THE INFLUENCE OF CONTENT MARKETING ON PURCHASE INTENTION (STUDY ON @MASAREMAJACOLLECTIVE INSTAGRAM FOLLOWERS)

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ABSTRACT

The purpose of this study is to analyze the influence of content marketing on purchase intention among Instagram followers of @MasaRemajaCollective. This study uses a quantitative descriptive-verification approach. The population of this study was 10,400 Instagram followers of @MasaRemajaCollective. The sample was taken using the Slovin formula with a margin of error of 10%, resulting in a minimum sample size of 100 respondents. The sampling technique used probability sampling with simple random sampling. Data analysis used simple linear regression, a normality test, a linearity test, and a hypothesis test. The results showed that content marketing implemented by @MasaRemajaCollective has a positive and significant influence on the purchase intention of the audience on Instagram.

Keywords: Content Marketing; Purchase Intention; Instagram

INTRODUCTION

The school yearbook industry is a part of Indonesia's creative and printing industries, particularly serving the educational sector. A school yearbook is a form of printed media that serves as a commemorative gift for students during graduation, functioning both as a promotional tool and a source of information about the school (Sukarno, 2023). The industry has experienced rapid growth in line with the increasing demand from educational institutions and students to document and preserve important school memories, estimated to be worth $3.2 billion in 2024 and is expected to grow to $5.1 billion by 2033 globally (Patel, 2024).

Despite the advancement of the digital era, interest in physical yearbooks remains high due to the continued demand for tangible printed media that serves as a memory and reminder. Patel (2024) notes that physical yearbooks has been traditionally chosen for their tangible and nostalgic value, often viewed as timeless collectibles. This continued demand is reflected in industry practices, where several yearbook companies report large-scale print production. For instance, AbankIrenk has reportedly produced over 600,000 physical yearbooks, indicating sustained market demand for printed yearbooks. Similarly, one prominent company in this industry, Masa Remaja, has collaborated with 236 schools and produced more than 25,000 copies of school yearbooks. Notable schools that have used Masa Remaja's services include SMAN 70 Jakarta, SMAN 6 Jakarta, and SMA Al-Azhar Pusat.

One of the indicators that can be used to measure purchase intention toward Masa Remaja's products is the number of client reach-outs, which refers to the number of prospective customers who contact the company to obtain further information or to place an order. Based on the available data, the number of client reach-outs fluctuated from month to month, with a notable increase observed in December, as shown in Table 1.

Table 1
Number of Masa Remaja's Client Reach-Outs

Month	Client Reach-Outs	Quarter
October	26	
November	26	2
Desember	35	

Source: Masa Remaja, 2024

Table 1 illustrates purchase intention as measured by the number of clients who contacted the company. In October and November, the number of prospective customers reaching out to the company for information or to place an order remained steady at 26. However, in December, there was a significant increase, with the number rising to 35.

To attract the purchase interest of its target market, one of the strategies employed by Masa Remaja is content marketing on social media, particularly Instagram. This strategy focuses on the creation and distribution of both written and visual content as the primary tools for promoting products, services, or brands. Content marketers create and disseminate useful and relevant information with the goal of attracting and engaging website visitors, as well as converting them into leads and customers (Crestodina, 2018). Instagram was chosen as the platform because Indonesia is among the countries with the highest number of Instagram users, reaching 100.9 million users (Statista Research Department, 2024). In addition to providing information, content marketing also offers solutions and entertainment that capture the attention of potential consumers and foster purchase interest. According to Jafarova and Tolon (2022), social

media content that is informative, trustworthy, and entertaining can encourage purchase intention.

Given that Masa Remaja relies on content marketing as its primary promotional tool, content performance on Instagram can be measured through the engagement rate, which calculates the total interactions on a posted piece of content. Engagement rate serves as a key metric to assess whether a brand's marketing content has successfully captured the audience's attention, as reflected in the number of views, likes, and other forms of interaction.

Table 2
Masa Remaja Engagement

Month	Engagement Rate	Post Frequency
October	4,63%	24
November	3,07%	20
Desember	1,71%	10

Source: Data Analyzed, 2025

Masa Remaja experienced a downward trend in engagement from October to December 2024. Data shows a decline in engagement rate (ER) from 4.63% in October to 3.07% in November, followed by a significant drop to 1.71% in December, in parallel with a decrease in posting frequency. This phenomenon suggests a correlation between posting frequency and audience engagement, indicating that lower engagement tends to occur when fewer posts are made.

The discussion highlights a discrepancy between content marketing activities and followers' purchase intention. However, several previous studies have demonstrated a positive relationship between content marketing and consumer purchase intention. For example, research by Wu et al., (2024) revealed that content marketing has a positive effect on consumer purchase intention, with brand resonance acting as a mediating variable. This aligns with the findings of Jafarova and Tolon (2022), who stated that social media content marketing that is informative, entertaining, and interactive can enhance brand loyalty and purchase intention. Another study by Junizar (2019) identified the influence of sponsorship on purchase intention, although brand image did not have a direct effect. Similarly, research by Adelia and Cahya (2023) indicated that both content marketing and brand image positively influence consumer purchase intention in the food industry, while Azizah and Rafikasari (2021) found that content marketing and social media marketing on Instagram had a positive impact on purchase intention during the pandemic.

Although previous research has shown a positive influence of content marketing on purchase intention, most of these studies focus on different industries such as food, crafts, and other services, and use varying variables and methodologies. Research on the school yearbook industry that utilizes Instagram as a marketing channel remains limited. Therefore, this study aims to address that gap by analyzing the effect of content marketing on the purchase intention of followers of the Instagram account @MasaRemajaCollective.

LITERATURE REVIEW, RESEARCH FRAMEWORK, AND HYPOTHESES

Content marketing is defined by Virji (2023) as the process of creating and distributing valuable and engaging content to attract and involve a clearly defined target audience, with the aim of encouraging profitable customer actions. Crestodina (2018) states that content marketing is an approach that combines creativity and strategy to attract an
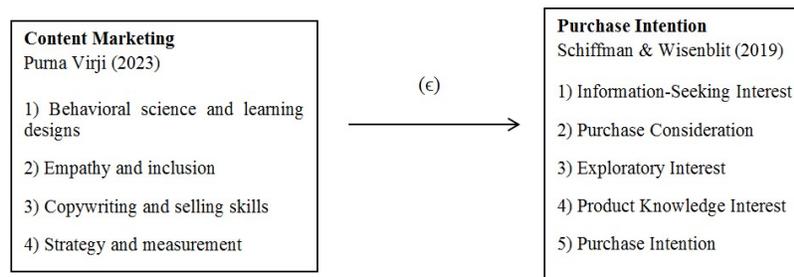
audience actively seeking products or services that meet their needs. Furthermore, according to Kotler et al. (2022), content marketing is a marketing approach focused on creating interesting and useful content for a predetermined audience to generate conversations about that content.

Purchase intention refers to a consumer's tendency or willingness to buy a product or service after undergoing an evaluation process. According to Schiffman and Wisenblit (2019), purchase intention is part of the consumer's conative attitude, reflecting the likelihood of a person making a purchase. Meanwhile, Kotler et al. (2022) explain that purchase intention plays a role in the buying decision and is influenced by various external factors such as promotions, product appearance, and recommendations from others. Additionally, Solomon and Russell (2024) note that consumers often rely on heuristics during decision-making processes, such as trusting brand reputation or price as indicators of quality. Purchase intention can also be affected by situational and social factors, which influence whether consumers ultimately decide to buy a product or not.

Efforts in content marketing is aimed to capture attention in order to convert audiences into prospects or business consumers. Pulizzi and Barret (2009) state that delivering important and relevant content to the target market signifies that marketers have assumed a significant role in customers' lives. This is further emphasized by Handley and Chapman (2012), who argue in their book that engaging content can attract customer attention, promote deeper understanding and recognition of a brand, and stimulate the desire to purchase.

Content marketing can influence the purchase intention of the target market through the relevant information or content it presents. Informative, persuasive, and entertaining content can build understanding of a product and generate interest in buying. Virji (2023) highlights that the primary goal of content marketing is to influence the audience, not merely to inform or entertain. Well-designed content can build trust and encourage purchasing actions from engaged audiences. Previous studies have shown that effective content marketing has a positive effect on consumer purchase intention.

This study identifies four dimensions of content marketing and five dimensions of purchase intention, which are presented in the following conceptual framework.

Content Marketing Purna Virji (2023) 1) Behavioral science and learning designs 2) Empathy and inclusion 3) Copywriting and selling skills 4) Strategy and measurement	(ϵ) $\longrightarrow$	Purchase Intention Schiffman & Wisenblit (2019) 1) Information-Seeking Interest 2) Purchase Consideration 3) Exploratory Interest 4) Product Knowledge Interest 5) Purchase Intention

Source: Constructed by author for this study, 2024

Figure 1
Research Framework

Based on the conceptual framework described by Figure 1, the researcher proposes the following hypothesis: there is an influence of content marketing on the purchase intention of followers of the Instagram account @MasaRemajaCollective.

H_0: There is an influence of content marketing on the purchase intention of followers of the Instagram account @MasaRemajaCollective.

METHOD

This study employs a descriptive-verificative quantitative approach, aiming to describe the occurring phenomenon and test the relationship between the research variables, namely content marketing and purchase intention. The scope of this research focuses on the influence of content marketing on the purchase intention of followers of the Instagram account @MasaRemajaCollective, which is a social media account promoting school yearbooks. The population of this study consists of 10,400 followers of the @MasaRemajaCollective Instagram account. The sample was drawn from followers who have viewed content posted by @MasaRemajaCollective.

The sample size was calculated using Slovin's formula with a margin of error of 10% (d = 0.10). Majdina et al., (2024) explains that Slovin's formula is suitable for calculating sample sizes in research with finite population characteristics, especially when dealing with relatively moderate population sizes. The calculation indicated a minimum sample size of 100 respondents. Sampling was conducted using probability sampling with a simple random sampling technique. Paramita et al., (2021) states that simple random sampling ensures equal probability for every individual in the population to be chosen as a sample member. The sampling process utilized the follower data of the Instagram account @MasaRemajaCollective obtained directly from the company. Then, the follower data were numbered and randomized using the randomization tool available at random.org website to ensure unbiased sample selection. To anticipate respondents who do not respond or refuse to participate, researchers use oversampling techniques by preparing a reserve list which is also selected randomly, ensuring that the required sample size could still be achieved.

The data analysis method used is simple linear regression analysis to test the effect of content marketing on purchase intention. This analysis is used to determine the direction of the relationship between the independent and dependent variables, whether it is positive or negative, and to predict the value of the dependent variable if the value of the independent variable increases or decreases (Supriadi, 2021). Prior to conducting the regression analysis, normality and linearity tests were performed to ensure that the data met the necessary assumptions. To test whether there is a significant influence between content marketing and purchase intention, hypothesis testing was carried out using appropriate statistical tests.

RESULT AND DISCUSSION

Respondent Characteristics

The analysis of respondent characteristics aims to provide an overview of the demographic and social background of the participants involved in the study. The following is a table of respondent age data.

Table 3
Respondent's Age

Age	Amount	Percentage
Less than 20 years old	56	55.45%
21-30 years old	43	42.57%
31-40 years old	1	0.99%
More than 40 years old	1	0.99%

Source: Research Data, 2025

The data show that the majority of the Instagram audience of @MasaRemajaCollective is under the age of 20, accounting for 55.45%, followed by the 21–30 age group at 42.57%. Only a small proportion, 0.99%, are aged between 31–40 years or over 40. In terms of occupation, most respondents are high school students (36.63%) and university students (31.68%), with employed individuals making up 30.69%. Only 0.99% of respondents are housewives, indicating that the audience of @MasaRemajaCollective is predominantly composed of young people within the productive age group.

Content Marketing
Market-Oriented Design Dimension
The content design of @MasaRemajaCollective's Instagram is focused on capturing the attention of a teenage audience through striking visual elements and relevance to current trends. Table 4 further illustrates the extent to which the design of @MasaRemajaCollective's Instagram content successfully captures the attention of a teenage audience.

Table 4
Market-Oriented Design Dimension

No.	Market-Oriented Design	SD	D	A	SA	Score	Percentage
1	Masa Remaja's Instagram content has an interesting punchline and/or opening.	0	2	65	34	335	82,92%
2	Graphic design in Masa Remaja's Instagram content is eye-catching.	0	2	27	72	373	92,33%
3	Masa Remaja's Instagram content is in line with today's youth trends and preferences.	0	2	41	58	359	88,86%
4	Masa Remaja's Instagram content conveys positive impressions (e.g. trust, interest, or enjoyment).	0	3	62	36	336	83,17%
5	Masa Remaja uploads similar content at different times and in different formats.	0	13	65	23	313	77,48%

Source: Research Data, 2025

The analysis results show that 82.92% of respondents reacts positively towards uploaded content that has interesting punchline and/or opening. As many as 92.33% of respondents considered the graphic design eye-catching, while 88.86% felt that the content was in accordance with the preferences of today's youth. In addition, 83.17% of respondents felt that the content gave a positive impression, such as confidence and interest. The content was also uploaded with different variations in time and format, although it decreased slightly in consistency, with a score of 77.48%. Overall, the content design succeeded in meeting the needs of the teenage audience, both in terms of aesthetics and suitability to popular culture.

Empathy and Inclusivity Dimension
@MasaRemajaCollective's Instagram content reflects empathy and inclusivity by showcasing various perspectives and groups without ignoring any particular party. As shown in Table 5, these elements are measured through audience judgment and perspectives, complete with scores and percentages.

Table 5
Empathy and Inclusivity Dimension

No.	Empathy and Inclusivity	SD	D	A	SA	Score	Percentage
6	Masa Remaja's Instagram content covers a variety of perspectives and groups without ignoring any particular party.	0	7	67	27	323	79,95%
7	Masa Remaja's Instagram content is easily accessible and accessible without any obstacles.	0	1	39	61	363	89,85%

Source: Research Data, 2025

Based on the data in Table 5, 79.95% of respondents felt that the content covered various perspectives, while 89,85% considered the content easy to reach and access. This approach ensures that the audience feels represented and valued, expanding reach and increasing engagement. Inclusive content design is able to build deeper relationships with diverse audiences, making them feel connected to the brand.

Copywriting and Selling Skills Dimension
Effective copywriting not only conveys an interesting message, but also directs the audience to make a conversion, such as a purchase or further interaction. The assessment of these elements, based on the audience's perception of message effectiveness and interest, is presented in Table 6.

Table 6
Copywriting and Selling Skills Dimension

No.	Copywriting and Selling Skills	SD	D	A	SA	Score	Percentage
8	The content of Masa Remaja's Instagram is interesting to read/view.	0	2	39	60	361	89,36%
9	Call-to-Action element in Masa Remaja's Instagram content encourage me to take further action, such as interacting or purchasing.	0	25	57	19	297	73,51%
10	Masa Remaja's Instagram content showcases unique selling points that differentiate products/services from other brands.	0	7	62	32	328	81,19%
11	The information conveyed in the Masa Remaja's Instagram content is easy to understand.	0	2	55	44	345	85,40%

Source: Research Data, 2025

Based on the data in Table 6, every aspect of @MasaRemajaCollective's Instagram content aims to attract attention, encourage audience action, and highlight the product's selling points. Most audiences (89.36%) feel that the content presented is interesting and can maintain their attention. Although the call-to-action scored 73.51%, there is still room for improvement so that the audience is more motivated to interact or buy. The content is also effective in highlighting unique selling points with a score of 81.19%, which helps differentiate the product from competitors. In addition, the content is easy for the audience to understand (85.40%), which is important for the message to be received and encourage action.

Measurement and Engagement

This dimension assesses how effective @MasaRemajaCollective's Instagram content is in measuring audience impact and engagement. Further details on the measurement of audience impact and engagement levels can be found in Table 7.

Table 7
Measurement and Engagement Dimension

No.	Measurement and Engagement	SD	D	S	A	Score	Percentage
12.	Masa Remaja's Instagram content is interesting to like or comment on.	0	6	51	44	341	84,41%
13.	Masa Remaja's Instagram content is worth sharing with others.	0	2	57	42	343	84,90%

Source: Research Data, 2025

Based on Table 7, the analysis results show that most audiences find the content interesting to like or comment on (84.41%) and worthy of being shared with others (84.90%). This engagement shows that the audience feels connected to the content and is more likely to share it, which increases reach and interaction. Content that successfully drives audience engagement shows effectiveness in achieving content marketing goals.

Purchase Intention

Dimension of Information Search Interest

The information search interest stage is the stage where consumers begin to show interest in finding out more about the products they are considering purchasing. Table 8 below presents the data regarding the influence of Masa Remaja's content on the audience's interest in searching for further information about the products offered.

Table 8
Dimension of Information Search Interest

No.	Information Search Interest	SD	D	A	SA	Score	Percentage
14	I'm interested in visiting Masa Remaja's Instagram profile after seeing their content.	0	2	63	36	337	83,42%
15	I was prompted to seek further information regarding the Masa Remaja's products.	0	13	69	19	309	76,49%

Source: Research Data, 2025

Based on the data in Table 8, most respondents (83.42%) were interested in visiting the @MasaRemajaCollective Instagram profile after seeing the content, and 76.49% felt compelled to seek further information about the product. This shows that the content has succeeded in arousing the audience's curiosity, encouraging them to dig deeper into the products offered.

Dimension of Purchase Consideration

The Purchase Consideration Stage is the stage where potential consumers have gathered sufficient information about the product and begin to evaluate the options available in the market. This process is an important step in purchasing intention because consumers are not only interested in the product in general, but they begin to evaluate it further and

make choices based on criteria they consider important. The results are shown through audience's evaluation and presented in Table 9.

Table 9
Dimension of Purchase Consideration

No.	Purchase Consideration	SD	D	A	SA	Score	Percentage
14	I have bookmarked and/or saved Masa Remaja's product for consideration.	5	51	36	9	251	62,13%
15	I compared Masa Remaja's products with products from other brands.	3	36	49	13	274	67,82%

Source: Research Data, 2025

Based on the data in the Table 9, as many as 62.13% of respondents admitted to having marked or saved Masa Remaja products for consideration, while 67.82% compared the product with other brands. This shows that the audience is in the evaluation stage, comparing existing options before making a purchasing decision.

Dimension of Exploratory Interest

The Explorative Interest Stage is the stage where consumers begin to show a desire to try the product directly before making a purchasing decision. This process may involve further conversations with sales people, reading more reviews, or viewing the product in person to verify its quality and superiority. The data reflecting respondent interest in trying Masa Remaja's products after viewing the content can be found in Table 10 below.

Table 10
Dimension of Exploratory Interest

No.	Exploratory Interest	SD	D	A	SA	Score	Percentage
18.	I was interested in trying the Masa Remaja's products after seeing the content.	0	12	71	18	309	76,49%

Source: Research Data, 2025

Based on the data in Table 10, as many as 76.49% of respondents were interested in trying the Masa Remaja product after seeing the content. This shows that the content successfully attracted the audience's desire to test the product, which is an important step in the purchasing decision-making process.

Dimension of Product Knowledge Interest

The Product Knowledge Interest stage is the stage where consumers begin to try to gain a deeper understanding of the product they are considering purchasing. A deeper understanding of the product can convince consumers to make their choice after going through an evaluation stage among products from other brands. Table 11 below presents audience's product knowledge interest along with scores and percentages.

Table 11
Dimension of Product Knowledge Interest

No.	Product Knowledge Interest	SD	D	A	SA	Score	Percentage
19	I looked into the description and benefits of Masa Remaja's product.	0	17	66	18	304	75,25%
20	I am motivated to learn more about the products and/or packages offered by Masa Remaja.	0	12	63	26	317	78,47%

Source: Research Data, 2025

Based on the data in Table 11, as many as 75.25% of respondents are looking for more information about the product description and benefits, while 78.47% are interested in learning more about the product's offerings or packages. This shows that the audience wants to dig deeper before making a purchasing decision.

Purchase Intention

The Purchase Interest stage is the stage where consumers shows a high level of interest and feel confident about making a purchase. Potential consumers have gathered enough information to feel confident that the product they choose will meet their needs and expectations. The higher the score, the more likely they will purchase as the scores shown in Table 12.

Table 12
Dimension of Purchase Intention

No.	Purchase Intention	SD	D	A	SA	Score	Percentage
21.	I am considering asking more about the details of purchasing Masa Remaja's products.	2	27	62	10	282	69,80%
22.	I plan to fill in the purchase information for the Youth product after seeing the content.	4	38	49	10	267	66,09%

Source: Research Data, 2025

Based on the data in Table 10, as many as 69.80% of respondents considered asking more about the product, while 66.09% planned to fill in purchase information after viewing the content. Despite the high interest, some audiences are still hesitant or less motivated to make an immediate purchase.

Influence of Content Marketing on Purchase Interest
Normality Test

The purpose of the normality test is to verify that the regression model's residual variables are normally distributed. Using a 0.05 significance level, this research applies the Kolmogorov-Smirnov test, which evaluates the data by comparing it to a standard normal distribution (Zahriyah et al., 2021). Data is considered normally distributed (H_0) when the p-value (sig) is greater than 0.05. The hypotheses for this test are as follows,

H_0: The data in the sample follows a normal distribution.
H_1: The data in the sample does not follow a normal distribution.

SPSS software was used to assist in processing research data, and the calculation results can be seen in Table 13 as follows.

Table 13
Normality Test Results

		Unstandardized Residual
N		101
Normal Parameters	Mean	0.0000000
	Std. Deviation	3.03869641
Most Extreme Differences	Absolute	0.082
	Positive	0.045
	Negative	-0.082
Test Statistic		0.082
Asymp. Sig. (2-tailed)		0.092

Source: Data Analyzed, 2025

The normality test shows that the data is normally distributed, with a significance value greater than 0.05 (0.092), which meets the assumptions for regression analysis.

Linearity Test

The linearity test defined by (Osborne, 2017) as a statistical procedure used to determine whether the relationship between the independent and dependent variables in a regression model is linear, meaning that changes in the independent variable are expected to produce proportional changes in the dependent variable. Independent and dependent variables are considered linear if the significance value is greater than 0.05, and if the significance score is less than 0.05, they are considered nonlinear. The linearity test result is presented on Table 14 as follows.

Table 14
Linearity Test Results

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Interest * Content Marketing	Between Groups	(Combined)	786.428	16	49.152	5.448	0.000
		Linearity	620.929	1	620.929	68.822	0.000
		Deviation from Linearity	165.498	15	11.033	1.223	0.271
	Within Groups		757.869	84	9.022		
	Total		1544.297	100			

Source : Data Analyzed, 2025

The linearity test shows a linear relationship between content marketing and purchase intention, with a significance value of deviation from linearity greater than 0.05 (0.271), concluding that the relationship between the two variables is declared linear.

Simple Linear Regression Analysis

Simple linear regression analysis is defined by Ghozali (2021) as a probabilistic model that declares a linear relationship between two variables where one variable is assumed to have an influence on the other variable. A model is considered a linear regression model if it meets the following requirements:

        a. The sample size for the dependent and independent variables is the same

        b. There is only one dependent variable, Y

        c. The residual values are normally distributed

Hypothesis testing was conducted at a 0.05 significance level by comparing the p-value and the calculated t-value with the critical criteria. Result of the simple linear regression analysis is discussed in Table 15 below.

Table 15
Regression Model

Model	Variabel	B	Std. Error	Beta	t	Sig.
1	(Constant)	2.109	2.973	-	0.709	0.480
	Content Marketing	0.552	0.068	0.634	8.159	0.000

Source: Data Analyzed, 2025

The results of the regression analysis indicates an equation showing that each one-unit increase in content marketing leads to a 0.552 increase in purchase intention, confirming a positive relationship between the two variables.

Hypotheses Test

The Z test is a method in statistical hypothesis testing to compare sample parameters with population parameters assuming the data is normally distributed. As stated by Fauzi et al., (2023), Z test is used when the sample size is relatively large, namely more than 30 respondents ($n > 30$). The regression results were considered significant when the calculated Z-value exceeded the critical Z-value or when the significance probability (p-value) was below 0.05, resulting in the rejection of the null hypothesis (H_0), based on the following proposed hypotheses:

H_0: There is no significant influence of the Content Marketing variable on the Purchase Intention variable on the Instagram account @MasaRemajaCollective.

H_1: There is a significant influence of the Content Marketing variable on the Purchase Intention variable on the Instagram account @MasaRemajaCollective

The results of the Z-test hypotheses test are presented in Table 16 and discussed as follows.

Table 16
T-Test of Content Marketing on Purchase Intention

	t	df	Sig.(2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
GAIN	29,369	99	0.000	17.495	16.320	18.670

Source : Data Analyzed, 2025

The results of the analysis in the table show a significance value of 0.000 which is smaller than 0.05. Therefore, H_1 is accepted, indicating that content marketing has a significant influence on purchase intention.

Coefficient of Determination Test

The coefficient of determination describes the model's ability to explain the variation in the dependent variable. The coefficient of determination, or R^2, ranges between 0 (zero) and 1, with the higher the value, the stronger the linear relationship between X and Y (Paramita et al., 2021). Result of coefficient of determination test is discussed in Table 17 as follows,

Table 17
Coefficient of Determination Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.634a	0.402	0.396	3.054

Source: Data Analyzed, 2025

The coefficient of determination (R^2) of 40.2% indicates that content marketing accounts for 40.2% of the variation in purchase intention, while the remaining percentage is influenced by other factors.

The discussion of the content marketing dimensions previously revealed that the Instagram content of @MasaRemajaCollective is perceived as effective in capturing the attention of a young audience. Visually appealing designs, the use of current trends, and ease of access are the primary strengths, with most respondents positively evaluating the aesthetic quality and relevance of the content. The content also reflects empathy and inclusivity by showcasing diverse perspectives and values that resonate well with the audience. Although calls to action are not yet fully optimized, the content generally succeeds in delivering information effectively and encouraging engagement in the form of likes, comments, and content sharing.

On the other hand, regarding purchase intention, respondents demonstrated strong interest from the initial stages, such as seeking information and exploring products. Many respondents expressed interest in visiting the profile, gathering more information, and comparing the product with other brands. They were also inclined to try the product and understand the available offers, indicating that the content successfully sparked curiosity and built confidence in the product. However, at the final stage purchase intention, some audience members still expressed hesitation, as reflected by the lower percentage in planning an immediate purchase. This suggests that while the content effectively generates interest, further strategic efforts are needed to convert this interest into actual purchasing behavior.

Statistically, the results of the normality test indicate that the data are normally distributed (Sig. = 0.092 > 0.05), and the linearity test confirms that the relationship between content marketing and purchase intention is linear (Sig. deviation = 0.271 > 0.05). The simple linear regression analysis shows that content marketing has a significant effect on purchase intention, with a significance value of 0.000 ($p < 0.05$). The regression coefficient of 0.552 indicates that each one-unit increase in content marketing will increase purchase intention by 0.552 units. The R Square value of 0.402 signifies that 40.2% of the variation in purchase intention can be explained by content marketing, while the remaining variation is influenced by other factors outside the model.

CONCLUSION AND SUGGESTION
Based on the findings of this study, it can be concluded that the content marketing implemented by @MasaRemajaCollective successfully received positive evaluations from the Instagram audience, with the dimensions of empathy and inclusivity receiving particular attention from respondents. This indicates that the audience perceives the content as relevant and capable of building a strong emotional connection. Furthermore, the audience's purchase intention also shows a high level, reflecting their interest in progressing to the product purchase stage. The most prominent dimension is the audience's interest in seeking product information, which demonstrates the potential for the audience to evaluate and consider purchasing after obtaining the necessary information.

This study provides important contributions to understanding the role of content marketing in enhancing purchase intention, especially within the context of social media platforms like Instagram. For future research, it is recommended to further explore other factors that may increase audience engagement, such as the influence of visual elements or storytelling in content marketing, as well as a deeper exploration of variables that can strengthen these marketing strategies.

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