

Analysis of the Effectiveness of Content Marketing Communications in the Effort of Formulating a Promotion Strategy to Stimulate Repetitive Purchases

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INDEXING

Keywords:

Content marketing

Communication

Repeat buying

Promotion strategy

ABSTRACT

This study aims to see how the effectiveness of content marketing communication to consumers at the Bajumantanmoo online store drives repeats purchase decisions. This research uses quantitative methods with a descriptive approach. Samples were taken using the purposive sampling technique, and data were collected through questionnaires to the sample. The data was then tested using the validity test with the t table value (0.3297) and the reliability test with a Cronbach alpha value of 1.08. Based on the results, the persuasion indicator was the content marketing indicator with the most negligible value in encouraging consumers to make repeat purchases.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana tingkat efektivitas komunikasi content marketing pada konsumen thirft shop online Bajumantanmoo dalam mendorong keputusan pembelian berulang. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif. Sampel diambil menggunakan teknik purposive sampling dan data dikumpulkan melalui kuisioner kepada sampel. Data yang diperoleh kemudian diuji menggunakan uji validitas dengan nilai t tabel (0,3297) dan uji reliabilitas dengan nilai alpha cornbach 1,08. Berdasarkan hasil penelitian, ditemukan bahwa indikator persuasie merupakan indikator content marketing dengan nilai paling kecil dalam mendorong konsumen untuk melakukan pembelian berulang.

Kata kunci:

Pemasaran konten

Komunikasi

Pembelian berulang

Strategi promosi

Article History

Received 2021-01-11; Revised 2021-02-18; Accepted 2021-03-03

INTRODUCTION

Modern human civilization is closely related to how humans interact and develop through communication. Since the early internet development marked by the World Wide Web (WWW) invention, human communication patterns have slowly shifted from traditional to modern. This rapid development is then widely used in various sectors, including the business sector.

Developments in human civilization will directly change consumer behavior. Consumer consumption patterns will also shift with technological developments. In the past, consumers still relied on cash. Now consumers are interested in cashless transactions offered by banks with e-payment products. Based on a survey conducted by the Association of Indonesian Internet Service Providers (APJII), 43.2% answered that they did online shopping at least three times a month. Consumers are now no longer hesitant to make purchases online.



Figure 1. Infographics of Survey Results on Monthly Online Purchase Intensity
 Source: Indonesian Internet Service Provider Association Survey Report from 2019-2020

This phenomenon occurs in consumer behavior. As a business owner, it is essential to adapt to technological advances to correctly answer the demands of its consumers and run their business according to trends. In marketing, technology plays a critical role in marketing activities. Technology-based marketing can effectively strengthen the company’s image and increase its existence in its target market. Advances in technology provide wider opportunities for businesspeople to maximize marketing strategies with the ultimate goal of getting profit for the company.

The development of technology, especially in marketing, then creates a new trend, so-called digital marketing. Through digital marketing, companies may obtain several benefits. Companies can easily find consumers and expand their marketing targets. The costs are cheaper than traditional marketing, and companies can get direct feedback from consumers. In recent years, online shops have become popular and do not even have physical stores. They do marketing process to sales through online platforms.

@bajumantanmoo online shop is a thrift shop founded by two owners from Cimahi in September 2020. Thrift itself refers to used goods that are still suitable for use. Since the secondhand goods trade opened from abroad in 2013, thrift shopping among young people increased. Even though the goods offered are used goods, the products’ quality is considered good, branded, and generally offered at a much lower price than the original price. With this market potential, there are vast opportunities for the thrift shop business. @bajumantanmoo is an online thrift shop with marketing and sales activities on Instagram. Since its inception, @bajumantanmoo has posted 60 times with 737 followers (December 21, 2020). In its sales activities, @bajumantanmoo regularly releases new volumes every month, with 9-18 products offered for each volume posted collectively at one time each month.

Although digital marketing offers many benefits that are also cost-effective, several risks pose challenges for online businesses, including @bajumantanmoo. As an online-based thrift shop business, @bajumantanmoo relies heavily on managing product content created to convey the values and information of the products offered. @bajumantanmoo online shop offers thrift clothes that allow consumers to find out the complete information regarding the products provided due to certain limitations. Consumers will need comprehensive information on product brands, product conditions, and sizes. Therefore, @bajumantanmoo must present interesting content and complete information. In addition, Instagram as a

marketing medium at the @bajumantanmoo thrift shop also plays an essential role in maintaining consumer loyalty to the brand. Thus, the consumers can repurchase in subsequent volumes. @bajumantanmoo needs to pay attention to the content distributed to strengthen brand engagement from consumers. During the release of four volumes in the past three months, @bajumantanmoo has sold 34 out of 51 products or 66.6%.

However, @bajumantanmoo has 29 consumers, and only one consumer has been a consumer who has repeated their purchases at different volumes. Repeated purchases from a consumer indicate a consumer's trust in a brand compared to other competitors. Currently, with so many online thrift shops on Instagram, @bajumantanmoo needs to maintain trust. Thus, consumers can continue to repeat their purchases.

Table 1. Bajumantanmoo's Customer Details

Volume	First Purchase	Second or More Purchase	Total
1	6	0	6
2	6	0	6
3	8	1	9
4	8	0	9
Total	28	1	29

Source: Bajumantanmoo Product Sales Data

Based on the background described above, the problem of this research is formulated as follows:

1. How is the effectiveness of content marketing communication on the @bajumantanmoo Instagram account in encouraging consumers to make repeat purchases?
2. What is the correct content marketing strategy for @bajumantanmoo to attract consumers?

This research has research objectives as follows:

- 1) Knowing the level of effectiveness of content marketing that has been done on Instagram @bajumantanmoo in encouraging consumers to make repeat purchases
- 2) Designing content marketing strategy ideas for @bajumantanmoo to encourage consumers to make repeat purchases

REVIEW OF RELATED LITERATURE

Marketing

According to Schiffman & Wisenblit (2015:30), marketing is an activity, set of institutions, and processes in creating, communicating, exchanging offerings that value consumers, clients, partners, and society. The primary purpose of marketing is to satisfy consumer needs, create value and retain existing customers. In marketing, three main foundations need to be formulated by a business to determine business targets. According to Schiffman & Wisenblit (2015:33-34), the three foundations are as follows:

- 1) Market Segmentation
Market segmentation is the process of grouping a market into several sub-markets or market segments according to specific characteristics or needs.
- 2) Target

Targeting is selecting or targeting market segments considered a prospective market by the company as the leading segment for the product.

3) Positioning

Positioning is how the company creates a value that distinguishes it from other companies to have its distinctive identity.

Schiffman & Wisenblit (2015:34) also explained four main mixes in marketing as follows:

- 1) The product consists of features, design, brand, and packaging offered by the company.
- 2) Price relates to the cost of the product and also includes discounts and payment methods.
- 3) The place is a distribution of products and services through shops and outlets.
- 4) Promotion includes advertising, sales promotion, external relations, and sales efforts designed to build awareness and demand for the products and services offered.

Communication

According to Effendy in Nurhadi (2017: 91), communication, in general, has two aspects, etymological and terminological understanding. Based on the etymological understanding or linguistically, communication comes from Latin, which means the same. The similarity is indicated in communication when the parties involved have the same meaning and interpretation of the communicated topics.

Schiffman & Wisenblit (2015: 200) divided two types of communication: impersonal and interpersonal. The communication used in marketing is impersonal communication, where the company tries to convey a message through a marketing strategy. The message said needs to reach the target recipient to persuade and attract the target market.

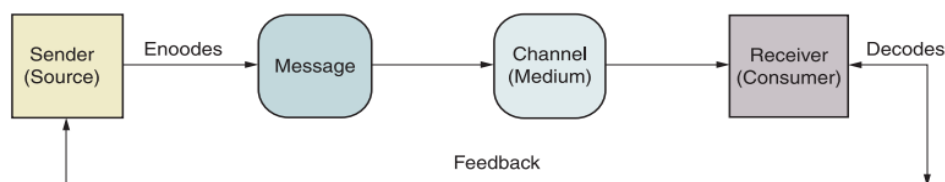


Figure 2. Communication Process

Source: Consumer Behavior

In consumer behavior, the sender of a message does not only come from the company through marketers. This message can be spread through consumers to other consumers. The media also plays a vital role in delivering a message. With the advancement of technology, the company is now developing technology-based media such as online channels, electronic devices, and online social networks.

Inbound and Outbound Marketing

In 2006, along with the internet development in daily communication, inbound and outbound marketing began. Halligan (2006: 24-31) stated that “form of content relevant to the company and the values offered by the company, such as blogs, search engine optimization, social media, videos, infographics, and podcasts. The main goal of inbound

marketing is to attract consumers through relevant and personalized content so that it can create long-term relationships.”

Based on this explanation, inbound marketing aims to attract consumers through relevant content to the audience. Hence, long-term relationships can be created. In contrast, outbound marketing is traditional promotional offers via e-mail and SMS, telephone, radio advertising, TV advertising, and telemarketing. Outbound marketing is also known as interruption marketing.

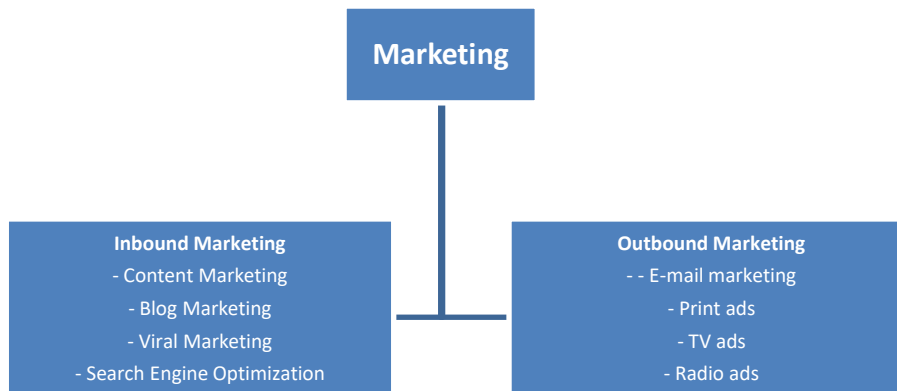


Figure 3. Inbound Marketing vs. Outbound Marketing

Content Marketing

According to Elisa et al. (2014: 92), “The introduction of content marketing in marketing strategies is experiencing rapid development due to the widespread trend of digital-based communication through online social networks.”

Based on this description, the dimensions of content marketing are starting to develop. Content marketing focuses on technological innovations in creating, delivering, and managing content by a company. Chaffey on Abiyuansyah et al. (2019:73) mentioned that content marketing is the management of text, media, audio, video content that aims to bind consumers through print and digital media so that companies can achieve their business goals.

Pullizi (2013:5) defined content marketing into several definitions. The first definition is a formal definition as follows: “content marketing is the process of marketing and business in creating and distributing interesting content to attract, acquire and bind the target audience to get output that can provide profit from consumers to the company.” Therefore, content marketing is the marketing and business process of creating and distributing exciting content to acquire and engage the target audience to get output that can benefit the company.

Further, Pullizi (2013: 5) defined content marketing for practitioners as follows: “Content marketing is the process of developing and sharing content that is relevant and binding to a target audience to acquire new customers or increase the business of existing consumers.” Based on this definition, content marketing can effectively and relevantly communicate how the products or services offered by the company can be a solution to the needs of a consumer.

Content Marketing Indicator

Content marketing strategies can increase business from new customers and existing customers. Periodically, marketers need to evaluate to measure the effectiveness of implementing content marketing. If content marketing has been running effectively and according to the characteristics of the business and the audience's persona, the company can precisely make a suitable strategy from the evaluation to achieve company goals through content marketing.

In Nabilla et al. (2020:227), Karr explained five main dimensions that need a routine evaluation from content produced by marketers to review the effectiveness of content marketing that has been implemented. Furthermore, the five indicators in content marketing are as follows:

- a) Reader Cognition, one primary key to effective content marketing lies in how a marketer creates visually engaging content and can convey product information through texts and oral.
- b) Sharing Value, content sharing helps businesses to expand their network to reach a more comprehensive and relevant audience. In particular, consumers will share content with the same value understanding as consumers.
- c) Persuasion, marketers need to pay attention to the content created to encourage consumers to take more action, either purchasing or re-share the content.
- d) Decision Making, consumers will be influenced by various factors such as beliefs, feelings, and other personal influences in making a decision. Content in content marketing needs to encourage consumers to make decisions that can benefit the company.
- e) Life Factors, good content focuses on the company and influences the target audiences.

The five main dimensions of content marketing can help researchers analyze communication effectiveness through content marketing. Thus, a strategy can then be formulated to stimulate repeat purchases by consumers. In this study, indicators of reader's cognition, persuasion, decision making, and life factors were used to examine the role of content marketing communication in encouraging consumers to make repeat purchases.

RESEARCH METHOD

This study discusses communication through content marketing to consumers at the online shop @bajumantanmoo through Instagram. This research was conducted in December 2020 by conducting a literature review and interpreting the data that had been collected. The method used in this research was quantitative, using a descriptive approach. Quantitative is the method used because this study seeks to find explanations for a patterned phenomenon. In determining a research question in this study, an interview was conducted with the owner of the Bajumantanmoo to obtain relevant data and determine the symptoms in the business to formulate a promotional strategy.

Data was collected through a survey to a sample of a population. The population in this study was 28 Bajumantanmoo's consumers and have made purchases at less than once in one volume release. The Slovin formula was used with the following calculations to calculate samples needed for research.

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

$$n = \frac{28}{1+(28 \times 0,05)^2}$$

$$n = 26,16$$

Description:

n = Sample

N = Population

e = Margin of error (5%)

Data was collected through a questionnaire. The questionnaire contained data on the subject's characteristics and content marketing communication to @bajumantanmoo consumers. The questionnaire was prepared using a Likert scale with the choices of Strongly Agree (SS), Agree (S), Doubtful (RR), Disagree (TS), Strongly Disagree (STS). In the questionnaire, the indicators assessed were readers' cognition, persuasion, decision making, and life factors. The data obtained from the questionnaire was then tested using a validity test for measuring instrument validity and reliability testing for measuring instrument reliability.

The data processed and analyzed was then used as material to design a proposed content marketing strategy for @bajumantanmoo in attracting consumers. Focused Group Discussions were held with practitioners and experts online shop business players and brand developers to formulate promotional strategy proposals.

In supporting the research, the researcher used literature study as the basis of thought in conducting research. According to Sugiyono (2012), literature review refers to theoretical studies and other references related to values, culture, and norms that develop in the social situation under study. This literature study technique is intended to obtain similar information and theories related to the author's discussions.

RESULT AND DISCUSSION

Based on interviews with the owner of the Bajumantanmoo, her business is an online shop business with a population segment around West Java, especially Cimahi, Bandung, and Bandung Regency aged 15-30 years. The psychographic characteristics of the Bajumantanmoo market segment are young adults who like thrift shopping activities to look for branded clothes at affordable prices. The characteristics of the Bajumantanmoo market segment are easy-going and straightforward individuals.

Based on this market segment, Bajumantanmoo targets teenagers to adults, with the main target being women who like thrift products to get branded clothes of good quality at affordable prices. Referring to the target market, Bajumantanmoo does a positioning strategy. In particular, with the number of online thrift shops on Instagram, Bajumantanmoo wants to give a humorous impression so that consumers can distinguish Bajumantanmoo from other online thrift shops. In promoting products through Instagram content on each release volume, Bajumantanmoo always uses witty captions. The products offered by Bajumantanmoo are secondhand outfits from well-known brands. According to the owner's research, most products chosen by the owner are sweater products. The price shown is around Rp. 60,000 to Rp. 90,000 and regularly provides conditional purchase vouchers.

In promotions, Bajumantanmoo fully uses content on Instagram. The strategy is always shared wittily to suit the target market segment. Bajumantanmoo also always provides sneak

peek video content a few days before the release volume to build the interest of potential buyers for the soon-to-be-released products. Bajumantanmoo also regularly holds interactive polls to make followers engage and share reviews from satisfied consumers with their purchases. However, from the content promotion, the content shared was less able to encourage existing consumers to make repurchases even though most consumers were satisfied with the products and services provided by Bajumantanmoo.

Subject Characteristics

The subject of this research was Bajumantanmoo consumers who have made a purchase on one release volume for the past four release volumes.

Table 2. Subject Characteristics

No.	Characteristic	n	%
1	Sex		
	Female	22	85%
	Male	4	15%
2	Occupation		
	College student	23	88%
	Student	2	8%
	Employee	1	4%
3	Age		
	17	2	8%
	18	1	4%
	19	2	8%
	20	9	35%
	21	9	35%
	22	2	8%
	23	0	0%
	24	0	0%
	25	1	4%
4	Income per month		
	<500.000	10	38%
	500.000 - 999.999	13	50%
	1.000.000 - 4.999.999	3	12%
	>5.000.000	0	0%

Source: Data Processing Questionnaire

Based on Table 2, 85% are female, and 15% are male. Meanwhile, 88% of the sample are students, 7% are students, and 4% are employees. According to Pullizi (2013: 93), “Everything you do with your content marketing will begin and end with your audience. If you do not understand the wants and needs of your audience, there is no way you can be successful with your content.”

In content marketing, it is necessary to know the audience’s characteristics before creating suitable content. With the traits possessed, the audience will give different responses

to a stimulus. Marketers need to understand the persona of the audience. Hence, the information and values can be conveyed easily through communication through content marketing.

Validity and Reliability Tests

Validity testing is used to measure the instrument’s validity, while reliability testing measures a reliable instrument. With 26 respondents, the t table obtained 0.3297. An instrument is valid if the t count is greater than the t table. Reliability testing is used on instruments that have been declared valid in the validity test. An indicator is valid if it has a Cronbach Alpha >6.

Table 3. Mean and Percentage Results

Statement	T Count	Status	Alpha Cronbach	Status
X1	0,49	Valid	1,08	Reliable
X2	0,63	Valid		Reliable
X3	0,47	Valid		Reliable
X4	0,59	Valid		Reliable
X5	0,55	Valid		Reliable
X6	0,67	Valid		Reliable
X7	0,37	Valid		Reliable
X8	0,58	Valid		Reliable
X9	0,68	Valid		Reliable

Source: Data Processing Questionnaire

Content Marketing Indicator

Based on Table 4, the overall average has an average value of 3.89 from range 1-5 with an average percentage value of 78%. Consumers had a positive response to communication through content marketing at the Bajumantanmoo store. The most significant average value of the content marketing indicator is the reader’s cognition indicator of 82%. Meanwhile, the persuasion indicator is the indicator with the smallest average value of 73%. According to Musahadah et al. (2019:216), companies can convey a message or interest interestingly using content media in persuasion. Through content marketing, marketers need to pay attention to the beauty and ease of receiving information when sharing a message.

Table 4. Mean and Percentage Results

INDICATOR	MEAN	PERCENTAGE
Reader’s Cognition	4,08	82%
Persuasion	3,61	73%
Decision Making	3,96	79%
Life Factors	3,92	78%
MEAN TOTAL	3,89	78%

Source: Data Processing Questionnaire

According to Caroline (2018: 5), in persuasion, source, recipient, message, feedback, effect, and environment are the main elements. The goals of persuasion will vary, so persuaders need to apply non-rigid persuasion methods. In this study, Bajumantamoo acts as a source and consumers as recipients of messages conveyed through content media on

Instagram. However, based on the results of questionnaire data processing, this persuasion message had the smallest percentage of influence compared to other content marketing indicators.

According to Karr in Nabilla et al. (2020:227), five main aspects of persuasion in content marketing include product, reciprocity, consensus, scarcity, and consensus. Knowing beyond products relates to how companies facilitate consumers to get more information related to products or related to the company. In this case, Bajumantanmoo always provides sneak peek content. Consumers can find out which products will be released a few days before the release. Reciprocity is how Bajumantanmoo delivers a mutual benefit for its consumers. Bajumantanmoo always provides the best service to its consumers, hoping they will recommend them to others by sharing reviews on instastories that Bajumantanmoo will redistribute.

Furthermore, a consensus is a trust built by Bajumantanmoo to consumers by describing product quality to become long-term consumers. Regarding scarcity or giving promotions to encourage purchase actions, Bajumantanmoo routinely provides discounted prices. As for consistency, the content on Bajumantanmoo always has a distinctive color tone for all of its Instagram feeds.

Promotion Strategy through Content Marketing

Tjiptono on Adila et al. (2019) defined a promotion strategy as a marketing communication medium that seeks to disseminate information to influence or persuade the target market to accept, buy, and be loyal to a company's products. In increasing sales, a promotion strategy can support a business to be persuasive. One of the persuasion promotion strategies to consumers is using content marketing. Consumers tend to take action when the content can persuasively encourage consumers to make repeat purchases.

Content that can drive consumers' repeat purchase interest clearly shows the product used or consumed by others with influence or attractive appearance. Shrum et al. (2012:7), related to the Elaboration Likelihood Model of Persuasion, described persuasion stimuli divided into two routes: the central and peripheral. In his research, "People tend to take the peripheral route to a persuasion through mood, expertise, and source attractiveness rather than the central route through the quality of the message we deliver."

Based on this description, consumers prefer persuasion through the peripheral route rather than through the central route. Through the peripheral route, consumers will tend to be more influenced by the attractiveness of a cue or stimulus from a content. An example of a peripheral route is reviewing a well-known or influential figure and using a model. While through the central route, consumers will consider aspects such as price and product attributes. Based on the evaluation of the results of this study, Bajumantanmoo could then use influencers or models to display products clearly and attractively so that they can persuade consumers to make repeat purchases.

However, according to Selang on Anggia et al. (2015: 1049), repeat purchase decisions are not only influenced by promotional strategies. Promotion strategy, price, and customer satisfaction simultaneously significantly influence consumer motivation to make repeat purchases. Thus, Bajumantanmoo needs to periodically evaluate the product's price and consumer satisfaction to encourage consumers to make repeat purchases.

CONCLUSION

The results showed that content marketing communication to Bajumantanmoo consumers encouraging repeat purchase behavior had been quite well overall. The presentation of exciting and witty content marketing is one of the promotional strategies at the Bajumantanmoo online shop in strengthening relationships with existing consumers. Therefore, consumers will repeat their purchases at Bajumantanmoo. However, in this study, the content marketing persuasion indicator in Bajumantanmoo was the smallest percentage.

In encouraging repeat purchase motivation to consumers, the content produced by Bajumantanmoo must persuade consumers. This persuasion could provide product displays using models or reviews from influencers. Purchasing decisions were also influenced by several other aspects, such as price and product satisfaction. Thus, the owner also needs to pay attention and evaluate different aspects in formulating an appropriate and effective promotion strategy.

The data collection method used in this study only used a questionnaire. Hence, the results could be biased due to differences in perceptions between researchers and respondents on the statements submitted. For future research, it is recommended to add an interview method to obtain more transparent data. The variables studied only included content marketing, and the marketing strategy proposed only covered one of the marketing mixes. In subsequent studies, other variables can be added to influence consumer purchasing decisions. Thus, broader results can be obtained regarding repeat purchase decisions by consumers.

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