagement leads to resonance feelings of some brands. For example, consumers interacting with LG's digital content will invest cognitive resources in those interactions (thus

exhibiting cognitive engagement), which in turn develops into brand-related sense-making (e.g. by better understanding the brand, its identity, or usage). As the consumer develops further brand-related functional needs, this cycle will repeat. Through the IKEA Instagram's pages also provides several interactions between the consumers that will increase. The sharing activity also becomes the dimension on how social interaction does exist.

Picture 1.5. Social Interaction in IKEA Instagram Account



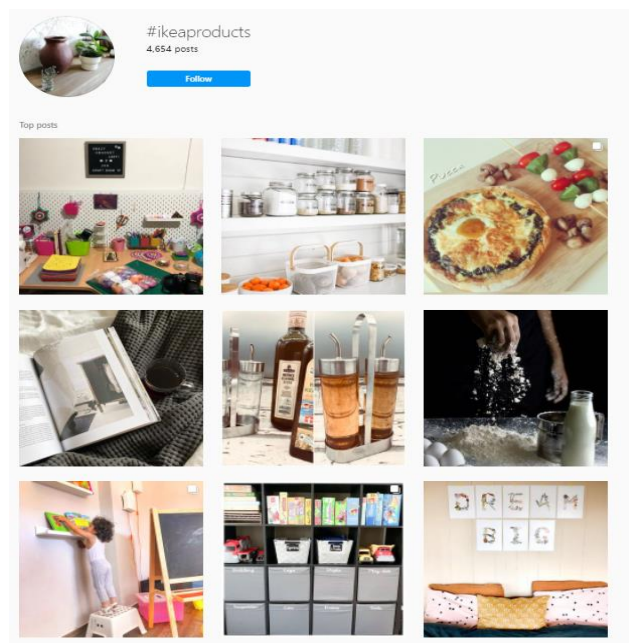
Sources: Instagram Account of IKEA (@ikea_id), accessed on December 30th 2020. 10.45 PM WIB

The picture above showed the interaction between the customers. This scenario proves that IKEA digital content marketing activity provides the platform for the consumer to interact with each other by sharing their experiences with IKEA. The interaction becomes more emotional when each person has the same experience in sharing activity because it will touch the psychological bonds when the interaction happens with like-minded people. Throughout the context above about social interaction, this research will figure out whether or not on the content information dimension in Digital Content Marketing will affect the purchase intention of the customer.

4. Self-Expression

People are increasingly expressing themselves through social media, resulting in a higher value being placed on Self-Expression than ever before (Orehek and Human, 2016). The purpose of Self-Expression among individuals who are susceptible to social norms is to seek commonality with other members of the social group.

Picture 1.6. People Expression of IKEA Products



Sources: Instagram Hashtag (#ikeaproducts), accessed on December 30th 2020. 10.40 PM WIB

The tribes are being made into the product review by the customer and posted into their personal social media accounts, this is the idea that creates the community and tribes that relate into how they express their experience of the products. While posted the experience using IKEA Products as a form in presenting individual personality also indirectly engages the Digital Content Marketing ownership of IKEA. Another situation also provided how the community exists from the same interest in engaging towards IKEA brand and creating positive engagement towards IKEA. Knowing that they have the same

community where people can express themselves that will be acknowledged by like-minded people.

With the context given above, it is proven that IKEA actively actualizes digital content marketing to engage with their customers. All the engagement of IKEA digital marketing activity is projected to contribute to the sales and revenue for IKEA itself. Given in the practice of Digital Content Marketing, content is a key factor, marketers should pay careful attention to the characteristics of the audience and the quality of the information content they create (Yi. Bu, J. Parkinson and P. Thaichon, 2020).

Clair McClure and Yoo-Kyoung Seock (2019) find out that that involvement on social media is becoming increasingly relevant in consumer shopping and purchase behavior and can significantly influence newcomers' attitude toward the company or brand. Mersid POTURAK & Sumeja SOFTIĆ (2019) also find out that the posts the brand promotes on their social media sites significantly impacts the dissemination of information about the particular brand, thereby creating e-WOM. Online recommendations and ideas of other customers highly impact purchase decisions of consumers.

This study further examines the effect of consumer attitude towards the brand's digital content marketing on future purchase intention from IKEA Furniture Retail Company. Previous research finds out that the suggestion for the companies to be concerned with the content on their social media pages as this leads to greater involvement on the social media pages, which could influence future purchase intention (Clair McClure and Yoo-Kyoung Seock, 2019).

Hence, followed by the increasing trend in digital marketing, this research has a purpose to find the effect in between digital content marketing with the purchase intention of the customer, this research will provide several analysis regarding the role of digital marketing and its dimension as to why there are several dimension inside digital marketing that will affect consumer behavior, especially in IKEA Furniture Retail Company. Thus, this research will find out ***The Effect of Digital Content Marketing Towards Purchase Intention (Study On Social Media of IKEA Furniture Retail Company, Tangerang, Banten, Indonesia).***

B. Research Problem Formulation

In the context of Digital Content Marketing, IKEA has actively promoted a lot of output in reaching the customer. Digital Content Marketing dimension might be the determinant towards the purchase intention of the customer towards IKEA. The sales based on the annual report proved it is increasing from year to year in 4 years ever since IKEA opened the stores in Indonesia although there is declining in 2020 affected by the COVID-19 Pandemic.

Table 1.2 HERO Group Non-Food Business Revenue

NO	Year	Non-Food
1	2015	Rp 37,77 Billion
2	2016	Rp 1.978.343 Billion
3	2017	Rp 2.174.310 Billion
4	2018	Rp 2.628.537 Billion
5	2019	Rp 3.193.499 Billion
6	2020	Rp 2,109,890 Billion

Source: Annual Report HERO Group.

C. McClure and Y.-K. Seock (2019), suggest from the results of the study, that companies should be particularly concerned with the content on their social media pages as this leads to greater involvement on the social media pages, which could influence future purchase intention.

Based on the background above, the author has formulated some problems as follow:

1. Does Content Information give a significant effect towards purchase intention on Ikea Furniture Retail Company?
2. Does Content Entertainment give a significant effect towards purchase intention on Ikea Furniture Retail Company?

3. Does Social Interaction give a significant effect towards purchase intention on Ikea Furniture Retail Company?
4. Does Self Expression give a significant effect towards purchase intention on Ikea Furniture Retail Company?

C. Research Objectives

The objectives of this study as follows:

1. To examine the effect of content information towards purchase intention Ikea Furniture Retail Company.
2. To examine the effect of content entertainment towards purchase intention Ikea Furniture Retail Company.
3. To examine the effect of social interaction towards purchase intention Ikea Furniture Retail Company.
4. To examine the effect of information quality towards purchase intention Ikea Furniture Retail Company.

D. Research Benefits

The benefits that are expected to be achieved in this study are as follows:

1. For Companies

This research is expected to be useful for companies in understanding how digital marketing content will be the factor of customer purchase intention of Ikea Furniture Retail Company.

2. For Academics

This research is expected to be a reference for further research and knowledge, observations about digital content marketing or any relatable issues.

3. For Researchers

This research is expected to be used to apply the theories that have been obtained during lectures in order to see the fundamental differences between theory and reality that occur in society and expand insight and knowledge.

CHAPTER II

LITERATURE REVIEW, FRAMEWORK, AND HYPOTHESES DEVELOPMENT

A. Theoretical Basis

1. Marketing

Marketing is an effort to deliver value of a product or service from company to consumer. However, the definition had broadly developed to also include various activities in an effort to deliver products to consumers. Starting from product pricing, distribution activities or product delivery and promotion which are conducted by a company to deliver its product to consumers. Deeper understanding about marketing definition may be achieved by doing several approaches toward several marketing formulas from experts in marketing sector such as:

Kotler and Keller (2016:27) define marketing in a short definition as “meeting needs profitably”. Marketing definition according to American Marketing Association on Kotler and Keller (2016:27) is Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

According to several definitions by marketing experts, we may conclude that marketing is a process of value delivering from a created product of a company in exchange of profit and fulfillment of consumer needs.

2. Digital Marketing

Digital marketing is the marketing of products or services using digital channels to reach consumers. Digital marketing includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click (Tasneem, 2015).

Social media is computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design, social media is internet-based and gives users quick electronic communication of content. Content includes personal information, documents, videos, and photos. Users engage with social media via computer, tablet or smartphone via web-based software or web application, often utilizing it for messaging (Investopedia, 2020). Social media are used as reference for many services based on internet and cellular service that make the user to participate in online exchange, contribute on content that created by the user, or joining into community online such as blog (e.g. Tumblr), wikis (e.g. Wikipedia), Social media site (e.g. Facebook, Twitter, LinkedIn) and media sharing site (e.g. YouTube, Instagram). Social media growth causes social media as an innovative way to communicate with many people. Users of social media are not limited to only individual people, as social media can act as a platform for an organization, a business, a cause, or a brand (McClure, 2019).

Social media defined as text-, image- and video-based interchange and communication through the World Wide Web, which differs from traditional media by offering the opportunity for social dialogue. Additionally, affirmed that the concept of social media is a fresh, era-transforming device that enables communication between persons, organizations, and several groups from all around the world, and allows for the delivery and exchange of information through a different form of communication. Zhu and Wang (2016) identify two main kinds of social media: profile-based and content-based, depending on the nature of the connection and interaction. The main focus of profile-based social media

is on members and individuality, and on providing user related information, while the main objective is to encourage connections and exchanges. Users are mainly interested in getting to know other people and expanding their relationships. Examples of this typology are Facebook, LinkedIn and Twitter. Content-based social media instead, focuses on the sharing of content and media. Its main objective is to transmit and share content, making it accessible to other users who then evaluate and review it through discussions and comments. These users interact with each other based on shared interests, and use the platform primarily as a creative outlet where they can share and spread their ideas. Examples are Instagram, YouTube and Pinterest (Zhu & Wang, 2016).

3. Digital Content Marketing

Kotler and Armstrong (2009) also argue that digital marketing is a direct marketing form that connects business entities and customers electronically by applying interactive technologies such as websites, email, websites, newsgroups and online forums, interactive television and also mobile communications. Further, due to its flexibility, digital marketing is used for both communication and promoting products and services in a timely, relevant, personal, and cost-effective manner. For the purpose of the study, digital marketing consists of social media marketing and content marketing. It is simply because we live in a constantly connected world and therefore, it drives social media and its content for determining marketing activities (Lamberton and Stephen, 2016).

a. Content Information (CI)

Some scholars have argued that social media is a channel for transmitting targeted impacts to group members and stimulates interaction among group members through content information. A member of a community might post information on social media about food travel as the person who posted the information. (Yi. Bu, J. Parkinson and P. Thaichon, 2020). According to the business dictionary (2020) content

information is text matter of a document or publication in any form. Content is both information and communication: the sum total of the freshness, readability, relevancy, and usefulness of the information presented, and the manner in which it is presented. Content can be an incredibly effective and influential online tool, which takes your marketing activity and transfers it towards prosperity. But in order to catch the audience's eye, retain their attention and end-up with meaningful interactions, it needs to be relevant and up to dates. Previous research has examined information quality and credibility in Internet discussion forums. Also, consumers tend to take the initiative to choose the CI that meets their specific needs, rather than passively absorbing information (Hur et al.,2017).

b. Content Entertainment (CE)

Digital Entertainment Content means digital versions of audiovisual works, sound recordings, literary works, and/or pictorial works as those terms are defined in commercially distributed to the public as entertainment and fun, together with any associated and information input into the Content Direct System and other data or information published with such works. (Yi. Bu, J. Parkinson and P. Thaichon, 2020). Some studies have found that brand entertainment provides continuous sensory immersion, excitement, attraction, building an emotional connection between entertainment content and the audience to provide affirmation and build group identity (Bu Yi., 2020). For instance, the informational impact of entertainment content in Internet advertisements has been studied, and it was found that the entertainment value of Internet advertisements had both informational impact and informational value that were directly related to consumers' preference for advertising content (Goldsmith and Lafferty, 2002).

c. *Social Interaction (SI)*

Consumers with common interests, passions and values for specific brands are regarded as ‘brand tribes’ (Ruane and Wallace, 2015). The Social Interaction measures the effectiveness of your social media campaigns at fostering positive engagement. Interaction: A communication between an audience member and your brand's social profile. This may take the form of platform specific interactions such as Mentions on Twitter, Likes on Facebook, or Instagram’s engagement. Key interactions can play a pivotal role in a post or story going viral, so it is very important to ensure that companies are nourishing the right types of interactions (Yi. Bu, J. Parkinson and P. Thaichon, 2020). More recently, Chung and Han (2017), found that consumers’ attitude toward messages on social media is strongly correlated to interactivity and information on the social media page. While consumers' functional motive typically exists prior to (i.e. drives) Digital Content Marketing interactions, it is likely to continue during these interactions until the individual has fulfilled their functional need (e.g. by extracting the required brand information; Baumöl, Linda Hollebeek, and Reinhard Jung 2016). The interaction between consumers can affect their perceptions of products or services, especially consumers who are motivated by Social Interaction. Previous research in the tourism context, tourists are likely to communicate with others to meet their social needs (Yoo and Gretzel, 2008).

d. *Self Expression (SE)*

The self-expression means the expression given from an individual through social media platforms. People are increasingly expressing themselves through social media. Social media platforms are among the most effective channels for brands and consumers to accurately express their personalities (Yi. Bu, J. Parkinson and P. Thaichon, 2020). The purpose of Self-Expression among individuals who are susceptible to social norms is to seek commonality with other members of the social group (Wooten and Reed, 2004). In the brand tribe, group members use

social media to express themselves to ensure their peers do not ignore them. Digital Content Marketing advantages include more engaged audiences at a reduced marketing cost, which may consequently diminish the need for advertising or personal selling activity (Duhon 2015; Pulizzi 2014). Social media platforms are among the most effective channels for brands and consumers to accurately express their personalities (Orehek and Human, 2016). Most social media platforms encourage users to show their personality through personal images, information, graphic design and other content to positively influence how others perceive them (Choi et al., 2015).

4. Purchase Intention

As the number of internet and social media customers grows worldwide, it is vital for organizations to recognize online purchase intentions and understand how to measure it; it is also important to develop the behavior intention. Therefore, purchase intention has become essential for organization members and marketers to understand how social media works as a communication and marketing tool and how they can considerably develop their purchase intention. Therefore, purchase intention refers to the knowledge and requests to build up by social media network marketing that offers customers the sensitivity of buying requirements such as intention by customer satisfaction, customer loyalty, and customer profitability.

Bu Yi, 2020 confirmed that customers are accustomed to collecting information through social media to guide decision-making. Earlier studies revealed that consumer's commitment to an online store is highly related to information on the website. In 2010, Jones and Kim found that the information quality of the website significantly influences online shopping intention from the website.

Purchase intention is a personal tendency relating to a brand with an intention of carrying out a buying behavior (Weismueller, 2019). In an online environment, consumers are influenced on these purchasing

decisions by the available information, which usually comes under the form of ratings and comments or marketing activities (Mangold and Faulds, 2009). These intentions may also be affected by the amount of time a person spends online while exposed to a certain promotional content, and so be influenced by the intensity of content consumption (Minniti, 2017). Purchase intention is a step in the decision making process where a shopper studies the reasons to buy a particular product (Shah, 2012). At this key point consumers access and evaluate the specific product, to determine whether to purchase and in what conditions.

Consumer's satisfaction with an e-commerce platform determines their likelihood to engage in an online transaction. Satisfaction will differ will with the level of online experience of a consumer, since individual consumers evaluate costs and benefits of e-purchases differently. They also suggest that active interaction and useful information on social media pages produce positive perceptions of the company's social media page, which leads to their impulsive shopping behavior from the company. Consumers may select media content for informational reasons, including to learn more about brands to facilitate their purchase decision-making. For example, Microsoft's Stories ``offer a collection of visual statistics about Microsoft products and services'' that can be shared, including via web pages, e-books, checklists, or case studies (Dholakiya 2015).

B. Previous Research

Table 2.1 Previous Research

No	Researcher	Research Title	Research Variable	Findings
1	Yi. Bu, J. Parkinson and P. Thaichon. (2020). <i>Australian</i>	Digital content marketing as a catalyst for e- WOM in food tourism	Independent Variable: Digital Content Marketing Dependant Variable: E- WOM	Positive associations were found between content entertainment (CE) and Informational Social Impact (ISI) and between

	<p><i>and New Zealand Marketing Academy.</i></p> <p><i>Published by Elsevier.</i></p>			<p>self-expression (SE) and Normative Social Impact (NSI). Content information (CI) and social interaction (SI) had a positive relationship with both NSI and ISI. NSI and ISI positively influenced e-WOM. Social impact played a mediating role between DIGITAL CONTENT MARKETING and e-WOM.</p>
2	<p>Clair McClure and Yoo-Kyoung Seock. (2019). <i>Journal of Retailing and Consumer Services</i> 53 (2020) 101975.</p> <p><i>Published by Elsevier.</i></p>	<p><i>The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention</i></p>	<p>Independent Variable: Brand's social media pages.</p> <p>Dependent Variable: Purchase Intention.</p>	<p>The results indicated that both brand familiarity and information quality had significant effects on a consumer's involvement with a brand on its social media page, yet the brand's social media content had a greater influence on a consumer's involvement with the social media page. Further, involvement with a brand's social media led to a</p>

				<p>positive attitude towards the brand's social media page, which in turn influences future purchase intention from the brand. However, the involvement did not directly influence future purchase intention from the brand. The results suggest the significant importance of quality of social media content.</p>
3	<p>Mersid POTURAK and Sumeja SOFTIĆ. (2019). <i>Eurasian Journal of Business and Economics</i> 2019, 12(23), 17-43. Published by Ala-Too</p>	<p><i>Influence of Social Media Content on Consumer Purchase Intention: Mediation Effect of Brand Equity</i></p>	<p>Independent Variable: Social Media Content</p> <p>Dependent Variable: Purchase Intention.</p>	<p>300 data sets were collected through a standardized online survey and analyzed in SPSS with the conclusion that all the constructs identified in this research have a significantly high correlation and impact on a customer's decision to buy a domestic product The results of the empirical study showed that both firm created and user-generated social</p>

	International University.			media communication influence brand equity which creates of a fully mediated effect between e-WOM and the purchase intention.
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C. Hypotheses Development

1. The Effect of Content Information on Purchase Intention

See-To and Ho (2014) observed that trusting belief of the product on fans page in social networking sites (SNS) has a positive impact on an SNS user's purchase intention of the product. More recently, Chung and Muk (2017) found that consumers' attitude toward messages on social media is strongly correlated to interactivity and information on the social media page. Yi. Bu, J. Parkinson and P. Thaichon (2020) find out that people oftenly search for more information to assist in their decision-making. Yi. Bu, J. Parkinson and P. Thaichon (2020) reveals that Content Information has significant correlation with E-WOM. In instance, Tseng, Kuo, and Chen (2013) concluded in their study that e-WOM was found to play a very important role on purchase intentions. Thus, the following hypotheses proposed:

H1: Content Information has positive effect on Purchase Intention at IKEA Furniture Retail Company

2. The Effect of Content Entertainment on Purchase Intention

Studies have found that entertainment information creates and disseminates content through endorsement or peer imitation of the content, such that consumers participate in group behavior (Xu et al., 2017). Teixeira T., Picard R., Kaliouby. R. (2013) find out new conceptual understanding of how the level of entertainment in an ad is related to its attractiveness and persuasiveness in increasing purchases. In addition to this indirect effect, to

the extent that it is well-received by the viewer, entertainment is said to have a direct impact on purchase intention as it evokes affect from positive attitudes toward the ad (MacKenzie et al. 1986). Reinartz and Saffert (2013) find that certain types of more creative campaigns are more effective in influencing purchasing behavior, also arguing that in some categories, such as cola beverages, due to its overuse, higher usage of creativity in ads might not increase sales. Thus, the following hypotheses proposed:

H2: Content Entertainment has positive effect on Purchase Intention at IKEA Furniture Retail Company

3. The Effect of Social Interaction on Purchase Intention

Knowledge transfer needs to occur through social interaction. Some studies have proposed that the virtual community is an appropriate space to transfer knowledge. The interaction between consumers can affect their perception of products or services, especially consumers who are motivated by social interaction in digital content marketing (Yi Bu and Joy Parkinson 2019). Two-way interaction constitutes the channel for knowledge transmission to facilitate communication (Quinn, 2016). Social media is considered sincerer to consumers because it communicates what the brand is instead of try to control its image, this type of interaction enhanced positive attitudes towards the brands, affects stronger commitment and purchase-decision making process (Hutter et al. 2013). Thus, the following hypotheses proposed:

H3: Social Interaction has positive effect on Purchase Intention at IKEA Furniture Retail Company.

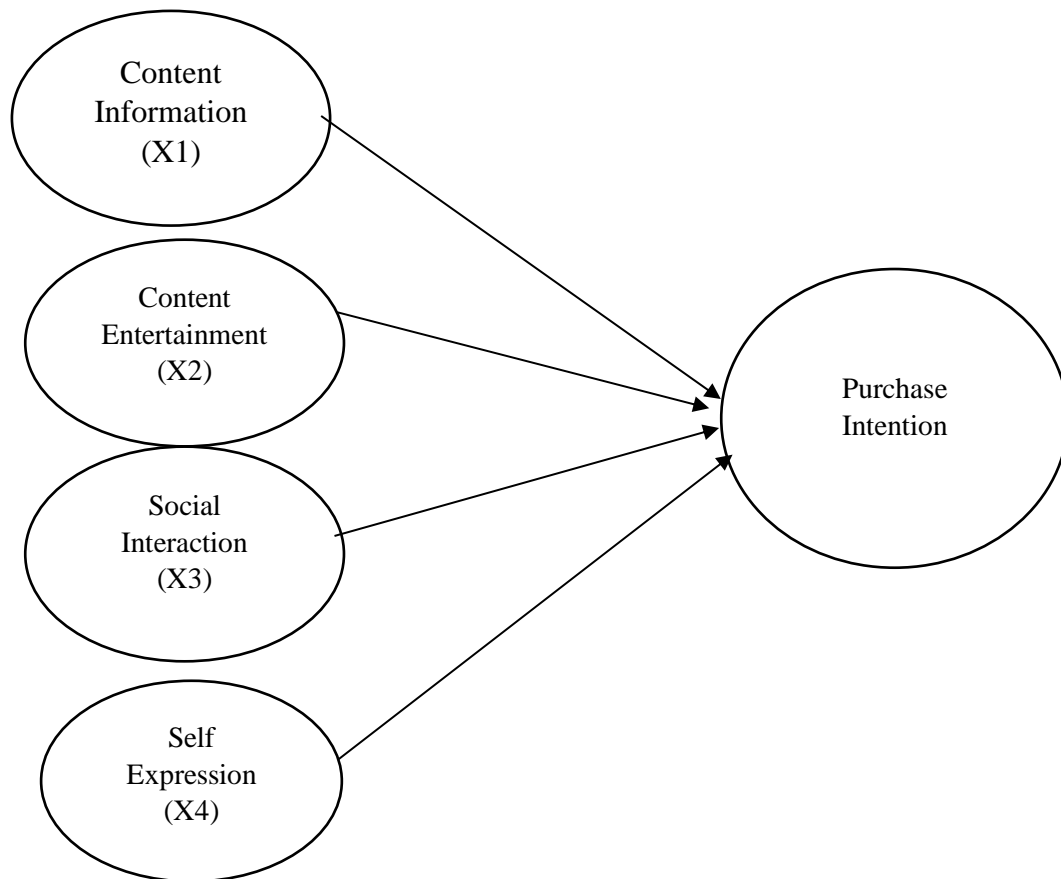
4. The Effect of Self Expression on Purchase Intention

Self-identity represents a useful predictor of purchase intention (Puntoni 2001). The purpose of Self-Expression among individuals who are susceptible to social norms is to seek commonality with other members of the social group (Wooten and Reed, 2004). Consumers with common interests, passions and values for specific brands are regarded as 'brand tribes' (Ruane and Wallace,

2015). Social media platforms are among the most effective channels for brands and consumers to accurately express their personalities (Orehek and Human, 2016). Thus, the following hypotheses proposed:

H4: Self Expression has a positive effect on Purchase Intention at IKEA Furniture Retail Company.

D. Conceptual Framework



Conceptual framework adapted from Yi. Bu, J. Parkinson and P. Thaichon. (2020).

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

According to Sekaran and Bougie (2016:95), research design is a blueprint or plan for the collection, measurement, and analysis of data, created to answer your research questions. Descriptive verification is a research conducted by describing or explaining the variables studied which then try to draw conclusions (Sugiyono, 2011: 117). This study will be in form of survey research that is based on Fink (2013) in Sekaran and Bougie (2010:97) is a system for collecting information from or about people to describe, compare, or explain their knowledge, attitudes, and behavior. Qualitative and quantitative data will be collected on this research as a supporting tool in doing analysis.

B. Research Variables

The variables in this study consisted of independent variables and dependent variables listed down belows:

- a. The independent variable (X) is an independent variable and its nature affects other variables. The independent variable of this research is digital content marketing.
- b. The dependent variable (Y) is an independent variable that is influenced by other variables. The dependent variable in this study is purchase intention.

Table 3.1 Operational Variable and Indicators

NO	Variable	Dimension	Indicators	Scale
1	Digital Content Marketing (X)	<p>Content Information (CI) (X1)</p> <p>Content is both information and communication: the sum total of the freshness, readability, relevancy, and usefulness of the information presented, and the manner in which it is presented.</p> <p>Yi. Bu, J. Parkinson and P. Thaichon (2020).</p>	<p>1. The digital content on the social media page of IKEA is efficient to get information.</p> <p>2. The digital content on the social media page of IKEA provides the latest information.</p> <p>3. The digital content on the social media page of IKEA satisfies my needs.</p> <p>Yi. Bu, J. Parkinson and P. Thaichon (2020).</p>	Likert (1-5)
		<p>Content Entertainment (CE) (X2)</p> <p>Refers to the audiovisual works, sound recordings, literary works, and/or pictorial works as those terms are defined in commercially distributed to the public as entertainment.</p> <p>Yi. Bu, J. Parkinson and P. Thaichon (2020).</p>	<p>4. The digital content on the social media page of IKEA is fun.</p> <p>5. The digital content on the social media page of IKEA is exciting.</p> <p>6. The digital content on the social media page of IKEA is attractive.</p>	Likert (1-5)

			Yi. Bu, J. Parkinson and P. Thaichon (2020).	
		<p>Social Interaction (SI) (X3)</p> <p>Refers to the communication between an audience member and your brand's social profile. This may take the form of platform specific interactions such as Mentions on Twitter, Likes on Facebook, or Instagram's engagement.</p> <p>Yi. Bu, J. Parkinson and P. Thaichon (2020).</p>	<p>7. The digital content on the social media page of IKEA can resonate with me.</p> <p>8. The digital content on the social media page of IKEA can stimulate me to engage the sharing.</p> <p>9. The digital content on the social media page of IKEA can meet my expectation to interact with like-minded people.</p> <p>Yi. Bu, J. Parkinson and P. Thaichon (2020).</p>	Likert (1-5)
		<p>Self-Expression (SE) (X4)</p> <p>Refers to employees' knowledge and courtesy and their ability to inspire trust and confidence.</p> <p>Yi. Bu, J. Parkinson and P. Thaichon (2020).</p>	<p>10. The digital content on the social media page of IKEA can meet my expectation to present my personality.</p> <p>11. The digital content on the social media page of IKEA can make me gain a sense of belonging.</p>	Likert (1-5)

			<p>12. The digital content on the social media page of IKEA can provides the way I behave socially.</p> <p>Yi. Bu, J. Parkinson and P. Thaichon (2020).</p>	
2	Purchase Intention (Y)	<p>In an online environment, consumers are influenced on these purchasing decisions by the available information, which usually comes under the form of ratings and comments or marketing activities .</p> <p>Mangold and Faulds. (2009).</p>	<p>13. You think social media page of IKEA are of good quality for future purchase intention.</p> <p>14. In the future, you are very likely to purchase from this brand.</p> <p>15. You expect I will purchase this brand in the future.</p> <p>16. You intend to purchase this brand in the future.</p> <p>C. McClure and Y.-K. Seock. (2019).</p>	Likert (1-5)

C. Research Objects

The object of this should have these criteria:

1. They are social media user. Including but not limited to (Instagram, Twitter, Facebook, Youtube, and Websites).

2. Those who have visited Social Media Platform of Ikea Indonesia. Including but not limited to (Instagram, Twitter, Facebook, Youtube, and Websites).
3. Those who have intentions to purchase use IKEA Indonesia products.

D. Population and Sample

1. Population

According to Sekaran and Bougie (2016:236) population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. In this research the population is all people who have visited social media of IKEA Indonesia.

2. Sample

A sample is a subset of the population. It comprises some members selected from it. In other words, some, but not all, elements of the population form the sample (Sekaran and Bougie, 2016:237). Sampling techniques of this research will be use Non Probability Sampling because in Non Probability Sampling technique, the elements in the population do not have any probabilities attached to their being chosen as sample subjects. This means that the findings from the study of the sample cannot be confidently generalized to the population (Sekaran and Bougie, 2016:247). The Non Probability Sampling method used is Purposive Sampling. The sampling here is confined to specific types of people who can provide the desired information, either because they are the only ones who have it, or they conform to some criteria set by the researcher (Sekaran and Bougie, 2016:248).

In determining the sample size this research uses the concept from Hair et al. (2014) that suggest preferable sample size is should be at least five times as many observations as the number of variables to be analyzed, and the more acceptable sample size would have a 10:1 ratio (Hair et al, 2014:100). According to Hair et al. (2014), so the sample size that would be appropriate for this research is:

$$\begin{aligned}
 \text{Sample size} &= \text{Observations of variables} \times 10 \\
 &= 15 \times 10 \\
 &= 150
 \end{aligned}$$

Thus, the number of sample of this research is 150 and this number would be considered sufficient as it follows the maximum size.

This research will be conduct by distributing electronic questionnaire using Google Form to the respondents that suitable with these criteria and due to the relevancy with the sampling methods:

1. They are social media user. Including but not limited to (Instagram, Twitter, Facebook, Youtube, and Websites).
2. Those who have visited Social Media Platform of IKEA Indonesia.

E. Data Source

Data types that are used in this research are:

1.1 Primary Data

According to Sekaran and Bougie (2016:38) primary data is first hand data that collected for the specific purpose of the study are called primary data. Four principal methods of primary data collections are interviews, observation, administering questionnaires, and experiments). This research will use questionnaires in collecting the primary data.

1.2 Secondary Data

Secondary data are data that have been collected by others for another purpose beside the main purpose of current study. Some secondary sources of data are government publications (eg: statistical data from Indonesian government), company websites and official social media (including but not limited to Instagram, Twitter, Facebook, and Youtube), published or

unpublished information available from either within or outside the organization (eg: verbal consumer testimony of IKEA, current issues in society, and official information from IKEA), statistical bulletins, and the Internet based data sources. The nature of secondary data should be carefully evaluated before it is used (Sekaran and Bougie, 2016:37).

F. Data Collecting Method

Data collecting methods that are used in this research are:

2.1 Questionnaire

Questionnaire is written set of questions that need to be answered by respondents, usually within rather closely delineated alternatives (Sekaran and Bougie, 2016: 142). Questionnaires are generally designed to collect large numbers of quantitative data. In this research, the questionnaire used the indicator from previous research from Yi. Bu, J. Parkinson and P. Thaichon. (2020). They can be administered personally, distributed electronically, or mailed to the respondents with relevant criteria with sampling method. The following criteria as follow:

1. They are social media user. Including but not limited to (Instagram, Twitter, Facebook, Youtube, and Websites).
2. Those who have visited Social Media Platform of IKEA Indonesia

2.2. Literature Review

Literature review is research conducted by reading books or literature or other scientific works that have a relationship with this research. This is data collecting method using secondary data which comes from secondary sources which are studies by other researchers. They describe, analyze, and/or evaluate information found in primary sources.

G. Analyzing Data Method

The observation data would then be analyzed by using descriptive analysis, and multiple regression analysis. Certain mathematical models would be formed to be run on the different analysis tools.

1. Goodness of Measures

1.1 Validity Test

The main instrument used in this study is a list of questions distributed to 200 respondents. Instruments made before it is distributed to respondents who become research samples must be tested for validity and reliability through factor analysis, so that the questionnaire created is truly able to uncover the data so that it is able to answer problems until the research objectives are achieved. Validity test is intended to ascertain how well an instrument measures the concept that should be measured. A valid instrument means that the instrument can be used to measure accurately and correctly.

1.2 Reliability Test

According to Sekaran and Bougie (2016:223) reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument. reliability of a measure is an indication of the stability and consistency to assess the goodness of a measure. The reliability test in this study uses the Cronbach Alpha method to determine whether each instrument is reliable or not. This measurement uses the Cronbach Alpha (α) statistical test of a construct or variable that is said to be reliable if it gives a Cronbach Alpha value > 0.60 (Nunnally, in Ghozali, 2011: 34).

2. Data Analysis

2.1 Qualitative Analysis

Qualitative analysis is used to analyze the data that has been collected by describing or describing the objects studied through samples or populations as they are without analyzing and making generally accepted conclusions (Sugiyono, 2008). There are three things presented in qualitative analysis which include:

- a. Analysis of the characteristics of the respondents consisting of study programs, gender, and income.
- b. This analysis also illustrates the respondents' answers from the submitted questionnaire. In this section the researcher will analyze the data one by one based on the respondent's answer. The data will be presented in high, medium, and low categorization tables.

2.2 Multiple Linear Regression Model Analysis

Data analysis techniques were performed using multiple linear regression with the help of the Statistical Package for Social Science (SPSS) program. According to Malhotra (2007) Regression analysis is a statistical procedure to analyze the associative relationship between a dependent variable with one or more independent variables. In the initial stages of linear regression will be done only to analyze two variables, namely the independent variable with the dependent variable. Multiple linear regression has the following equation:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + \epsilon$$

Information:

Y = Purchase Intention

a = constant

b = Regression coefficient

X 1 = Content Information

X 2 = Content Entertainment

X 3 = Social Interaction

X 4 = Self-Expression

ϵ = Standard Error

3. Hypothesis Testing

2.1. Hypothesis Test (t-value)

The t test is used to test the effect of the independent variable partially on the dependent variable. Test the significance of the regression coefficient as a whole using the t test using degrees of freedom ($df = n - k - 1$), at a 95% confidence level and $\alpha = 0.05$. This means that partially there is a positive and significant influence on the dimensions of the variable Digital Content Marketing: Content Information, Content Entertainment, Social Interaction (SI), Self-Expression (SE) (X) towards Purchase Intention (Y). With the following conditions:

1. If the $t\text{-value} > 0.05$, then H_a is rejected:

This means that individually the independent variable has no significant effect on the dependent variable.

2. If the $t\text{-value} \leq 0.05$, then H_a is accepted:

This means that individually each independent variable significantly influences the dependent variable.

2.2. Coefficient of Determination (R^2)

According to Sekaran and Bougie (2016:313) coefficient of determination, R^2 , provides information about the goodness of fit of the regression model: it is a statistical measure of how well the regression line approximates the real data points. R^2 is the percentage of variance in the dependent variable that is explained by the variation in the independent variable. The coefficient of determination is between zero and one.

CHAPTER V

CONCLUSION AND SUGGESTION

A. CONCLUSION

Based on the analysis result and discussion, here are the conclusions:

1. From 4 predicted hypotheses, H1: Content Information has positive effect on Purchase Intention at IKEA Furniture Retail Company, this hypothesis supported because IKEA Indonesia can provide the latest and informative information, H2: Content Entertainment has positive effect on Purchase Intention at IKEA Furniture Retail Company, this hypothesis supported because IKEA Indonesia can provide the attractive content through creative campaign, and H4: Self Expression has a positive effect on Purchase Intention at IKEA Furniture Retail Company are accepted, this hypotheses supported because IKEA Indonesia can be the platform in expressing individual identity. Meanwhile H3: Social Interaction has negative effect on Purchase Intention at IKEA Furniture Retail Company, this statement unsupported because the interaction that happen doesn't necessarily trigger the Purchase Intention. These results indicate that 3 out of 4 dimensions from Digital Content Marketing, namely, Content Information, Content Entertainment, and Self-Expression of Social Media IKEA Indonesia are having positive and significant contributing factors to the Purchase Intention of IKEA Indonesia. However, the Social Interaction

dimension of social media IKEA Indonesia are not yet significantly influenced the Purchase Intention.

2. The most significant variables in Digital Content Marketing that impactful towards Purchase Intention is Content Entertainment, and the less significant variables in Digital Content Marketing that impactful towards Purchase Intention is Self-Expression. Meanwhile the variables from Digital Content Marketing that not impactful towards Purchase Intention is Social Interaction.
3. From qualitative analysis proves that the 4 dimension of Digital Content Marketing positively influence the Purchase Intention of IKEA Indonesia. For the quantitative analysis 3 out of 4 dimension of Digital Content Marketing which are (Content Information, Content Entertainment, and Self-Expression) has positive impact towards Purchase Intention. The dimension of Digital Content Marketing of IKEA Indonesia influenced Purchase Intention by 30.4% with 69.1% is influenced by other variables not examined.
4. This research also provides the correlation with previous research from Mersid POTURAK & Sumeja SOFTIĆ (2018) that stated that likes, shares, comments of users, as well as the posts the brand promotes on their social media sites which in a simple word called Digital Content Marketing significantly impacts the dissemination of information about the particular brand will highly impact purchase decisions of consumers. In this research, the 3 out of 4 Digital Content Marketing dimensions give positive impact and significance influence towards Purchase Intention of IKEA Indonesia. The result clearly indicates the existence of the significant links between the correlation of Digital Content Marketing towards Purchase Intention.

B. SUGGESTION

Based on the result of this study, the author offers several suggestions for company and academics for future research:

- For company:

The suggestion for the company in practical implication could be in form of maintaining their current Digital Content Marketing activity in the context of Content Information, Content Entertainment, and Self Expression as a competitive advantage strategy. Technically speaking, IKEA need to be consistent in providing the latest information, create attractive and fun campaign, and still being bold with the identity to become the platform of Self-Expression. Meanwhile because the negative correlation from social interaction variable, IKEA Indonesia do not need to put the significant effort to enhance this variable. But for the alternative, it can be done by providing a specific room of discussion platform for the customer to interact in their social media such as interactive Instagram Live or Facebook posts. The other platform such as Youtube, Twitter, and Websites are possible as well to invite the Social Interaction or sharing activity that will beneficially linking to the Purchase Intention of IKEA Indonesia. Besides, the improvement might initiate the internal bonding and engagement from consumer to consumer and to IKEA Indonesia at the same time.

- For Other Researcher:

Throughout the gap issues from this research, future study could use additional and widespread number of respondents with a more specific population such as making it as a group of specific age, profession, or duration in following the social media. Future research is also encouraged to found out other variables that effect purchase intention despite Digital Content Marketing. Since this research mainly focuses on Digital Content

Marketing, future research can found out about the detail of likeable content that suitable and supported purchase intention.

C. RESEARCH LIMITATIONS

During the research process, the author discovers several limitations:

1. The sample used is relatively small and general, for further research can increase the number of samples to be tested and creates specific groups/criteria to ensure validity and enrich the result of the research.

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