The Effect of Content Marketing on Purchase Intention Mediated by E-Wom (Empirical Study：Ice Cream Consumers on Klik Indomaret)

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KEYWORDS	ABSTRACT
marketing; ice cream; content	The purpose of this study is to analyze the effect of content marketing on purchase intention. The benefit of this study is to find out what factors influence purchase intention because it is important for ice cream manufacturers to develop online sales market share. This research method is a quantitative research method with survey methods, which is a research method to examine certain types of content by collecting primary water through the use of research instruments that are structured and systematical with the aim of testing hypotheses that have been studied. There is a positive relationship between eWOM and consumers and businesses. The formation of eWOM is the result of the company's performance in Maisai Lailu and encourages company performance in the future. eWOM is an important source of acquisition through various digital markets so that eWOM has the ability to achieve consumer acquisition, consumer retention and consumer acquisition'. Based on the results of research and discussions that have been carried out, the conclusions that can be drawn are as follows: Content marketing has a significant positive effect on purchase intention in consumers of Klik Indomaret ice cream received Content marketing has a significant positive effect on e-wom in consumers of Klik Indomaret ice cream received. E-wom has a significant positive effect on purchase intention in consumers of Klik Indomaret ice cream received. E-wom mediates the effect of content marketing on purcahase intention in consumers of Klik Indomaret ice cream received

Introduction

The use of social media as one of the communication media is increasingly gaining place in various industries. This is triggered by the widespread use of digital-based communication devices which are also increasingly massive, and the increasingly affordable cost of internet data access. Based on the *We Are Social* report until January 2023, it is known that the number of active social media users is 167 million people. This

number is equivalent to 60.4% of the population in the country (https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023). This data shows the high interest of Indonesians in using social media. Separate data shows that the most used social media in 2023 will be Whatsapp, Instagram, Facebook, TikTok and Telegram (https://uici.ac.id/ini-7-media-sosial-paling-banyak-digunakan-di-indonesia/).

In other respects, the use of social media has different buying behavior compared to conventional purchases. Social media shifts activities and behaviors among communities of people to gather online. Thus the time and distance become very close. Social media activity allows a person to share anything including sharing knowledge, information, and opinions. From the company side, the increase in social media users makes it easier for companies to carry out marketing activities and present information to consumers, on the other hand, consumers also benefit from the availability of more information from various sources (Candrawati & Nuvriasari, 2021).

A new concept developed related to marketing strategies through social media is content marketing. Content marketing is a marketing technique for creating and distributing relevant and consistent content to attract and acquire audiences with the aim of driving profitable customer action. Compared to sponsored content shared by influencers and user-generated content posted by consumers (Ansari et al., 2019), content marketing is created and shared by the companies themselves. The fundamental difference between content marketing and traditional marketing is that content marketing messages focus on consumer interest rather than selling a product (Holliman & Rowley, 2014).

For companies, using content marketing has many positive impacts, consumers can learn and get to know about the products offered. Content marketing also provides advantages in fluency and flexibility in communication. Where this communication is carried out both from company to consumer and between consumers. Thus, companies as well as consumers can be more intense in sharing their ideas and experiences (Kajtazi & Zeqiri, 2020). Content marketing is also considered more capable of influencing audience perception and behavior. This is because the audience is really invited. Another advantage of content marketing is that it provides a brand message that is able to adjust each audience character. This is in accordance with the development of marketing technology now which must adapt to unique individual characteristics and with different demands. Personalized messaging makes the company stand out from many competitors in the market because its content is relevant to the audience (Izogo & Mpinganjira, 2022).

As an effort to increase the role of content marketing on purchase intent, various studies were conducted. Finding that (Milhinhos, 2015) content marketing changes consumer attitudes and purchase intentions. The results of this study are confirmed by those who prove that (Ahmad et al., 2016) content marketing can affect purchase intention. conveying that good (Al-Gasawneh & Al-Adamat, 2020) content marketing can provide clear information about the product so that consumers are interested and immediately buy.

Purchase intent can be used to test the implementation of new distribution channels to help managers determine if the concept is worth developing further and decide which geographic markets and consumer segments to target through those channels. The importance of this lies in the fact that intention is considered the main predictor of actual behavior ; Therefore, their studies are crucial to the success of any online retailer. This study proposes (Montano & Kasprzyk, 2015) purchase intention as a key variable to

investigate. Its construct occurs at the pre-purchase stage and captures the motivational aspects that influence customer behavior. To predict consumer behavior, it is necessary to know the attitudes, judgments, and internal factors that ultimately cause purchase intent. In this study, in line with, (Peña-García et al., 2020) online purchase intention is understood as the extent to which consumers are willing to buy a product through an online store.

Other studies suspect that content marketing has an effect on e-wom, showing that (Megan & Popa, 2017) content marketing greatly influences online word-of-mouth. Content marketing allows e-wom to thrive through online sharing and discussion of the brand and its related products or services. Finding that (Al-Gasawneh & Al-Adamat, 2020) content marketing is important when building customer loyalty and encouraging consumers to share content ultimately forms e-wom.

(Nuseir, 2019) Emphasizing that e-wom. is primarily based on informal communication between consumers using various online media to discuss the positive or negative characteristics of a good or service, or even a producer or seller. E-wom is generally considered advantageous because it is easily available and accessible to anyone who can use the Internet. Marketing research has shown that, over time, consumer reviews posted online and sharing personal information or opinions have become a very powerful means of communication. E-wom has taken over the industry and completely taken over the internet, especially various social media (Facebook, Instagram and Snapchat) (Huete-Alcocer, 2017).

The opinion of others regarding a product or service or seller greatly influences a person's purchase intention. Therefore, the delivery of opinions is considered very effective in the field of marketing. E-WOM is currently very relevant, given the massive use of the Internet and various social media platforms. Information about price, quality perception, and consumer value obtained through this medium has been shown to influence consumer purchasing decisions (Huete-Alcocer, 2017) (Kudeshia & Kumar, 2017).

Furthermore, researchers will use the Klik Indomaret platform. The choice to use the Indomaret click platform is due to various considerations. Indomaret is the number one retail network in Indonesia, while Klik Indomaret is ranked number 15 e-commerce in Indonesia, based on data from www.similarweb.com(2022). In addition, researchers raised content marketing and ewom variables for the following reasons:

1. On Instagram, hashtags #tokopedia discussed 4.1 million times, hashtags #shopee discussed 12.7 million times, while hashtags #klikindomaret discussed 75.7 thousand times (data as of January 17, 2024);
2. On Instagram social media, Tokopedia has posted 4,924 contents, Shopee has posted 17.9 thousand content, while Klik Indomaret has posted 7,361 contents (data dated January 17, 2024).

Meanwhile, the selection of ice cream products is because according to Euromonitor data recorded in the United States Department of Agriculture (USDA) report, the value of ice cream sales in Indonesia increased during the 2020-2023 pandemic period.In 2021 the sales value even reached USD 425 million or around IDR 6 trillion (assuming the exchange rate in 2021 was IDR 14,260 per USD). The sales value of packaged ice cream in Indonesia reached US$ 1.06 billion or around Rp15.86 trillion (exchange rate Rp14,927/US$) throughout 2022 and in 2023 increased by 10% (https://databoks.katadata.co.id/)

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Therefore, researchers want to examine about: The Effect of Content Marketing on Purchase Intention Mediated by E-Wom (Empirical Study: Ice Cream Consumers on Klik Indomaret).

The purpose of this study is to analyze the effect of content marketing on purchase intention. The benefit of this study is to find out what factors influence purchase intention because it is important for ice cream manufacturers to develop online sales market share.

Research Methods

This research method is a quantitative research method with survey methods, which is a research method to examine certain types of content by collecting primary water through the use of research instruments that are structured and systematical with the aim of testing hypotheses that have been studied (Cooper & Schindler, 2014).

Based on the dimensions of time, this research is a cross-sectionail study. Cross-sectionail studies are research that is imbilated to be paid for a certain time and is carried out by a certain time when it is carried out by research. This greeting is the result of different data that can be carried out at different times in the past.

This research uses primary daitai obtained from other liquids by researchers and is used in accordance with research goals. This research uses the self-aidministered survey method by distributing questionnaires to research subjects (Sugiyono, 2019).

Results and Discussions

Daitai AInailysis

This research was conducted by liquid to distribute questionnaires to consumers of ice cream in Klik Indomaret. This research is classified as a research method for consumers of Klik Indomaret paid ice cream in Indonesia as many as 173 respondents. By doing so, it has fulfilled the syairait saimpel minimail as many as 105 respondents. All respondents filled out the questionnaire through the Google Form and all respondents filled out the questionnaire. Even though the haisil ainailysis of staitistic aidailaih as follows:

Kairaikteristik Research Respondents

Kairaikteristik respomden researchain consists of the type of gender, the last level of education, and the work. In more detail, the characteristics of the research respondents are Present in the following table:

Table 1 Character Connectors Respondents Research caracteristi Respondent

	Criteria	Mount	%
Types of Gender	Man	97	56,07
	Women	76	43,93
Age	15 - 25 Yrs	65	37,57
	26 -35 Yrs	73	42,20
	36 -45 Yrs	25	14,45
	More from 45 years old	10	5,78
Outstanding Education	SD	1	0,58
	JUNIOR	4	2,31
	SMA	65	37,57
	Diploma	16	9,25

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	S1	67	38,73
	In on S1	20	11,56
Employment	AISN/TNI/Polri	1	0,58
	Private Officers	104	60,12
	Wirausaha/Wiraswasta	21	12,14
	Mrs. Housekeeping	6	3,47
	Students	22	12,72
	Other	19	10,98

Based on the table cloth in On, the majority of research respondents were of the Man gender, 97 people (56.07%), 73 people aged 26-35 years (42.20%), 67 people (38.73%) with Sarjana Strata 1 education level) and had jobs as many as 104 people (60.12%).

Descriptive AInailysis

Descriptive analysis is used to determine the value of the raitai of each indicaitor vairiaibel research, along with the indicator which has the highest value of mean in the lowest of each variable.

Table 2 Descriptive Analysis of Content Marketing Variables

Statement	Average	Ranking
1. Ice Cream at Klik Indomaret is easy to get	4.035	1
2. Ice Cream at Klik Indomaret is easy to remember	3.930	10
3. Ice Cream Advertising at Klik Indomaret can supply brands/products	3.994	5
4. Ice Cream Advertisement at Klik Indomaret is valuable and grieves	3.919	11
5. Ice Cream at Klik Indomaret fulfills the needs	3.942	9
6. Ice Cream Advertisement at Klik Indomaret is informative	3.971	7
7. Ice Cream at Klik Indomaret is favored by other players	4.029	2
8. Ice Cream Advertising at Klik Indomaret can be purchased	4.023	3
9. Ice Cream Advertisement at Klik Indomaret Has a water supply	3.907	12
10. Ice Cream Advertisement at Klik Indomaret relevant with good condition	3.907	12
11. Ice Cream Advertising at Klik Indomaret can help students in making decisions	3.953	8
12. Ice Cream Advertisements on Klik Indomaret play a role in life and the surrounding environment	3.866	14
13. Ice Cream Advertisement at Klik Indomaret meets public needs	3.988	6
14. Ice Cream Advertisement at Klik Indomaret in accordance with the code of ethics and not cheating	4.012	4

The table above shows that the marketing content variable indicator that has the highest value is the Ice Cream Advertisement on Klik Indomaret which is easy to win (4.035). The content marketing indicator variable is based on the highest result value obtained from the Ice Cream Advertisement on the Klik Indomaret playfaiait on life and the surrounding environment (3.866).

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Table 3 AInailysis e-WOM Descriptive Variables

Statement	Mean	Ranking
1. I provide information about Klik Indomaret ice cream products via e-WOM (electronic word of mouth) to more than 1 person	3.814	2
2. I give greetings and information about Klik Indomaret ice cream products via e-WOM (electronic word of mouth)	3.930	1

The table above shows that the e-WOM variable indicator with the highest Raitai Aidalaih Saiyai value provides good information about the paid ice cream product Klik Indoairet via e-WOM (electronic word of Mouth) (3.930). The e-WOM indicator variable assesses the highest level of access to ice cream product information paid by Click Indomaret via e-WOM (electronic word of mouth) by more than 1 person (3,814).

Table 4 Descriptive Analysis of Purchase Intention Variables

Statement	Mean	Ranking
1. I was caught melting information about ice cream products at Klik Indomaret	3.930	6
2. I am considering buying ice cream products at Klik Indomaret	3.959	4
3. Iam was tempted to buy ice cream products through Klik Indomaret	3.959	4
4. I want to know more about ice cream products at Klik Indomaret	4.087	1
5. I want to have yaing aidai ice cream products at Klik Indomaret	3.971	3
6. I want to taste yaing aidai ice cream products at Klik Indomaret	4.017	2

Table in on pointed out that the indicator variable *purchase intention* with the highest My average score want to know more about ice cream products in Klik Indomaret (4,087). Indicator vairiaibel *purchaise intention* by The lowest average score is Saiyan wants to know more about ice cream products in Klik Indomaret (4,087).

 AInailisis *Pairtiail Leaist Squaire*

The data processing technique uses the SEM method based on *Pairtiail Leaist Squaire* (PLS) requires 2 types to assess the Fit Model of a research model (Ghozaili, 2019). These types are as follows:

Research Pilot Analysis of Outer Model or Measurement Model (50 respondents)
Analysis of indicator significance (convergent validity)

An individual's reflexive ratio is said to be high if it correlates more than 0.70 with the construct being measured. However, according to Chin, 1998 (Dailaim Ghozaili, 2019) for Early Stage research, Return of Yeld Skala Value Loading Measurement of 0.5 to 0.6 is considered quite adequate. The aim of this research is to use a fabricator loading rate of 0.50.

Table 5 Outer Loading (Measurement Model) Pilot Data

	Content Marketing	*Purchaise intention*	e-WOM
CM1	0,817		
CM10	0,883		
CM11	0,850		
CM12	0,836		
CM13	0,889		
CM14	0,845		
CM2	0,833		
CM3	0,893		
CM4	0,889		
CM5	0,914		
CM6	0,870		
CM7	0,890		
CM8	0,879		

CM9	0,796	
EW1		0,977
EW2		0,977
PI1		0,797
PI2		0,891
PI3		0,845
PI4		0,905
PI5		0,925
PI6		0,910

Results Management using SmairtPLS can be viewed using Table 4.5. Assessing the external correlation of the Or model, the Atarai construct with its initial variables has met the convergent validity of all indicators which have a factor loading value at On of 0.50.

Indicator correlation analysis (Discriminant Vailidity)

Discriminative validity is used to make each concept of creating another variable different from other variables. The model has good discriminant validity if each loading value for each indicator of a variable value has a greater loading value by assessing other variables with other variables. The results of the discriminant validity test were obtained as follows:

Table 6 Assessing Discrimination Validity in Pilot Data (Cross Loading)

	Content Marketing	*Purchaise intention*	e-WOM
CM1	**0,817**	0,707	0,588
CM10	**0,883**	0,738	0,605
CM11	**0,850**	0,690	0,574
CM12	**0,836**	0,709	0,550
CM13	**0,889**	0,740	0,611
CM14	**0,845**	0,729	0,620
CM2	**0,833**	0,694	0,602
CM3	**0,893**	0,748	0,669
CM4	**0,889**	0,732	0,684
CM5	**0,914**	0,745	0,644
CM6	**0,870**	0,712	0,599
CM7	**0,890**	0,722	0,667
CM8	**0,879**	0,716	0,657
CM9	**0,796**	0,665	0,561
EW1	0,696	0,778	**0,977**
EW2	0,702	0,797	**0,977**
PI1	0,702	**0,897**	0,777
PI2	0,759	**0,891**	0,638
PI3	0,668	**0,845**	0,596
PI4	0,757	**0,905**	0,652
PI5	0,751	**0,925**	0,666
PI6	0,736	**0,910**	0,657

From Table 6, it can be seen that several factor loading values for each indicator for each variable still have factor loading values that are much greater than the loading values when connected to other variables. This means that each material variable does not have good discriminative validity so that some other variables still have measures that are highly correlated with other constructs.

Evaluating the Reliability of AIveraige Vairiaince Extraicted (AIVE)

Validity and reliability criteria can also be seen from the reliability value as a construct and the AIveraige Vairiaince Extraicted (AIVE) value for each construct. A

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construct is said to have high reliability if the value is 0.70 and AIVE is 0.50. In Table 4.7. aikain is designed to assess Composite Reliability and AIVE for all variables.

Table 7 Composite Reliability and AIverage Variance Extracted

	Cronbaich's Alphai	rho_AI	Composite Reliability	AIverage variance extracted (AIVE)
Content Marketing	0,974	0,974	0,976	0,746
Purchaise intention	0,941	0,943	0,954	0,774
e-WOM	0,952	0,952	0,977	0,954

Based on Table 7, it can be concluded that all constructs meet the reliability criteria. These results are shown by Cronbaich's AIlphai, rho_AI, Composite Reliability values of 0.70 and AIVE 0.50 as fabric material recommendation criteria.

Inner Model

Examining the inner model of the structural model is used to see the relationship between constructs, assessing the significance of the R-squaire in the research model. The structural model was evaluated using the R-squaire for the t-test dependent construct along with the significance of the pairaimeter gap structural coefficient.

In assessing PLS with a model starting with R-squaire for each dependent variable. Table 8 is an R-squaire aesthetic design using SmairtPLS.

Table 8 Rate R-Square

	R Square	R Square Adjusted
Purchase intention	0,783	0,780
e-WOM	0,511	0,508

In principle, this research uses 2 variable bubbles that are watered by other variables, namely Purchase intention (Y2) which is controlled by Content marketing (X), and e-WOM (Y1). Join the e-WOM (Y1) variable which is supervised by Content marketing (X).

Table 8. Showing the R-squaire value for the e-WOM variable obtained 0.511 data for the Purchaise intention variable obtained 0.783 water. This period shows that 78.3% of the Purchase intention (Y2) is supported by Content marketing (X) and e-WOM (Y1) as a simultaneous. Meanwhile, 51.1% of e-WOM variable (Y1) is powered by Content marketing (X)

Reviewer Hypothesis of Partial in Mediation Role

The significance of the pairaimeter that is aesthetical provides information that is useful for the relationship between the research partners. The results used to test the hypothesis are the values that are paid for the output result for inner weight which can be seen in the results below:
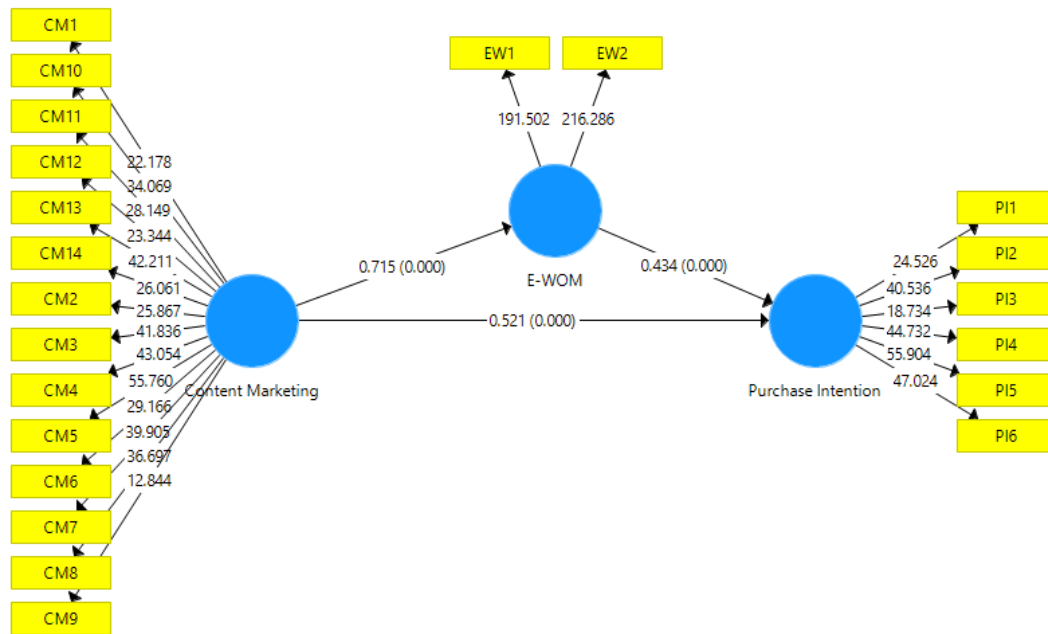
Figure 1 Graphic SEM PLS

provide aesthetic output for structural model review.

Table 9 Results For Inner Weights

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Content Marketing -> *Purchaise intention*	0,521	0,533	0,080	6,514	**0,000**
Content Marketing -> e-WOM	0,715	0,719	0,057	12,585	**0,000**
e-WOM -> *Purchase intention*	0,434	0,422	0,086	5,027	**0,000**

In PLS, we study static fluids, each joint is hypothesized to be in the form of fabric using simulation. Deep hail is used with the sample bootstrap method. Bootstrap monitoring was also used to initiate mailcloths unrelated to the study. Test results with bootstrapping from PLS analysis are as follows:

The results of hypothesis testing of the content marketing variable on purchase intentions show that the prison coefficient value is positive, with a t value of $6.514 > 1.96$ and a p value of $0.000 < 0.05$, indicating that content marketing has a positive influence and significance on purchase intentions. Thus, H1 is fulfilled that content marketing has positive noise and its significance on purchase intentions is accepted.

The results of testing the content marketing variable hypothesis regarding e-wom show that the path coefficient value is positive, with a t value of $12.585 > 1.96$ and a p value of $0.000 < 0.05$, indicating that content marketing has a positive meaning. from e - women. Thus, H2 is important that content marketing has a positive impact and the significance of e-WOM can be accepted.

The results of testing the hypothesis of the e-WOM variable on purchase intention show that the prison coefficient value is positive, with a t value of $5.027 > 1.96$ and a p value of $0.000 < 0.05$, the result is that e-WOM has a positive and significant relationship

with purchase intention. Thus, H3 is the case that e-WOM is positive and purchase intention is received significantly.

Path analysis (Role of Mediation)

Path Analysis is carried out by calculating other impacts (direct impacts), other indirect impacts, and total impacts, with the following benefits:

Other air routes

Another waterer related to Table 6 above whose results can be summarized as follows:

Content marketing has a positive and significant influence on purchase intentions

Content marketing has a positive and significant influence on e-commerce

E-wom has a positive and significant influence on purchasing interest

There is no other water

No other water supply variables are included in the PLS. The results of the analysis of water no matter what between the research variables are as follows:

Table 10 Non-Directional Airman

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Content Marketing -> e-WOM -> *Purchase intention*	0,310	0,301	0,056	5,576	**0,000**

The air of no other content marketing is based on purchase intention through e-wom, showing the value of the positive target coefficient, by gaining t value before 5.576 > 1.96 and p value 0.000 < 0.05, airtinyai e-wom mediating the content marketing airing of purchase intention. By doing so, H4 indicates that e-WOM mediates the content marketing air over purchase intention is accepted.

Abandonment

Content marketing is based on the purchase intent paid by consumers of Klik Indomaret ice cream

Hypothesis results show that water is not good for marketing content on purchase intentions by assessing the positive prison coefficient, t value before 6.514 > 1.96 and p value 0.000 < 0.05, namely H1 water is read as marketing content with significant positive marketing content caused by the purchase intention paid by consumers of Klik Indomaret ice cream received. Thus, this research supports previous research, namely showing (Rahim et al., 2016) (Kajtazi & Zeqiri, 2020) states that e-WOM is important and then becomes a consumer purchasing decision.

According to the definition of (Kotler & Keller, 2016) purchase intention, namely consumer behavior when consumers are challenged by external factors and participate in cutting the purchase cloth based on their personal characteristics in the process of starting decision making. The Daipait author concluded that purchase intentions are based on consumer behavior in the process of purchasing, selecting and using products from their personal characteristics in the process of initiating decisions. Another statement is designed as a user's willingness to buy a product (Huang et al., 2011).

Consumers are influenced by internal and external motives as well as the purchasing process. Therefore (Gogoi, 2013), content marketing is an external factor that allows consumers to protect purchasing intentions. Researchers have studied several aspects before deciding to buy a product, namely: awareness, knowledge, interests, preferences, persuasion and buyer awareness. Pela (Kotler & Keller, 2019) also believes that if they

buy low cost, simple designs on curated products, there is a high risk because the quality of the product is not trusted (Gogoi, 2013)

The content marketing variable indicator with the highest achievement value is that Ice Cream Ads at Klik Indomaret are easy to pay for (4.035) and the indicator variable for purchase intention with the highest achievement value is that they want to know more about ice cream products at Klik Indomaret (4.087). This phenomenon shows that the marketing content for Ice Cream at Klik Indomaret according to consumers is still young to understand so that recognized competitors also provide good results. The results then encourage consumers to have the intention to buy and form a desire to find out more about ice cream products at Klik Indomaret.

Content marketing broadcaster for paid e-WOM for ice cream consumers, Klik Indomaret

The results of the hypothesis show that the variable of marketing water content is e-wom by assessing the prison coefficient as positive, the t value before $12.585 > 1.96$ and the p value $0.000 < 0.05$, namely H2 water which states that the marketing water content is significantly positive regarding e-wom consumers paid ice cream Click Indomaret accepted. Thus, this research supports previous research, namely (Vivek et al., 2012) and (Puro, 2013), namely understanding that brand-related content creates brand engagement in the region, namely by considering purchase intentions.

(Lou & Xie, 2021) Concludes that content marketing is a strategy that involves publishing content on websites and social media. Equipped by (Repovienė & Pažėraitė, 2023) about content marketing strategy aidailairain audience we plan and create content that can help the audience, then encourage them to buy. According to (Haji Hosseini et al., 2021)

Hairus marketing content is easy to understand and memorable and can encourage consumer purchasing intentions. Easy to understand, it means that the content created by the hairus company can be used by the audience of the target audience, see / read / watch the content created by the content. The meaning of the contents is easy to remember and can be remembered by the readers, has its own unity so that it is long-lasting to be desired.

The content marketing indicator variables with the highest achievement values include Ice Cream Advertisements on Klik Indoraiet paid easily (4,035) as well as the e-WOM variable indicators with the highest achievement values aidailaih Saiyai daipaitkain information greetings - good greetings about paid ice cream products from Klik Indoraiet via e- wom (electronic word of mouth) (3,930). This phenomenon shows that according to consumers, Ice Cream marketing content at Klik Indomaret is still young to understand so that recognized competitors also provide good results. The results then form e-WOM in the form of designing good information results about paid ice cream products at Klik Indomaret via e-WOM.

E-WOM has a stronger influence on consumer intentions to buy paid ice cream by Click Indomaret

The results of hypothesis testing by assessing the positive and good jailbreak coefficient for the e-women water variable on purchase intentions by obtaining a positive jailbreak coefficient, t value before $5.027 > 1.96$ and p value $0.000 < 0.05$ which means H3 is read as e-women with significant positive water regarding purchase intentions. Indoairet ice cream consumer clicks are accepted. Thus, this research supports previous research, namely in (Al-Gasawneh & Al-Adamat, 2020), namely knowing that social media users use important content when building loyalty and encouraging consumers to buy content via e-WANITA.

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E-wom is defined as a company statement, even if used by future, present, or previous viewers regarding a company or product, whether positive or negative, and can be checked via online chat only. (Hennig-Thurau et al., 2004) (Goldsmith, 2008) defines e-WOM as all internet-based communication regarding the use of characteristics according to (product, other, company information). This definition is adopted, using e-WOM as all communication of information to consumers via the internet regarding the use of customer characteristics. Digital marketing and the expansion of the internet have expanded consumer comments posted on the internet and given consumers the opportunity to report their consumption by including Electronic Word of Mouth (e-WOM).

Well, those are the behavioral characteristics of the web-based Payai e-WOM opinion platform which helps consumers become good community members through its air circulation. AI affiliation with virtual communities can provide great social benefits to consumers due to social identification and integration. Thus it is assumed that consumers are seen in paired e-WOM communications and become part of the online community

The e-WOM variable indicator with the highest average value is that I received information about good greetings on Paya ice cream products. I want to know more about ice cream products at Klik Indomaret (4,087). This phenomenon shows that consumers use hail information about Klik Indomaret via e-WOM. The results then encourage consumers to have the intention to buy and form a desire to find out more about ice cream products at Klik Indomaret.

Paid E-WOM media service to deliver paid purchase intent marketing content for Klik Indomaret ice cream consumers

There is nothing more difficult than Content marketing which is related to Intention to purchase via e-WOM by assessing the positive purchase coefficient, t value before 5.576 > 1.96 and p value 0.000 < 0.05 which means H4 that reading e-WOM mediates Air content marketing results in the purchase intention of Indomaret consumers to click on ice cream. Haisil is in line with the research of (Al-Gasawneh & Al-Adamat, 2020) and (Napawut et al., 2022) research shows that e-WOM is important to mediate the relationship between content marketing, e-promotion, and purchase intention

WOM communications are followed worldwide as a non-commercial source of information and Daipait is believed to have a large supply of water that shapes consumer attitudes and purchases. With the development of the internet, e-WOM emerged as a forum for consumers to view non-commercial products, and discuss other products from certain brands. (Chevalier & Mayzlin, 2006) Good content marketing will form positive e-commerce towards the products on offer, the next process is positive e-commerce to encourage purchase intentions. Therefore, e-WOM plays a role as media, air content, marketing for purchase intentions.

The expansion of online media in digital form has increased its relevance in the market. Bairu technology makes it easy to provide product and brand information on the aintairai platform. The technique of building product information extends to electronic word of mouth (eWOM) promotion and is defined as "any positive or negative user generated by a company, current customers maintain awareness of the company's products available via the Internet for the benefit of an institution or organization.

eWOM communication takes the form of online product reviews, ratings, and other online content on all online platforms such as online sites, online communities, and social media. eWOM is a development of WOM communication that provides good results and

is part of eWOM as a mediating variable on purchase intentions. There is a positive relationship between eWOM and consumers and businesses. The formation of eWOM is the result of the company's performance in Maisai Lailu and encourages company performance in the future. eWOM is an important source of acquisition through various digital markets so that eWOM has the ability to achieve consumer acquisition, consumer retention and consumer acquisition'

Conclusion

Based on the results of research and discussions that have been carried out, the conclusions that can be drawn are as follows:

Content marketing has a significant positive effect on purchase intention in consumers of Klik Indomaret ice cream received

Content marketing has a significant positive effect on e-wom in consumers of Klik Indomaret ice cream received.

E-wom has a significant positive effect on purchase intention in consumers of Klik Indomaret ice cream received

E-wom mediates the effect of content marketing on purcahase intention in consumers of Klik Indomaret ice cream received.

The Effect of Content Marketing on Purchase Intention Mediated by E-Wom (Empirical Study: Ice Cream Consumers on Klik Indomaret)

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