

The Influence of *Content Marketing* and *Influencer Marketing* on Consumer Purchase Interest in Mobile Iced Coffee Businesses in Dompu Regency

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Abstract

This study aims to analyze the effect of Content Marketing and Influencer Marketing on Consumer Purchase Intention in mobile iced coffee businesses in Dompu Regency. This study used a quantitative method with a sample of 86 respondents who followed the Instagram account @kopling. dompu. Data were collected through questionnaires and analyzed using multiple linear regression with SPSS 23. The results showed that Content Marketing and Influencer Marketing had a positive and significant effect on Consumer Purchase Intention, both partially and simultaneously. The coefficient of determination (R^2) value of 0.463 indicates that both independent variables were able to explain 46.3% of the effect on Consumer Purchase Intention, while the rest was influenced by other variables outside this study.

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1. INTRODUCTION

The development of digital technology has changed the way businesses market their products, including in the micro and small business sector. One widely used marketing strategy today is content marketing, a marketing approach that emphasizes delivering product information through relevant, engaging, and valuable content for consumers with the aim of building interest and encouraging purchase intention. Marketing content serves not only as a promotional tool but also as a communication medium that shapes consumer perceptions and attitudes toward a product (Rahman, 2019), (Diou, 2024). In addition to content marketing, influencer marketing is also becoming an increasingly popular strategy, particularly through social media. Influencer marketing utilizes figures with influence and credibility in the eyes of the audience to deliver marketing messages in a more personal and persuasive manner, thereby influencing consumer purchase intention. These two strategies are relevant to research in the context of mobile iced coffee businesses in Dompu Regency, which are part of the culinary sector of MSMEs with simple marketing characteristics but are highly dependent on digital media (Pasaribu et al., 2023), (Zebua, 2025).

Theoretically, the relationship between content marketing and consumer purchase intention can be explained through consumer behavior theory, which emphasizes that a positive attitude toward information received will influence an individual's intention to take action, including purchasing decisions. Informative, engaging, and consistent marketing content can shape positive consumer attitudes, thereby increasing purchase intention towards the product offered (Rahman, 2019). Meanwhile, influencer marketing can be explained through source credibility theory, which states that messages delivered by sources considered trustworthy, competent, and engaging will be more easily accepted by

the audience. Influencers who have a close relationship with consumers tend to be able to build trust and influence purchase intention more effectively than conventional promotions, thus influencer marketing plays a significant role in shaping consumer purchase intention (Zebua, 2025).

Mobile iced coffee vendors are a rapidly growing micro-enterprise (MSME), particularly in areas like Dompu Regency. These businesses are characterized by limited capital, high mobility, and reliance on simple, low-cost promotional strategies. Social media is a primary choice because it can reach a wide range of consumers without requiring large marketing costs (Luthfy et al., 2025). In this context, the use of content marketing and influencer marketing is a potential strategy to increase the appeal of mobile iced coffee products amidst increasingly fierce competition. Therefore, mobile iced coffee vendors in Dompu Regency are a relevant research object to assess the effectiveness of these two marketing strategies on consumer purchasing interest (Zebua, 2025).

Various previous studies have shown that content marketing and influencer marketing have a positive influence on consumer purchasing interest across various product types and business sectors. Research conducted by Pasaribu et al. and Pratiwi et al. found that content- and influencer-based marketing strategies can significantly increase consumer purchasing interest, particularly for products marketed through social media (Pasaribu et al., 2023), (Pratiwi et al., 2023). However, most of these studies were conducted on medium-sized businesses or products based on large digital platforms such as TikTok Shop, skincare products, and fashion. Research specifically examining mobile-based micro-enterprises in non-metropolitan areas is still relatively limited, indicating a research gap that requires further study (Diba, 2024; Rudi et al., 2025).

In Dompu Regency, mobile iced coffee businesses have experienced significant growth and become a business option for MSMEs. Many businesses have begun utilizing social media to promote their products through content posts and collaborations with local influencers. However, these strategies remain intuitive and are not based on scientific analysis of their effectiveness on consumer purchasing interest (Pasaribu et al., 2023) and (Zebua, 2025). This phenomenon indicates a gap between business practices and academic understanding of effective digital marketing strategies. Therefore, research that can explain the relationship between content marketing, influencer marketing, and consumer purchasing interest in a local context is needed (Pratiwi et al., 2023).

This research has theoretical relevance in enriching the study of digital marketing in micro-MSMEs, particularly mobile culinary businesses, which are still rarely studied. Practically, the research results are expected to provide a basis for consideration for mobile iced coffee businesses in designing more effective, data-driven marketing strategies (Setiawan & Burhan, 2025). Furthermore, this research is also relevant for local governments and MSME facilitators as a reference material in formulating digital marketing-based MSME empowerment policies and programs that are appropriate to the local characteristics of Dompu Regency (Amarain & Permana, 2026).

Based on the description in the introduction, the problem formulation in this research is as follows:

1. How does partial content marketing influence consumer purchase interest in mobile iced coffee businesses in Dompu Regency?
2. How does partial influencer marketing influence consumer purchase interest in mobile iced coffee businesses in Dompu Regency?
3. How do simultaneous content marketing and influencer marketing influence consumer purchase interest in mobile iced coffee businesses in Dompu Regency?

2. LIBRARY REVIEW

Content Marketing

Content marketing is a marketing strategy that emphasizes delivering product information through relevant, engaging, and valuable content for consumers to build interest and encourage purchase intention. In the context of digital marketing, content serves not only as a promotional tool but also as a communication medium capable of shaping consumer perceptions, attitudes, and assessments of a product (Rahman, 2019). Content that is presented consistently and tailored to audience needs tends to attract attention more easily and build long-term relationships between businesses and consumers (Diou, 2024).

Financial Inclusion Indicators (Grohmann & Menkhoff, 2020; Chu et al., 2016): 1) Bank/Digital Account Ownership: use of a personal or business account. 2) Utilization of Financial Products: credit, business loans, insurance. 3) Geographic Access: ease of access to financial institutions. 4) Use of Digital Payment Services: QRIS, mobile banking. 5) Trust in Financial Institutions: preference for formal services over informal ones.

Influencer Marketing

Influencer marketing is a marketing strategy that utilizes individuals with social influence to convey promotional messages to audiences in a more personal and persuasive manner. Influencers are seen as figures capable of building trust due to their emotional closeness and credibility in the eyes of their followers, making their messages more likely to be accepted by consumers (Pasaribu et al., 2023).

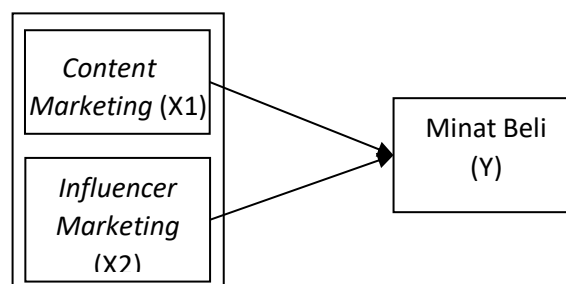
Influencer Marketing Indicators Influencer marketing in this study is measured through the following indicators: 1) Influencer credibility, 2) Influencer expertise in recommending products, 3) Influencer attractiveness, 4) Consumer trust in influencers, 5) Influencer suitability to the promoted product. (Pasaribu et al., 2023), (Zebua, 2025)

Consumer Purchase Interest

Consumer purchase intention is a psychological tendency that indicates a consumer's desire and interest in purchasing a product. Purchase intention is formed through the process of evaluating information received by consumers, both from marketing content and recommendations from credible sources (Pratiwi et al., 2023). Purchase intention is a crucial stage before consumers make an actual purchasing decision.

Consumer Purchase Interest Indicator Consumer purchasing interest in this study was measured using the following indicators: 1) Interest in the product, 2) Desire to try the product, 3) Desire to purchase the product, 4) Preference for the product over similar products, and 5) Intention to make repeat purchases. (Pratiwi et al., 2023), (Miftahudin & Wahyudi, 2025)

Kerangka Berpikir



Hypothesis

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- H1: It is suspected that content marketing has a positive and significant influence on consumer purchasing interest in mobile iced coffee businesses in Dompu Regency.
- H2: It is suspected that influencer marketing has a positive and significant influence on consumer purchasing interest in mobile iced coffee businesses in Dompu Regency.
- H3: It is suspected that content marketing and influencer marketing simultaneously have a positive and significant influence on consumer purchasing interest in mobile iced coffee businesses in Dompu Regency.

3. RESEARCH METHODS

Research Approaches and Types

This research uses a quantitative research method. Quantitative methods are a research approach used to test hypotheses by objectively measuring research variables and analyzing them using numerical data. This method is systematic, planned, and structured, and is based on the philosophy of positivism (Sugiyono, 2020:13). A population is a generalized area consisting of objects or subjects with certain characteristics that researchers determine to be studied and then conclusions drawn (Sugiyono, 2020).

Population and Sample

The population in this study was all followers of the mobile iced coffee business Instagram account "Kopling Dompu" (@kopling.dompu), with a total of 743 followers. This population selection was based on the consideration that Instagram account followers are the primary audience exposed to the business's digital marketing activities, including content marketing and influencer marketing.

Sampling was carried out using the technique of *purposive sampling*, with the following criteria:

1. Is a follower of the Instagram account @kopling.dompu, and
2. Have seen the promotional content/marketing posts of the account, and
3. Have you ever bought or at least have an interest in buying the iced coffee product being promoted by the mobile vendor?

The sample size was determined using a sample size approach, taking into account a 95% confidence level, a 10% margin of error, a 50% population proportion, and a population size of 743, resulting in a minimum sample size of 86 respondents. Therefore, this study used 86 respondents to represent the population of Instagram followers of @kopling.dompu.



The data sources and data analysis techniques in this study are as follows:

1. Data Primer

Primary data is data obtained directly from the source. Primary data can include the opinions of individuals or groups, observations of physical objects, events or activities, and test results.

2. Secondary Data

Secondary data in this study is data obtained not directly from the source. Secondary data generally consists of evidence, records, or historical reports compiled in published and unpublished archives (documentary data) (Benuf & Azhar, 2020). The search methods used in this study included: online searches, conducted by searching for references, theoretical studies, and journals using the required keywords.

Data analysis techniques

The data analysis technique used in this study is multiple linear regression analysis. Multiple linear regression analysis is used to measure the influence of the independent variable (X) in explaining the variation of the dependent variable (Y), which will be assisted by the use of the *software of SPSS 23*. Test the validity of the data as follows:

- a. Instrument Test In this study, the researcher used an Instrument test, namely the Validity Test and the Reliability Test, which compared the calculated r value or r ca with the r table. Where the r table value for validity is 0.500 according to Sugiyono's Theory (2017:182), while the r table for the Reliability Test is 0.600 using Sugiyono's Theory (2017:184).
- b. Classical Assumption Test. After the data obtained is valid and reliable, the researcher tests the data using the classical assumption test, which consists of the Normality Test, Multicollinearity Test, and Heteroscedasticity Test.
- c. Multiple Linear Regression Analysis The general equation of multiple regression, according to Sugiyono (2020:277), is: $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \dots + \beta_nX_n + e$

After conducting a Multiple Regression analysis, the author tested the Hypothesis both partially and simultaneously.

4. RESEARCH RESULTS AND DISCUSSION

General Description of Research Object.

The object of this research is the mobile iced coffee business "Kopling Dompou," a culinary business operating in Dompou Regency. This business markets its iced coffee products through a mobile sales system and utilizes the Instagram social media account @kopling.dompou as a promotional tool.

In its marketing activities, Kopling Dompou utilizes content marketing through photos, videos, and product information posts, as well as leveraging local influencers to attract consumer attention. The use of social media is considered effective in expanding its marketing reach and increasing consumer purchasing interest amidst the growing competition in the culinary business in Dompou Regency.

RESEARCH RESULT

A. DATA VALIDITY TEST

1. DATA VALIDITY TEST

Basis for decision making: If the item-total correlation value is > 0.3 and is significant at the 5% level, then the instrument is said to be valid (Sugiyono, 2017).

Table 1. Validity Test

Variables	Item	R-count	R-table
Content	X1.1	0.808**	0.2096
	X1.2	0.539**	0.2096

Marketing (X1)	X1.3	0.408**	0.2096
	X1.4	0.506	0.2096
	X1.5	0.478**	0.2096
Influencer Marketing (X2)	X2.1	0.652**	0.2096
	X2.2	0.529**	0.2096
	X2.3	0.340**	0.2096
	X2.4	0.329**	0.2096
	X2.5	0.426**	0.2096
Interest Buy (AND)	Y1	0.707**	0.2096
	Y2	0.593**	0.2096
	Y3	0.329**	0.2096
	Y4	0.752**	0.2096
	Y5	0.558	0.2096

Based on the validity test results, all statement items in the variables Content Marketing (X1), Influencer Marketing (X2), and Purchase Interest (Y) were declared valid. This is indicated by the calculated *r* value for all items, which is greater than the table *r* value of 0.2096. Thus, all questionnaire items in this study are suitable for use as research instruments because they are able to measure the variables studied validly.

2. RELIABILITY TEST

Basis for decision making: If the Cronbach's Alpha value is > 0.6 , the instrument is said to be reliable (Sugiono, 2020).

Table 2. Reliability Test
Reliability Statistics

Variables	Cronbach's Alpha ^a	N	r
Content Marketing (X1)	0.759	5	0,6
Influencer Marketing (X2)	0.758	5	0,6
Buying Interest (Y)	0.817	5	0,6

Based on the results of the reliability test, it is known that the Content Marketing variable (X1) obtained a Cronbach's Alpha value of 0.759, the Influencer Marketing

variable (X2) of 0.758, and the Purchase Intention variable (Y) of 0.817. All Cronbach's Alpha values are greater than the standard reliability value of 0.6. Thus, all variables in this study are declared reliable and can be used as research instruments because they have a good level of consistency.

B. CLASSIFICATION ASSUMPTION TEST

1. Normality Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

	Unstandardized Predicted Value
N	86
Test Statistic	.136
Asymp. Sig. (2-tailed)	.610 ^c

The test results show that the Asymp. value. *Sig. (2-tailed)* of 0.610. This value is greater than 0.05, so the research data is declared to be normally distributed.

2. Multicollinearity Test

Table 4. Multicollinearity Test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Content Marketing (X1)	.929	1.077
	Influencer Marketing (X2)	.929	1.077

The tolerance value for X1 and X2 is $0.929 > 0.1$) and the VIF is $1.077 < 10$), indicating that there is no multicollinearity between the independent variables.

3. Heteroscedasticity Test

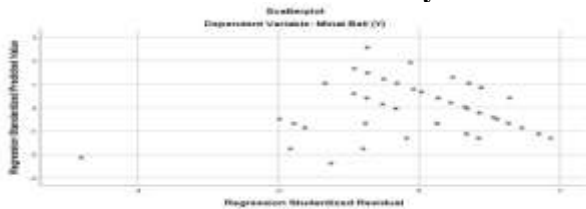


Figure 2. A scatterplot shows a random data distribution pattern and does not form a particular pattern, so it can be concluded that heteroscedasticity does not occur.

4. Multiple Linear Regression Test

Table 5. Multiple Linear Regression Test

Coefficients^a

Model	Unstandardized Coefficients	Coeff icient s	t

	B	Std. Error	Beta	
1 (Constant)	1.140	2.574		.443
Content Marketing (X1)	.576	.094	.512	6.139
Influencer Marketing (X2)	.406	.102	.331	3.970

The regression model shows that both independent variables have a significant effect on the dependent variable, as evidenced by their respective significance values <0.05. The regression equation obtained from the analysis is as follows:

$$Y = 1.140 + 0.576X_1 + 0.406X_2 + e$$

1. The constant value of 1.140 indicates that if the Content Marketing and Influencer Marketing variables are considered constant or have a value of zero, then the Consumer Purchase Interest value is 1.140.
2. The Content Marketing regression coefficient of 0.576 indicates that every one unit increase in Content Marketing will increase Consumer Purchase Interest by 0.576, assuming other variables remain constant.
3. The Influencer Marketing regression coefficient of 0.406 indicates that every one unit increase in Influencer Marketing will increase Consumer Purchase Interest by 0.406, assuming other variables remain constant.

These results show that both independent variables have a positive influence on consumer purchasing interest.

C. HYPOTHESIS TESTING

1. F Test (Simultaneous)

Table 6. F Test (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Say.
1 Regression	70.408	2	35.204	35.771	.000b
Residual	81.685	83	.984		
Total	152.093	85			

Based on the test results, the calculated F value was 35.771 with a significance value of 0.000. This significance value is smaller than 0.05, so it can be concluded that Content Marketing and Influencer Marketing simultaneously have a positive and significant effect on Consumer Purchase Interest in mobile iced coffee businesses in Dompu Regency. Thus, the third hypothesis (H3) is accepted.

2. t-Test (Partial)

Table 7. t-Test (Partial)

Coefficients^a

Model	T	Say.
1 (Constant)	.443	.659
Content Marketing (X1)	6.139	.000

Influencer Marketing (X2)	3.970	.000
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1. The test results show that the Content Marketing variable (X1) obtained a t-value of 6.139 with a significance value of 0.000. This significance value is smaller than 0.05, so it can be concluded that Content Marketing has a positive and significant effect on Consumer Purchase Interest. Thus, the first hypothesis (H1) is accepted.
2. The Influencer Marketing variable (X2) obtained a t-value of 3.970 with a significance value of 0.000. This value is smaller than 0.05, so it can be concluded that Influencer Marketing has a positive and significant effect on Consumer Purchase Intention. Thus, the second hypothesis (H2) is accepted.
3. **Coefficient of Determination (R²)**

Table 8. Coefficient of Determination (R²)

Model Summary ^b					
Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate	Durbin-Watson
1	.680a	.463	.450	.992	.680a

The analysis results showed an R-square value of 0.463, or 46.3%. This indicates that the Content Marketing and Influencer Marketing variables are able to explain 46.3% of the influence on Consumer Purchase Intention, while the remaining 53.7% is influenced by other variables outside this research model.

DISCUSSION

The Influence of Content Marketing on Consumer Purchase Interest.

The results of the study indicate that content marketing has a positive and significant effect on consumer purchase intention at mobile iced coffee shops in Dompu Regency. This is evidenced by the t-test results, with a significance value of 0.000, less than 0.05, and a regression coefficient of 0.576. These results indicate that the better the content marketing, the higher the consumer purchase intention.

Engaging, informative, and consistent content can shape positive consumer perceptions of mobile iced coffee products. Social media is an effective tool for capturing consumer attention through creatively presented product visuals, pricing information, and promotions. The results of this study align with those of Rahman (2019) and Diou (2024), who found that content marketing influences consumer purchasing intention.

The Influence of Influencer Marketing on Consumer Purchase Interest.

The results of the study indicate that influencer marketing has a positive and significant effect on consumer purchase intention. This is evidenced by the t-test results, with a significance value of 0.000, less than 0.05, and a regression coefficient of 0.406. These results indicate that the better the influencer marketing, the higher the consumer purchase intention for mobile iced coffee products in Dompu Regency.

The use of influencers in digital marketing is considered capable of increasing consumer trust in the products being promoted. Influencers are considered to have a close relationship with their audience, making their recommendations more readily accepted than traditional promotions. In this study, consumers tended to be attracted to products promoted by influencers who were perceived as having credibility, appeal, and good communication skills.

The results of this study support the research of Pasaribu et al. (2023), which stated that influencer marketing significantly influences consumer purchase intention through the influencer's ability to build trust and influence consumer decisions. This research also aligns with the results of Zebua's (2025) study, which showed that influencer marketing can increase consumer purchase intention through the influencer's credibility and appeal in conveying promotional messages.

The Influence of Content Marketing and Influencer Marketing on Consumer Purchase Interest

The results of the study indicate that Content Marketing and Influencer Marketing simultaneously have a positive and significant effect on Consumer Purchase Intention at mobile iced coffee businesses in Dompu Regency. This is evidenced by the results of the F test with a significance value of 0.000, less than 0.05, and a calculated F value of 35.771. These results indicate that both independent variables together can influence consumer purchase intention.

Furthermore, the coefficient of determination test results showed an R-square value of 0.463, or 46.3%. This indicates that content marketing and influencer marketing can explain 46.3% of consumer purchasing intention, while the remaining 53.7% is influenced by factors outside the study, such as price, product quality, sales location, service, and consumer preferences.

These findings indicate that the success of digital marketing for mobile iced coffee businesses is determined not only by the quality of marketing content but also by the effectiveness of influencer marketing in building consumer trust. Content marketing serves to attract attention and provide product information, while influencer marketing strengthens consumer confidence in the promoted product. The combination of these two strategies is a crucial factor in increasing consumer purchasing interest in the digital marketing era.

The results of this study align with those of Pratiwi et al. (2023), who found that content marketing and influencer marketing simultaneously significantly influence consumer purchase interest in products marketed through social media. This research also supports the findings of Setiawan and Burhan (2025), who stated that content- and influencer-based digital marketing strategies can increase consumer interest in MSME products.

5. CONCLUSION

Based on the results of data analysis, hypothesis testing, and the discussion explained previously, several conclusions can be drawn that summarize the influence of the independent variables on the dependent variables in this study:

1. Content marketing has a positive and significant impact on consumer purchase intention at mobile iced coffee shops in Dompu Regency. This is evidenced by the t-test results, with a significance value of 0.000, less than 0.05, and a regression coefficient of 0.576. This means that the better the content marketing, the higher the consumer purchase intention.
2. Influencer marketing has a positive and significant impact on consumer purchase intention at mobile iced coffee vendors in Dompu Regency. This is demonstrated by the t-test results, with a significance value of 0.000, less than 0.05, and a regression coefficient of 0.406. This means that the appropriate use of influencers can increase consumer purchase intention for mobile iced coffee products.
3. Content Marketing and Influencer Marketing simultaneously have a positive and significant effect on Consumer Purchase Intention in mobile iced coffee businesses in

Dompu Regency. This is proven by the results of the F test with a significance value of 0.000, less than 0.05, and a calculated F value of 35.771. In addition, the coefficient of determination (R^2) value of 0.463 indicates that the two independent variables are able to explain the influence on Consumer Purchase Intention by 46.3%, while the remainder is influenced by other factors outside this study.

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