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## THE EFFECTS OF CONTENT AND INFLUENCER MARKETING ON PURCHASING DECISIONS OF FASHION ERIGO COMPANY

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**Abstract:** This study aims to study content marketing and influence marketing on the purchasing decisions mediated by consumer behavior. The population used in this study were consumers from the Erigo Company. The sampling technique used purposive sampling with the number of samples obtained as many as 100 respondents. The analysis technique used in this study is the path analysis method. The test results show that content marketing has a direct influence and contribution to consumer behavior, the influence of marketing in the same direction and contribution to marketing behavior, content marketing has a direct and contributing to purchasing decision, marketing influence in the same direction and contributes to purchases, consumer behavior has a same direction and contribution to purchasing decisions. The influence of content marketing proved to be in the same direction and has a significant contribution to purchasing decisions through consumer behavior, the influence of influencer marketing proved to be in the same direction and has a significant contribution to purchasing decisions through consumer behavior. The results of this test also show a measure of the indirect effect of marketing content and the effect on purchasing decisions through behavior smaller compared to the influence of product differences and the effect of marketing on purchasing decisions directly.

**Keywords:** Content Marketing, Influencer Marketing, Consumer Behavior, Purchasing Decisions

### INTRODUCTION

The development of information technology is growing rapidly. Various small to large business activities take an advantage of this development to run their business. The number of competitors is a consideration for entrepreneurs to enter the very tight competition. The right marketing and media strategy is used to be able to reach the intended market so that the sales volume always increases and profits. Digital Marketing is one of the marketing

media that is currently in great demand by the public to support various activities carried out. They gradually began to leave the conventional / traditional marketing model turned to modern marketing, namely digital marketing. Digital marketing greatly helps the company's marketing process, as we know a lot of marketing digital components that are used by sellers to promote their products. Consumptive behavior is utilized by sellers to buy superior products, sellers compete with other competitors with various ways to use digital marketing such as the use of social media to attract customers by creating and publishing creative content that can attract and use public figure services to advertise their products which are commonly called endorsements. Creative content and public figure advertisements that are launched are strong considerations for prospective customers to decide on purchases. Content marketing as stated by Joe Pulizzi (2009) in Elisa & Gordini (2014). All dimensions in content marketing are conducted as a unity. Starting from what are inside the contents, they are paid attention and adjusted using values as well as company's characteristics, then continued by finding out information about what customers want and how they satisfy them, until finally how fashion online shop can achieve the goals of content marketing which are brand awareness, customer attraction, and brand loyalty.

The second factor is influencers marketing. For this research, social media influencers are defined as people who have built a significant network of followers online and who are seen as trusted taste makers in one or several niches (Abidin, 2016; De Veirman, Cauberghe & Hudders, 2017). Influencer marketing is essentially a form of marketing which leverage on the opinion leaders and their influence to reach out to a larger market via their social media channels. With so many digital platforms and disruptive technologies available in Indonesia, and with consumers becoming even more discerning about how they spend their time online, it's clear that marketers must innovate digitally in order to stay relevant. Its give the impact on consumer behavior which is according to Kotler & Keller (2016) considered that consumer behavior is the study of how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. Coming 2017, the emphasis on quality content will be largely noticeable. Content posted by Indonesia influencers not only have to be engaging and interactive, it also have to be new, natural, suited to the influencer and brand, shareable and encompasses a call-to-action to be able to reach out to a wide network of your target and produce positive results. It effect to consumer purchase decision, according to Kotler and Keller (2016). The Engle, Kollat and Blackwell model shows consumers buying-decision process, based on the basic of consumer psychology that reviewed play an important role in consumers actual buying decision. It indicates that consumers pass through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior. So, this research try to elaborate any development in the digital marketing and make sure the significant impact from content and influencer marketing give the positive and significant effect toward customer behavior to decide product from Erigo Company as a choice.

Based on the background of the research, it can be concluded that the formulation of the problem is as follows: (1) Analysis effect of content marketing to the the consumer behavior, (2) Analysis effect of influencer marketing to the consumer behavior, (3) Analysis

effect of content marketing give the positive and significant impact in the purchasing decision (4) Analysis effect of influencer purchasing decision (5) Analysis effect of consumer behavior to the purchasing decision (6) Analysis effect of content marketing to the purchasing decision through consumer behavior (7) Analysis effect of influencer to the purchasing decision through consumer behavior.

## LITERATURE REVIEW

### Digital Marketing

Turban et al. (2004), Katawetawaraks and Wang (2011) explained that online shopping is an activity to purchase products (both goods and services) through internet media. Online shopping activities include Business to Business (B2B) and Business to Consumers (B2C) activities. According to Chaffey (2011), social media marketing involves encouraging customer communications on company's own website or through its social presence. Waghmare (2012) pointed out that many countries in Asia are taking advantage of e-commerce through opening up, which is essential for promoting competition and diffusion of Internet technologies. Zia and Manish (2012) found that currently, shoppers in metropolitan India are being driven by e-commerce: these consumers are booking travels, buying consumer electronics and books online. According to Chaffey (2011), social media marketing involves "encouraging customer communications on company's own website or through its social presence". Online Companies in Owerri, Imo State – Nigeria Online marketing give significant impact to buying behavior.

### Content Marketing

Content marketing as stated by Joe Pulizzi (2009) in Elisa & Gordini (2014) is creating content which has value; that is later to attract and bind consumers. Not only bind and be attractive but also encourage consumers to trade. content marketing has three dimensions; they are contents, customer engagement, goals. Later, contents should be created consistently so that they can influence consumers as a whole. However, as a starting point we suggest that content includes the static content forming web pages, as well as dynamic rich media content, such as videos, podcasts, user-generated content and interactive product selectors (Smith & Chaffey, 2013) and adopt Pulizzi and Barrett's (2008) widely used, but untested, definition of digital content marketing: the creation and distribution of educational and/or compelling content in multiple formats to attract and/or retain customers (Holliman & Rowley, 2014). According to the Content Marketing Institute: Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action. It seeks to answer the questions, helping the consumers in the problem at hand and decision-making process, rather than focusing on the brand or company (Templeman, 2015).

### Influencer Marketing

The Internet has changed the traditional ways of conducting business and establishing consumer's relationships, the way companies and customers interact and the transactions.

Online shopping is gaining a vast popularity and is becoming broadly accepted as a purchasing tool for products and services. With the emergence of the e-commerce online purchasing emerges as a new phenomenon, becoming the future of commerce in the digital world (Bourlakis, Papagiannidis & Fox, 2008). Therefore, social media has become a crucial source for communicating marketing messages globally, making the organizations, researchers and marketers be more interested in the value of advertising and the possibility to influence on the multiple platforms (Saxena & Khanna, 2013). Hence, influencer marketing is a practice, which is extremely hyped lately, and can be defined as a form of marketing that involves activities aimed towards identifying and building relationship with individuals who have the capability to influence over potential buyers (Wong, 2014). Influencers are people who operate on numerous types of social media, and often simultaneously on few platforms, such as Instagram (known as Instagrammers), YouTube (known as YouTubers), Tweeter (known as Tweeters), and different professional and or commercial bloggers (Abidin, 2016), who are famous “to a niche group of people” (Marwick, 2013), unlike the mainstream celebrities.

Marwick (2016) described the micro-celebrities as regular people drawing on the culture of celebrities to boost their popularity within a network, using online tools. They do not do this just out of nowhere, it includes wary curation of self conscious, carefully constructed personas empowered by strategical sharing of information, and aimed at building a specific relationship with followers. The influencers withstand a special part in the virtual community - they spread information via various social media channels, such as blogs and social networks; they share stories and pictures; they relate to their experiences; they express different opinions about numerous subjects, services and products; they are an illustration of the particularly important phenomenon of influencing (Alsulaiman, Forbes, Dean & Cohen, 2015; Alhidari, Iyer & Paswan, 2015). Furthermore, influencers can also be identified via different factors- for instance, by 11 preference and external environment to gather information, evaluate alternatives, and make their purchasing decisions (Chi, Yeh, & Tsai, 2011). Online purchasing intention is defined as the consumer willingness to make online transactions (Meskaran, Ismail & Shanmugam, 2014).

### **Consumer Behavior**

A study by Weisberg, Weisberg, Te'eni & Arman (2011) indicated that past purchasing predicts the intentions to purchase and that trust and social presence act as partial mediators. Moreover, customer's experiences via online blogs' involvement significantly increases the effects of customer experiences on purchase intention (Hsu & Tsou, 2011). Additionally, the consumer purchasing decision is influenced by the electronic WOM which affects the purchase intention either in a positive or negative way (Sa'ait, Kanyan & Nazrin, 2016). Mikalef, Giannakos and Pateli (2013) indicated that product browsing and word of mouth intention are inextricably linked, which enhance the probability of conducting a purchase. Before providing a definition of models of consumer behaviour, it may be useful to first define the term "model". Schiffman & Kanuk (2010) provide such a definition, namely: "A simplified representation of reality designed to show the relationships between the various

elements of a system or process under investigation." Engel & Blackwell (1982) add to the above by explaining that a model is a replica of the phenomena it is intended to designate, meaning that it specifies the elements portrayed within the model and represents the nature of relationships among these elements. A model can therefore be viewed as a testable "map of reality" and its utility lies in the extent to which successful predictions and description of behaviour, together with underlying influences, are made possible. A 'final definition, specifying models of consumer behaviour, is offered by Assael (1995): "Sequence of factors that lead to purchase behavior and hypothesizes the relationship of these factors to behavior and to each other." The definitions above should prove sufficient in an attempt to clarify the meaning of models, and more specifically, models of consumer behaviour. Influencer credibility also has the most impact on customer purchase intention due to the highest value of regression coefficient, consumer behavior as an ordinary variable, put purchase intention as a representative (Nam & Dan, 2018).

### **Purchasing Decisions**

On purchase decisions usually starts after consumers have already evaluated the various products or services offered by all expected retailers. These retailer and in-store selection are the main factors customers use to make their final buying decisions. Blackwell et al. (2006) posited that after this stage, the next step will be when customers decide which retailers they want to purchase the item from. They will base their decisions on the product attributes from the previous stages. The customer assistants, visual exhibitions of merchandise and the point-of-purchase can also influence the consumer buying decision processes. There is no significant difference between the levels of influence made by brands, bloggers, and celebrities in each level of decision making process (Sudha & Sheena, 2017). Online marketing give significant impact to buying behavior (Ugonna, et al. 2017).

### **RESEARCH METHODS**

The research category used in general, this research belongs to the research category quantitative. In this study also uses the approach method verification, because of the variables that will be analyzed, and also the purpose of presenting information, factual, and accurate variables and variables that are studied. the sampling technique that is non probability sampling used were purposive sampling. the minimum number for the minimum sample required uses the Lemeshow formula for unknown populations has taken data from a sample of at least 100 consumers from the Erigo Company. The data collection method used in this study is the questionnaire method. The research instrument was tested on 30 sample people where the question items or statements of research respondents were said to be valid. Reliability test on content marketing variables has a value of cronbach's alpha for four variabel  $> 0.70$ .

### **RESULTS AND DISCUSSION**

The average total value of respondents' responses to Erigo Company's content marketing is at a very high level. This means that respondents strongly agree on content

marketing delivered by Erigo Company represented by 7 statements that are 77%. The average total value of respondents' responses can be seen that the influencer marketing of the Erigo Company products is at a very high level. This means that respondents strongly agree influencer marketing that is owned by Erigo Company represented by 7 statements is 94%. The average total value of respondents' responses to product differentiation is represented by 8 statements that are 73%. Based on the continuum line, it can be seen that the consumer behavior at the medium high level. This means that respondents strongly agree above variable affected to the consumer behavior that is owned by Erigo Company.

Table 1 Recapitulation of Research Results

Hypothesis	Result
H1 = There is a positive and significant influence directly between content marketing towards the consumer behavior	The hypothesis is accepted, with the value of t count 8.534 > 1.98472 and sig. 0,000 < 0,05
H2 = There is a direct and significant positive influence between influencer marketing on the consumer behavior	The hypothesis is accepted, with a count value of 8.953 > 1.98472 and sig. 0,000 < 0,05
H3 = There is a positive and significant influence between content marketing and purchasing decisions	The hypothesis is accepted, with the value of t count 10.004 > 1.98498 and sig. 0,000 < 0,05
H4 = There is a positive and significant influence between influencers on purchasing decisions	The hypothesis is accepted, with the value of t count 9.871 > 1.98498 and sig. 0,000 < 0,05
H5 = There is a positive and significant influence between consumer behavior towards purchasing decisions	The hypothesis is accepted, with the value of t count 15.125 > 1.98498 and sig. 0,000 < 0,05
H6 = There is a positive and significant influence between content marketing and purchasing decisions through the consumer behavior	The hypothesis is accepted, with a value of t count 6.637 > 1.98498 and sig. 0,000 < 0,05
H7 = There is a positive and significant influence between influencers on the purchasing decision through the consumer behavior	The hypothesis is accepted, with the value of t count 6.696 > 1.98498 and sig. 0,000 < 0,05

Source: Primary data, which is processed in 2019

### Discussion or Interpretation

The effects of content marketing on consumer behavior as the results of the t test statistic for the content marketing variable on the consumer behavior amounted to 8,534 with a significance level of 0,000, because the significance was smaller than 0.05 (sig. < 0.05) and the regression coefficient had a value of 0.801, meaning that the increase in content marketing would be followed consumer behavior at 80.1%, and then this study succeeded in proving the first hypothesis which states that "there is a positive and significant influence between content marketing on consumer behavior".

According to the Content Marketing Institute, "Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action". It seeks to answer the questions, helping the consumers in the problem at hand and decision-making process, rather than focusing on the brand or company (Templeman, 2015).

Complexity of content is connected to four variables: usefulness, ease of use, quality and quantity of content. It is important to understand how these variables affect attitudes and purchase intentions in order to design a content that is effective. Usefulness of content is captured by four variables regarding how content is convenient, useful, relevant and makes it easier to shop. To test overall usefulness of content, each variable composing the concept must be individually tested on its effects on attitudes. As we know attitudes and decision making process involved in the consumer behavior theory. The relationship between content displayed on the product page has proven significant for purchase intentions, however, not relevant in totality for consumer attitudes. Which means that even though the combination stimuli did not prove more effective, consumers appreciate that all content is on the same page, facilitating their decision-making.

Effects of influencer marketing on consumer behavior

The results of the t-test statistic for the influencer marketing variable on the consumer behavior amounted to 8,953 with a significance level of 0,000, because the significance was smaller than 0.05 (sig. <0.05) and the regression coefficient had a value of 0.808, meaning that the increase in consumer behavior would be 80.8%. Then this study succeeded in proving the second hypothesis which states that there is a positive and significant influence between influencer marketing on consumer behavior. In terms of influencers on social media, most marketers use the definition by Brown & Hayes (2008) influencer is a third party who significantly shapes the customer's purchasing decision. Although everyone could be an influencer, especially on social media where "all have a voice", some are "more influential than others within a community"

According to previous research (Lê & Hoàng, 2018) represented a positive correlation between influencer credibility and customer purchase intention. Regression coefficient of 0.544 suggests that if influencer credibility had a one-unit increase, and nothing else changes, customer purchase intention would increase by 0.544. Further, influencer credibility also has the most impact on customer purchase intention due to the highest value of regression coefficient, among independent variables. In other words, that customers always tend to support their influencers has a huge impact towards their buying decisions.

The effect of content marketing on purchasing decisions. The results of the t test statistic for the influencer marketing variable on the consumer behavior amounted to 10.004 with a significance level of 0,000, because the significance was smaller than 0,000 (sig. <0.05) and the regression coefficient had a value of 0.788, which meant that the increase in consumer behavior was 78, 8%. Then this study succeeded in proving the third hypothesis which states that "there is a positive and significant influence between influencer marketing on purchasing decisions". It shows content marketing in Erigo Company can engage the customers with the interesting content, clear and informative content it become the fundamental strategy to represent the personality of Erigo Company to get trust from the target customer's. It also proved that the purchasing decision affected by content marketing that Erigo Company customer's absorb, with their any consideration the customer's decide what they want.

Theory stated by Gunelius (2011) that interesting content creation becomes the

foundation strategy in doing social media marketing and must represent the personality of a person business to be trusted by target consumers. Content Creation is one element Social Media Marketing (Gunelius, 2011: 57). Results of research conducted by Arief (2015) and Iblasi (2016) have the same concept namely Social Media Marketing however use different variables so no one uses Content Creation as research variable. The results of this study support research conducted by Hardey (2011) which shows that Consumer purchasing decisions will be influenced by content creations made by the source famous content and content creations made as a marketing strategy through social media. Gunelius Gunelius (2011) that share content with social communities can help access a network business can also cause sales direct also indirect. Sharing Content included in the Social Media Marketing element (Gunelius, 2011: 57). The results of this study support research conducted by Bahtar and Muda (2016) who gave conclusions that content sharing (content sharing) done on social media because it's trusted that's the information shared will influence purchasing decisions. This result also supports research conducted by Karman (2015) and Nurfitriani (2016) Content Sharing is part of Social Media Marketing. Content Sharing Created as an indicator in Karman's research (2015) and Nurfitriani (2016) while in research This Content Sharing is used as a variable independent. According to Jurnal Administrasi Bisnis Achmad Fauzi DH (2018) Based on the Multiple Linear Analysis Test that has been done, obtained the results that Content Creation (X1) has a significant effect and positive for the Purchase Decision Structure (Y) with a regression coefficient of 0.392. Based on the Multiple Linear Analysis Test that has been done, obtained the results that Content Sharing (X2) has a significant effect and positive for the Purchase Decision Structure (Y) with a regression coefficient of 0.320.

The effect of influencer marketing on purchasing decisions as the t test statistic for the influencer marketing variable on the consumer behavior amounted to 9,871 with a significance level of 0,000, because the significance was less than 0,000 (sig. <0,05) and the regression coefficient had a value of 0,759, meaning that an increase in consumer behavior was 75, 9%. Then this study succeeded in proving the fourth hypothesis which states that "there is a positive and significant influence between influencer marketing on purchasing decisions". It shows that influencer marketing in Erigo Company can proved that they have strong and credible online presence and the ability to be very persuasive to the customer's. The effectiveness of influencer marketing bring Erigo product to the wider market and customer's more trusted to the product.

Schiffman and Kanuk (2010) mentioned that the consumer made the purchase decision is influenced by several measurements, namely (1) the measurement of culture, which has the most influence and the most extensive in the behavior of consumers so that marketers need to understand the influence of culture, sub-culture, and social class of consumers; (2) social measurement, which need to be considered when designing a marketing strategy because these factors can affect consumer responses; (3) personal measurements, which consist of the age and stage of life cycle, occupation, economic situation, lifestyle, personality, and self-concept affects the consumer on what is purchased; and (4) psychological measurement, include motivation, perception, learning and beliefs and attitudes also influence the selection of consumer purchases. Relate with previous research Asian Journal of Business Research,



Volume 7, issues 2, 2017 Source credibility of influencer was found to have a significant relationship with attitude and purchase intention.

Effects of consumer behavior on purchasing decision as the results of the t-test statistical test for the consumer behavior variable towards purchasing decisions are 15.125 with a significance level of 0.000 because the significance is smaller than 0.05 (sig. <0.05) and the regression coefficient has a value of 0.745, meaning that increased consumer behavior will be followed by increased purchasing decision of 74.5%. Then this study succeeded in proving the fifth hypothesis which states that "there is a positive and significant influence between consumer behaviour towards purchasing decisions". It shows the consumer behavior affected purchasing decision with any component that relate between consumer behavior and purchase decision, also that consumers will need to go through five main stages of decision making before making their final decisions when purchasing an item. Erigo Company already try to affect consumer behavior by content marketing and influencer marketing before the customers passed the five stages of decision making process and the result is the consumer behavior affected to the purchase decision customer's of Erigo Company and it increasing sales of Erigo Company.

Kotler and Keller (2008:185) The Engle, Kollat and Blackwell model shows consumer's buying-decision process, based on the basic of consumer psychology that reviewed play an important role in consumers actual buying decision. It indicates that consumers pass through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior. This research have a relation to previous research Widya Rambli (2015) The Influence of Consumer Behavior on Purchase Decision Xiaomi Cellphone in Manado, all the independent variables simultaneously influence consumer purchase decision.

Effect of content marketing on purchasing decisions through consumer behavior. Based on the results of data processing, content marketing influences consumer behavior and consumer behavior influences purchase decisions, thus content marketing has an indirect influence on purchase decision. Although the direct effect between the content marketing variable to the purchase decision is significant but the result of the direct effect decreases after controlling the consumer behavior, it proves that there is an indirect influence between content marketing and the purchase decision. So this study succeeded in proving the sixth hypothesis which states that "there is a positive and significant influence between content marketing to the purchasing decision through consumer behavior". The relationship explains that if a fashion company in this study is Erigo product has good and interesting content compared to other companies, the fashion product will be easy for consumers to talk about which will have an impact on the purchase decision.

Content marketing as stated by Joe Pulizzi (2009) in Rancati Elisa and Niccolo Gordini (2014) is creating content which has value; that is later to attract and bind consumers. This study relate with the previous research Fauzi DH (2018), that showed content marketing affect to the purchase decision, automatically also affect to the consumer behavior because purchase decision included in the consumer behavior.

The Influence of influencer marketing on purchasing decisions through consumer

behavior. Based on the results of data processing, influencer marketing influences consumer behavior and consumer behavior influences purchase decision, thus influencer marketing has an indirect influence on the purchase decision. Although the direct influence between the influencer marketing variable on the purchasing decision is significant but the results of the direct effect are reduced after controlling the consumer behavior, it proves that there is an indirect influence between influencer marketing towards purchasing decisions. So this study succeeded in proving the seventh hypothesis which states that "there is a positive and significant influence between influencer marketing to the purchasing decision through the consumer behavior. Hence, influencer marketing is a practice, which is extremely hyped lately, and can be defined as a form of marketing that involves activities aimed towards identifying and building relationship with individuals who have the capability to influence over potential buyers (Wong, 2014).

### CONCLUSIONS, IMPLICATIONS AND LIMITATIONS

Based on the results of research and discussion, conclusions can be drawn as follows content marketing in Erigo Company success to attract the customer's attention, it shows content marketing affected to the consumer behavior. Besides attracting consumer's content marketing in Erigo Company success to create value to customers, encourage trades along with consumers spread, and also involve in the consumers environment. After Erigo Company tap into influencer marketing. Influencer marketing give three impacts, First, marketing "to" influencers increasing the the Erigo company brand's awareness within the community of the influencer. Second, marketing "through" the influencer by using the influencers can surge the Erigo Company brand's awareness amid target consumers; and third, by marketing "with" influencers Erigo Company transforming the influencers into brand advocates. It shows affected to the consumer behavior. Erigo Company can engage the customers with the interesting content , clear and informative content it become the fundamental strategy to represent the personality of Erigo Company to get trust from the target customer's. It also proved that the purchasing decision affected by content marketing that Erigo. Company customer's absorb, with their any consideration the customer's decide what they want.

By tapping into influencer marketing the Erigo Company be able to stimulate the consumers to buy their products, and create a significant retail lift. Erigo Company can proved that they have strong and credible online presence and the ability to be very persuasive to the customer's. The effectiveness of influencer marketing bring Erigo product to the wider market and customer's more trusted to the product. Consumer behavior affected purchasing decision with any component that relate between consumer behavior and purchase decision, also that consumers will need to go through five main stages of decision making before making their final decisions when purchasing an item. Erigo Company already try to affect consumer behavior by content marketing and influencer marketing before the customers passed the five stages of decision making process and the result is the consumer behavior affected to the purchase decision customer's of Erigo Company and it increasing sales of Erigo Company. Content marketing helps Erigo Company bind the consumers more

with valued contents and directly relate to them. It is expected that through content marketing, companies can alter consumers' behavior by what the company wants. It made sales in the Erigo Company increase simultaneously. Influencer marketing is a practice, which is extremely hyped lately, and can be defined as a form of marketing Erigo Company involves in activities and aimed towards identifying and building relationship with individuals who have the capability to influence over potential buyers. Erigo Company already made to increase their sales.

Based on the results of the study, it was found that respondents' assessment of content marketing, influencer marketing, consumer behavior and purchasing decision were at a very high line. But there are still those who score low on several variables:

a. Content Marketing should be concern of Erigo Company to engage more customers and to attract customers to decide fashion product from Erigo Company, interesting content it's extremely important in the digital marketing process but quality content also important, erigo should make equal between interesting with also put the quality of content. Because many people interest to buy product used online platform such as Instagram, Website and E-commerce, so Erigo Company should be put new innovative way to deliver interesting with the quality of content. Erigo Company already choose the right Influencer marketing in the Social Media. So many customers know who is become Influencers in Erigo Company and it affected the customer consideration in the decision making. Erigo Company should keep the quality condition or try to use the others. Influencer who have more followers and good attitude to inspire and gain more attention from the customers, to drive customers to choose erigo product as the main brand fashion. Purchase Decision affected by consumer behavior, Erigo Company should be concern to make new strategy in the marketing to increase customers to buy the products. Erigo Company should research more deeply about their customer behavior, to know what the customers need, and make every evaluation become alternative that can customers accept as a result of customer decision process.

For researchers who want to continue this research or make this research a reference, it is recommended to look for other variables namely, brand awareness, SEO marketing and word of mouth that can affect purchase decision. In addition to using questionnaire spreading techniques and interviews with Company owners, other researchers are expected to develop field survey techniques to observe conditions directly around them, so that the data obtained is more complete and can reduce subjective data.

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