

The Influence of Content Marketing and Word of Mouth on Purchase Intention at Beownice Buket Solo

An'nissa Ita Yulianti*, Esti Dwi Rahmawati, R.Taufiq Nur Muftiyanto

1 Duta Bangsa Surakarta University, Surakarta, Indonesia

2 Duta Bangsa Surakarta University, Surakarta, Indonesia

3 Duta Bangsa Surakarta University, Surakarta, Indonesia

E-mail: 210414031@mhs.uadb.ac.id

ABSTRACT

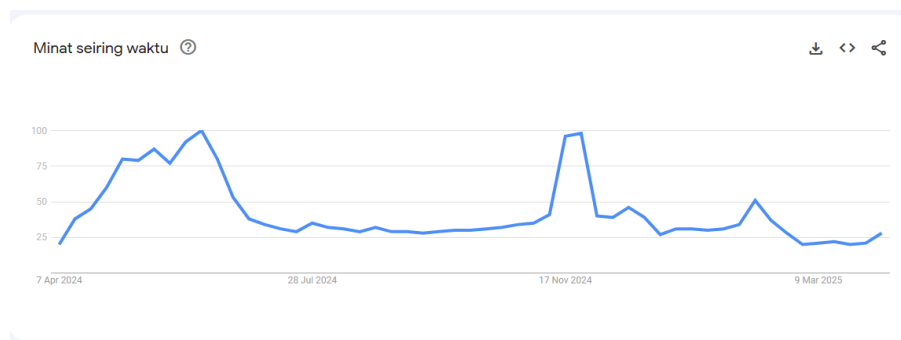
The advancement of the digital era has significantly transformed consumer behavior in purchasing decisions, including in the creative industry such as the gift bouquet business. This aims of this study for analyze the influence of content marketing and word of mouth on consumer purchase intention at Beownice Buket Solo. This study employed a quantitative approach using a survey method, with data collected through an online questionnaire distributed via Google Forms. The instrument was administered to 73 respondents who had prior experience purchasing Beownice Buket Solo's products. Data analysis in this study was conducted using the Structural Equation Modeling (SEM) approach based on the Partial Least Squares (PLS) method, utilizing SmartPLS version 4.1 software. The findings reveal that both content marketing and word of mouth have a positive and significant influence on purchase intention. These results emphasize the importance of content-based marketing strategies and the power of recommendations in shaping consumer intention, especially for seasonal creative products. The study is expected to provide practical implications for business actors and enrich academic discourse in digital marketing.

KEYWORDS: content marketing; purchase intention; word of mouth.

INTRODUCTION

In the current digital era, consumer behavior has undergone a significant shift as dependency on digital information and social recommendations increases in the process of making purchasing decisions. This transformation demands business actors to adopt more adaptive and innovative marketing strategies to remain competitive. This phenomenon has significantly influenced the small and medium enterprise sector, particularly those operating within the creative industry, which is part of the innovation-driven economy. This industry, which relies on creativity, innovation, and intellectual value in product creation, has shown substantial growth.

A prominent example is the gift bouquet business, including flower, money, snack, and doll bouquets, which have become trends for various celebrations and special moments. As interest in the flower bouquet business grows, competition in the industry is also intensifying. Florists rely not only on product quality but also on implementing effective marketing strategies to attract and retain customers. Amidst this increasing competition, florists need to maximize the use of content marketing and leverage the power of word of mouth to maintain and enhance the competitiveness of their flower bouquet businesses.

Figure 1**Graph of Interest "Flower Bouquet"**

Data source: Google Trends, 2025

According to Google Trends data from 2024 to 2025, the search interest in the keyword "flower bouquet" displays a fluctuating pattern, with significant spikes around specific dates. This trend illustrates the dynamic nature of demand for such products, often influenced by external and seasonal factors such as Christmas, Celebreate New Year, National Teachers' Day, Valentine's Day, graduations, and Mother's Day. This highlights how consumers' purchase intentions are seasonally driven and contextually influenced.

Purchase Intention is a consumer behavior where consumers have the desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product (Usman & Dyanti, 2020). Because consumers are now smarter and more careful, and more demanding, can no longer be satisfied by simply presenting a tradeoff between price and product quality (Palilingan et al., 2022). The purpose of purchase intention is to show the possibility that customers are planning and will buy a product or service in the future. In other words, purchase intention is the basis for the purchases offered by the company (Haristiyanti et al., 2023).

Social media as a vital role in building consumer engagement and expanding market reach. Marketing strategies combining content marketing and word of mouth (WOM) have become increasingly relevant in shaping purchase intention. Content is the foundation of all digital marketing and is crucial for creating brand awareness and reaching the masses (Muftiyanto, 2024). Content Marketing innovation allows communication with buyers anytime and anywhere to get favorable buyer sentiment towards the product and collect information about customer behavior and tendencies (Setiawan et al., 2025). Changes in people's attitudes and behavior make companies or marketers rethink the best and new strategies that must be created in their business. Content Marketing is an art of communicating with customers or potential customers without having to sell (Sudarsono, 2020). Content marketing is the use of content (text, images, audio and video) in a larger form of marketing which includes basic marketing concepts, distribution and web search tools, social media and digital advertising (Yudha et al., 2024).

Word of mouth is information about a product that is passed on from one individual to another. The process of communication that most often occurs between humans is through word of mouth. Everyone talks and exchange information about of product with other people all the time (Oktandani & Sholahuddin, 2023). The act of verbal communication between individuals about a specific brand, product, or service is known as word of mouth (Luong et al., 2022).

Previous studies have shown varying results regarding the effectiveness of content marketing and WOM in influencing purchase intention. Febryanti & Hasan (2022) found that WOM did not significantly affect purchase intention, while Lathifah & Athoillah (2023) reported a significant effect purchase intention. Pasaribu et al. (2023) revealed that content marketing had no significant influence on purchase intention. Amarta & Sidharta (2024) found that content marketing has a significant positive effect on purchase intention. These inconsistencies highlight a research gap that needs to be further explored, especially concerning unique product types and market segments like the bouquet gift industry.

Beownice Buket Solo is a microenterprise specializing in bouquet gifts located in Sukoharjo Regency. The business faces challenges in maintaining customer loyalty amid competitive market dynamics. Sales data indicate monthly fluctuations in the number of buyers, emphasizing the need to evaluate the effectiveness of the current marketing strategies in boosting consumer purchase intention.

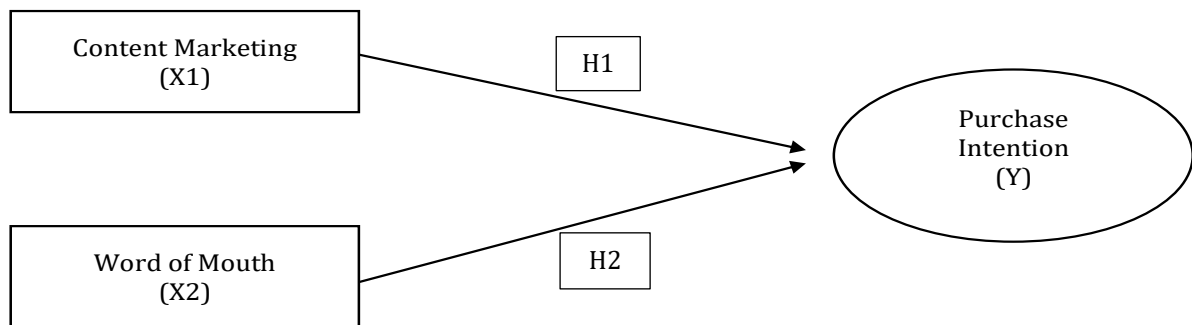
Based on the identified research gap, this study aims to examine the influence of content marketing and word of mouth on the purchase intention of Beownice Buket Solo consumers. The research focuses on two independent variables: content marketing and word of mouth, and one dependent variable: purchase intention. The hypotheses proposed suggest that both content marketing and word of mouth positively influence consumer purchase intention.

A few researchers focused on the general effectiveness of content marketing and word of mouth in influencing consumer decisions. There have been limited studies concerned on these marketing strategies specifically within the bouquet gift industry, particularly in the context of local creative IKM in Indonesia. Therefore, this research intends to fill that gap by examining the influence of *content marketing* and *word of mouth* on purchase intention. The objectives of this research are to analyze how these two strategies affect consumer buying interest in Beownice Buket Solo and provide practical insights for improving marketing effectiveness in similar creative businesses.

METHODOLOGY

Figure 2

Conceptual Framework



Research Design. This research utilized a quantitative method with a descriptive survey design aimed at analyzing the impact of content marketing strategies and word-of-mouth communication on consumers' purchase intentions. The data was gathered through direct engagement with consumers who had interacted with the business.

Population and sample used. The population comprised all consumers of Beownice Buket Solo in 2025, totaling 264 individuals. The sample of 73 respondents was determined using Slovin's formula and purposive sampling based on criteria: (1) having purchased at least one Beownice product, (2) aged at least 17 years, and (3) residing in the Solo Raya area.

Data Collection Techniques. Primary data was collected via questionnaires distributed using Google Forms. The questionnaire items were based on indicators from previous studies.

Tools or Instruments Used. The primary research instrument was a Likert-scale questionnaire comprising four response levels, ranging from 1 (strongly disagree) to 4 (strongly agree). SmartPLS 4.1 was employed for data processing using the Structural Equation Modeling - Partial Least Squares (SEM-PLS).

Data Analysis Methods. The data analysis utilized a Structural Equation Modeling (SEM) technique with a Partial Least Squares (PLS) framework, conducted through a two-stage analytical process. First, the measurement model (Outer Model) was evaluated to test the discriminant validity and convergent of the indicators. Second, the structural model (Inner Model) was tested to test the hypotheses and identify relationships between variables. This approach allows for a comprehensive

evaluation of the proposed model and the significance of each influence pathway. Following is a table 1 of operational definitions of variables to further explain the methodology of this research:

Table 1

Operational Variables

VARIABLES	INDICATORS	STATEMENTS	SCALE
<i>Content Marketing</i> (X1)	1. Relevance 2. Accuracy 3. Value 4. Easy to understand 5. Easy to find and consistent (Iskandar dkk., 2023)	1. Beownice Buket Solo's marketing content is relevant to consumer needs. 2. The information presented in Beownice Buket Solo's marketing content is accurate and reliable. 3. Beownice Buket Solo's marketing content provides added value for potential buyers. 4. The marketing content presented is easy for the audience to understand. 5. Beownice Buket Solo's marketing content is easy to find and consistent across various digital platforms.	Likert 1-4
<i>Word of Mouth</i> (X2)	1. Discussing the product 2. Recommending the product 3. Encouraging purchase (Febryanti & Hasan, 2022)	1. Beownice Buket Solo products are often the topic of conversation in the neighborhood. 2. Many people recommend Beownice Buket Solo to others. 3. Information from others about Beownice Buket Solo encourages interest in purchasing.	Likert 1-4
Purchase Intentions (Y)	1. Transactional interest 2. Referential interest 3. Preferential interest 4. Exploratory interest (Japariato & Adelia, 2020)	1. Word of mouth and content marketing increased interest in purchasing Beownice Buket Solo. 2. The desire to recommend Beownice Buket Solo to others increased. 3. Beownice Buket Solo was preferred over other similar products. Further research on Beownice Buket Solo was conducted before purchasing.	Likert 1-4

RESULTS AND DISCUSSION

Outer Model

Table 2

Data Processing Results

Variabel	Indikator	Factor Loading	AVE	Composite Reliability	Cronbach's Alpha	R-Square
Content Marketing	X1.1	0.704	0.560	0.803	0.803	
	X1.2	0.800				
	X1.3	0.739				
	X1.4	0.776				
	X1.5	0.717				
Word of Mouth	X2.1	0.843	0.656	0.756	0.738	
	X2.2	0.848				
	X2.3	0.734				
Purchase Intention	Y.1	0.778	0.601	0.781	0.778	0.688
	Y.2	0.748				
	Y.3	0.827				
	Y.4	0.745				

Data source: SmartPLS 4.1 Data Processing Results, 2025

All indicators demonstrated loading factor values > 0.7 indicating strong validity and item reliability. The Average Variance Extracted (AVE) values for each construct were above 0.5, confirming the presence of convergent validity. The Composite Reliability and Cronbach's Alpha values were greater than 0.7, reflecting high internal consistency and construct reliability. The purchase intention variable has an R-square value of 0.688, which means that 68% of the variance in the purchase intention variable can be explained by word of mouth, content marketing, and purchase intention variables, while the remaining 32% is explained by other factors outside the research model. This R-square value falls into the moderate category. The two dependent variables in this study have a fairly good level of model accuracy and can be explained significantly by the variables studied.

Inner Model

Table 3

Bootstrapping Path Coefficients Results

Variable	Original sample (O)	T statistics (O/STDEV)	P values	Result
(H1) <i>Content marketing -> Purchase Intention</i>	0.417	4.149	0.000	Accepted
(H2) <i>Word of Mouth -> Purchase Intention</i>	0.506	4.703	0.000	Accepted

Data source: SmartPLS 4.1 Data Processing Results, 2025

Hypothesis 1: Content marketing has a significant and positive impact on purchase intention.

The original sample value was 0.417 (positive), t-statistic of 4,149, and p-value of 0.000. Since the t-value is >1.99 and the p-value is <0.05, the hypothesis is accepted. The results also indicate that content marketing also has a positive and significant impact on consumer purchase intention for Beownice Buket Solo products.

Hypothesis 2: Word of mouth has a significant and positive influence on purchase intention.

Original sample value was 0.506, t-statistic was 4,703, and p-value was 0.000. Since the t-statistic is greater than the cut-off point of 1.99 and the p-value is below the 0.05 level of significance, the hypothesis is accepted. This finding affirms that purchase intention has a statistically significant and positive effect on customers' purchase behavior towards Beownice Buket Solo products.

CONCLUSION

Structural Equation Modeling (SEM) method with a Partial Least Squares (PLS) approach by this analysis, it can be concluded that content marketing has a positive and significant effect on the purchase intention of Beownice Buket Solo consumers. This indicates that relevant, accurate, easy-to-understand, and consistent content marketing can enhance consumers' interest in purchasing the product. Word of mouth also shows a positive and significant effect on purchase intention. Recommendations from others and positive discussions about the product are proven to increase consumer buying interest.

It is recommended that the business owner continue to develop engaging and consistent content marketing strategies across various digital platforms, especially during major holidays or special occasions. Business owners are also encouraged to motivate customers to provide positive testimonials, both directly and through social media, to strengthen the impact of word of mouth in reaching potential new customers.

Future researchers are advised to expand the research scope to different types of businesses or geographic areas to obtain more generalizable results. Adding intervening variables such as brand trust or customer satisfaction is also suggested to create a more comprehensive analytical model.

Acknowledgments

The authors would like to express their sincere gratitude to the management and staff of Beownice Buket Solo for their support and cooperation throughout the research process. We also extend our appreciation to all respondents who participated in the survey and provided valuable insights. Special thanks to our academic advisors and the Faculty of Law and Business for their continued guidance and encouragement. We would also like to thank the organizers of ICEETE UTP for

providing us with the opportunity to participate as a presenter. This research would not have been possible without the support and contributions of all parties involved.

REFERENCES

- Amarta, T., & Sidharta, H. (2024). Pengaruh Pemasaran Konten Dan Elektronik Dari Mulut Terhadap Niat Membeli Serta Citra Merek Sebagai Mediasi. *Jurnal Internasional Manajemen Bisnis dan Kewirausahaan (RMBE)*, 4 (2), 94–103. <https://doi.org/10.37715/rmbe.v4i2.5630>
- Febryanti, H., & Hasan, F. (2022). Pengaruh Word of mouth dan Promosi Online terhadap Minat Beli Masyarakat pada Usaha Makanan Online Nasi Madura Pantry's Kota Pasuruan. *AGRISCIENCE*, 3(1), 164–178. <https://doi.org/10.21107/agriscience.v3i1.15240>
- Haristiyanti, R., Jatmiko, RD, & Fiandari, YR (2023). Niat Beli sebagai Mediasi: Model SOR Gaya Hidup Hedonis dan Komunikasi dari Mulut ke Mulut terhadap Perilaku Pembelian. *Jurnal Manajemen Inovasi Bisnis dan Kewirausahaan*, 2 (02), 135–148. <https://doi.org/10.22219/bimantara.v2i02.29779>
- Iskandar, Faridatunnissa, D., & Wachjuni. (2023). Pengaruh Lifestyle Terhadap Keputusan Pembelian Dengan *Content marketing* Sebagai Variabel *Intervening* (Survei pada para pengguna TikTok yang berbelanja pada marketplace Shopee). *Prosiding*, 620-630
- Japariato, E., & Adelia, P. (2020). Pengaruh Minat Beli terhadap Keputusan Pembelian Konsumen Generasi Z. *Jurnal Manajemen Pemasaran*, 14(3), 122–130.
- Lathifah, N. A., & Athoillah, A. Y. (2023). Pengaruh Green Product Dan Word of mouth (WOM) Di Era Eco-Friendly Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening Pada Konsumen Fore Coffee Surabaya. *LAN TABUR: Jurnal Ekonomi Syari'ah*.
- Luong, H. T., Van, D. D., Thanh, N. B., Hoang, K. P. (2022). Effect of Sensory Marketing on Repurchase Buying Intention on E-Commerce Platforms Through Satisfaction, Trust and Word of Mouth in Vietnam. *Journal of Economics and Sustainable Development*. 10.7176/JESD/13-7-09.
- Muftiyanto, Taufiq Nur. (2024). *Digital Marketing*. Surakarta Bossscript.
- Oktandani, NA, & Sholahuddin, M. (2023). Pandemi Covid-19: Pengaruh Keanekaragaman Produk, Harga, Word of Mouth, dan Niat Membeli Terhadap Kecenderungan Pembelian Impulsif. *Jurnal Informatika Ekonomi Bisnis*, 5 (2), 514-521. <https://doi.org/10.37034/infeb.v5i2.25>
- Palilingan, V. N., Hussein, A. S., & Prabandari, S. P. (2022). The Effect of Thematic Store Atmosphere on Impulse Buying Behavior Mediated by Affection and Impulse Buying Tendency. *European Journal of Management Issues*, 30(1), 58–65. <https://doi.org/10.15421/192206>.
- Pasaribu, A. F., Fadhila Rahma, T. I., & Dharma, B. (2023). Pengaruh Content Marketing, Viral Marketing Dan Influencer Terhadap Minat Beli Produk Skincare Pada Mahasiswa. *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 10(2), 81–93. <https://doi.org/10.36987/Ecobi.V10i2.4432>
- Setiawan, B., Murwani, FD, Hermawan, A., Sopiah, & Wardana, LW (2025). Intervensi Pemasaran Konten terhadap Kepercayaan, Promosi dari Mulut ke Mulut, dan Niat Beli pada Calon Pelanggan Penyelenggara Pernikahan di Malang Raya. *Jurnal Gaya Hidup dan Tinjauan SDGs*, 5 (3), e04283. <https://doi.org/10.47172/2965-730X.SDGsReview.v5.n03.pe04283>
- Sudarsono, S. S., Kamase, J., Ella, H., Rachman, A., & Dunggio, T. (2020). Big Data And Content Marketing On Purchase Decisions Online In Indonesia. *American Journal Of Economic and Business Management*, 22(2), 42-46. <http://dx.doi.org/10.31150/ajebm.Vol3.Iss1.123>
- Usman, O., Dyanti, N. S. (2020). The Influence Of Price, Promotion And Word Of Mouth On Buying Interest. *SSRN Electronic Journal*. <https://dx.doi.org/10.2139/ssrn.3638868>
- Yudha, A. P., Alipudin, A., Wihartika D. (2024). Purchase Intention: Social Media Promotion and Content Marketing Strategies to Increase Interest in Buying Cosmetic and Skincare Products. *International Journal of Social Science and Human Research*, 7(10), 799-808. <https://doi.org/10.47191/ijsshr/v7-i01-104>