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The Influence of Inbound Marketing and Marketing Content On Company Image and Purchasing Decisions at CV Rexindo Multikarya In Samarinda

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KEYWORDS	ABSTRACT
inbound marketing; content marketing; company image; purchase decision	The purpose of this study is to analyze and prove the effect of inbound marketing and marketing content on company image, to analyze and prove inbound marketing and marketing content on purchasing decisions, to analyze and prove the effect of company image in mediating inbound marketing and marketing content on purchasing decisions. This research was conducted at CV Rexindo Multikarya in Samarinda. The research design uses explanatory research. The type of research is quantitative. The population of this study are respondents who have shopped at CV Rexindo Multikarya in Samarinda. The sample taken for research is 150 respondents with non probability sampling method, namely with purposive sampling technique. Power collection is done by distributing questionnaires to respondents in Samarinda. The data analysis technique used is the SEM method, namely PLS (Partial Least Square) using Smart PLS version 3.0 software. The results showed that inbound marketing and marketing content have a positive and significant effect on company image, inbound marketing and marketing content have a positive and significant effect on purchasing decisions,. In this study also found that inbound marketing and marketing content have a positive and significant effect on purchasing decisions with company image as mediation.

Introduction

The evolution and development of marketing in the business sector mainly focuses on attracting public attention in a way that demonstrates an understanding of community problems and provides timely solutions. In this case, relational marketing tactics are easier to implement with the help of technology (Opreana & Vinerean, 2015). However, over time, the concept of division of labor began to emerge and develop. So that it encourages people to start focusing on producing the best things they can do. This situation then results in an excess of certain products, and reduced availability of other

products, so this indicates the need for effective and efficient marketing. The importance of this marketing will be even more apparent if described quantitatively. Between a third and a quarter of company employees are involved in marketing, such as in retail, wholesale, transportation, warehousing, and communication companies (Wantara, 2018). Jobs in the marketing sector are growing faster than the production sector, which reflects and expands the role of marketing and increases the demand for marketing services (Waluya et al., 2019). At the global level, especially in the banking world, digital innovation in products and services has utilized digital marketing to reach consumers.

Figure 1
Data and Trends of Internet and Social Media Users in 2024 in Indonesia

Source: datareportal.com

The total number of Internet users in 2024 worldwide is 5.35M or 69.4% of the world's population. The data above shows the digital situation in January 2024 in Indonesia, namely a total population of 278.7 million people, there are 185.3 million people who use the Internet in early 2024 in Indonesia, or around 66.5% of the total population, Indonesia has 139 million people who use social media for the period January 2024, or around 40.9% of the total population.

Modern consumers have greater access to information via the internet, and they are increasingly critical in choosing products or services to buy the desired products. Consumer purchasing decisions are no longer only influenced by traditional advertising or telemarketing (Patrutiu-Baltes, 2016). Purchasing decisions are influenced by factors, namely individual consumers, the environment and the marketing strategies used. Inbound marketing offers an approach that is more in line with this change in consumer behavior, where companies try to attract customers by providing content that suits their needs and interests (Baranchenko et al., 2019). Inbound marketing is about creating and sharing content. It is a marketing methodology that focuses on being found by prospects through blogs, podcasts, eBooks, e-Newsletters, website pages, whitepapers, search engine optimization, social media marketing, and other content marketing. By creating content that is specifically designed to attract ideal clients, inbound marketing attracts quality prospects to your company and will keep them coming back Z (Arseculeratne & Yazdanifard, 2014). The use of digital media today must be implemented to support the

marketing of a product, especially during the COVID-19 pandemic era. Because during the pandemic, community activities were shifted to digital and made traffic on the internet very high (Holliman & Rowley, 2014). Referring to the Hootsuite and We Are Social surveys, the number of Indonesians using the internet has increased rapidly to 27 million (+15.5%) between 2020 and 2021. Then from the APJII survey (2020), it was found that residents tend to use the internet to access social media. This condition is the basis for companies to carry out digital marketing to support the sale of their products or services.

Digital marketing is a communication effort intended to sell or market a brand or product to potential consumers by utilizing the internet or digital media as an intermediary (Lopes & Casais, 2022). If the communication carried out in conventional marketing is one-way, communication in digital marketing can be carried out towards consumers in two directions. This is the advantage of digital marketing where interactions can be carried out with consumers so that they can boost the company's image (Widyana & Batangriyan, 2020). The previous pandemic also encouraged the development of digitalization to be faster, so this also makes digital marketing more effective. One of the digital media that can be used in implementing marketing is social media.

This social media has the advantage of being able to attract people's interest in buying products through the creation of interesting content. Through entertaining, interactive, educational, and informative content, it can certainly increase the value of a brand. The marketing process through the use of this content can be called marketing content or content marketing. (Kotler & Armstrong, 2017) stated that marketing content is a marketing plan where the company plays a role in creating, designing, and sharing content that can attract target audiences and encourage them to become consumers. This content includes various things, such as videos, images, or writing or text. The content that the company has created will be distributed to the public or those who follow the brand or company in social media. Of course, this content must be interesting because it is adjusted to the purpose of its creation, to trigger consumer interest while ensuring that the information in it can be conveyed clearly. Another goal is so that consumers who have previously purchased remain loyal to the products of the company concerned (Darmawan, 2014). This change has major implications for business, especially in terms of how marketing can influence consumer purchasing decisions. Inbound marketing creates opportunities for companies to build deeper brand awareness, increase credibility and trust, and influence consumers at various stages in the buying cycle.

(Wijaya, 2013) explains that corporate image has the capability to direct where consumers' perceptions of the company are as a consideration for purchasing a product or service from the related brand. If the corporate image that consumers perceive is positive, of course it will increase consumer decisions in purchasing. So improving this corporate image is important to note so that the company is able to compete against products from competitors.

As with printing companies, many printing companies have used information systems and technology as supporting tools for their activities to compete with their competitors. Printing is considered important and influential in consumer needs. However, in the era of increasingly sophisticated technological developments, the printing industry has declined (Kouchesfahani et al., 2019). The data in question can be explained by:

Figure 2
Diagram of the Largest Advertising Spending Industry in 2022
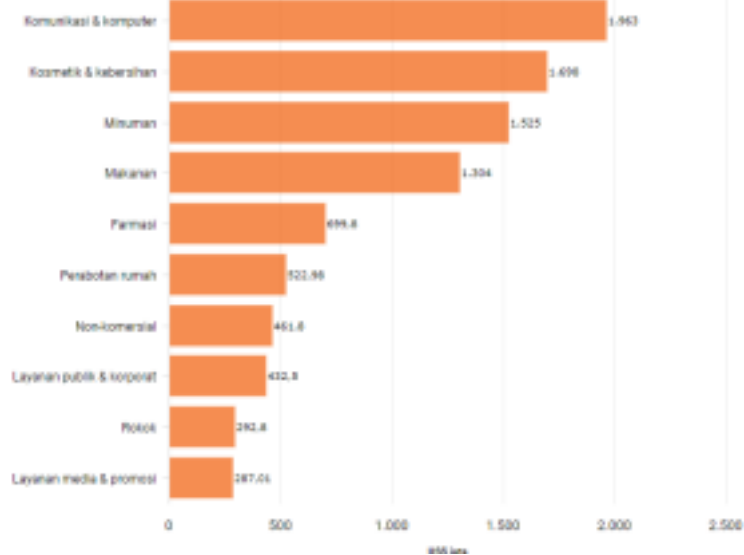
Source: databoks.kadata.co.id

The data above shows that the media and promotion services industry has the lowest ranking, which is US 287.01 million. CV Rexindo Multikarya was established in 2018. Previously, the Owner managed the company in the same field since June 2014 but with a different company name. Rexindo is included as a company that operates in the printing, advertising and manufacturing of various types of advertisements. Has regular clients who use the services of this company such as several government agencies, private companies and MSMEs. The products owned by CV Rexindo Multikarya Samarinda are making banners, neon boxes, pylon signs, embossed letters and all materials made of acrylic and renting outdoor advertising space such as billboards and billboards and videotrons at APT Pranoto Airport and Sepinggan Balikpapan Airport. When the COVID-19 pandemic hit, various business sectors were affected such as food traders, clothing traders as well as printing and advertising companies also felt the impact of COVID-19. The government diverted all printing and publication budgets to handling COVID-19. But there are some sectors that have actually increased, such as the Medical sector, namely the procurement of medicines and personal protective equipment. Providers, increasing sales of Internet quotas because people work from home or WFH. The Agricultural Sector, namely the increasing demand for food, vegetables and fruits. And also the Shipping / Expedition service. CV Rexindo also experienced an impact that made the company's image decline due to the effects of COVID 19 making the purchase of materials only according to usage needs. Likewise, iron, aluminum plate and Acrylic, are purchased only when there is an order from a customer. The COVID-19 phenomenon has caused some sectors to experience a decline in sales so that CV Rexindo is optimizing the company to be better known by the market in order to continue to increase profits in the company. CV Rexindo Multikarya Samarinda carries out its marketing by implementing inbound marketing where marketing focuses on getting customer interest which is achieved through creating quality content and providing something of value in the eyes of customers through media such as blog posts, SEO, whitepapers, social media marketing, videos and so on which will see how the quality of the products produced and

see positive comments on the products produced to be able to improve the image of the company in the eyes of consumers. Through the improvement of the company's image positively and well, it will create purchasing decisions for customers through attention and service for purchasing products.

This phenomenon is in line with previous research by (Parkkinen & Hoțoleanu, 2017) stating that this study is relatively small, but shows concrete and positive changes, underlining that inbound marketing can be used by companies to increase product awareness. Inbound marketing was found to create a real impact on product awareness. However, inbound marketing must be part of a larger digital marketing mechanism where social media is used as a content distribution platform. Then previous research from (Bezhovski, 2015) stated that outbound marketing techniques or push marketing are increasingly ineffective, many internet marketers focus on pull marketing methods including inbound marketing as a holistic strategy. The innovation of inbound marketing lies in the idea of uniting all non-intrusive, attractive, and client-centric marketing techniques under one term that defines a new industry and also an effort to practice these techniques simultaneously to achieve the best synergistic effect. Referring to the explanation previously conveyed by the researcher, a study will be conducted with the title "The Influence of Inbound Marketing and Marketing Content on Company Image and Purchasing Decisions at CV Rexindo Multikarya in Samarinda".

Research Methods

The type of this research is explanatory research, meaning the type of research that aims to analyze and describe how the influence between the variables studied, and is continued by hypothesis testing on several hypothesis formulations that have been prepared with the aim of describing the correlation between the variables. Another term for this research is descriptive research because the content of this research describes or explains the variables studied. There are four variables studied, including the variables Inbound Marketing, Marketing Content, Corporate Image, Purchasing Decisions. Inbound Marketing and Marketing Content are variables that are said to be exogenous because these variables affect other variables, while Corporate Image, Purchasing Decisions are endogenous variables. The researcher analyzed the research using a structural equation model or Partial Least Square (PLS) to analyze the causal relationship between latent variables in the structural equation. The type of data that the researcher uses is primary data that goes through various stages of data processing to produce the desired findings.
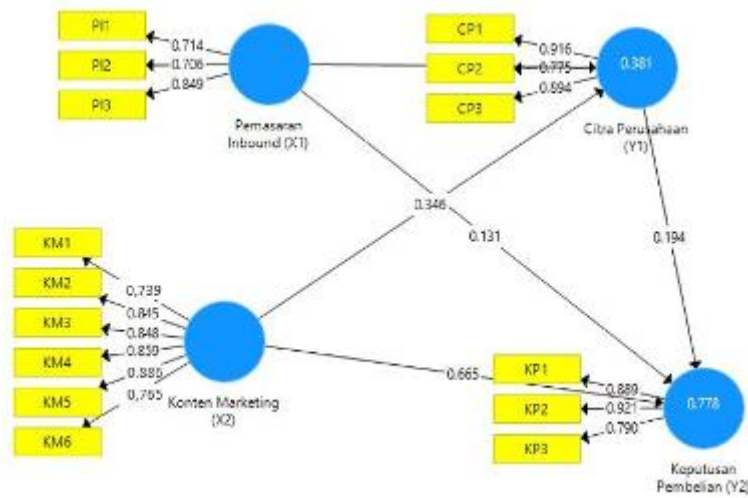
Results and Discussions
Results
Measurement Model (Outer Model)

This model shows that each of the indicator blocks has a relationship with the latent variable. Evaluation of the measurement model through confirmatory factor analysis, namely using the MTMM method which refers to the convergent validity and discriminant values.

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Figure 3
Outer PLS

Source: Data processing results, 2024

Convergent Validity

This model includes reflective indicators that are observed through the correlation between the values of factors or indicators through the construct value with a standard value correlated with 0.70. However, during the research development stage, a scale between 0.50 and 0.60 can still be accepted through the understanding that an indicator is said to be reliable if the score obtained exceeds 0.70 while for loading factors with a value of 0.50-0.60 can be considered sufficient.

Table 1
Outer Loading

	Company Image (Y1)	Purchase Decision (Y2)	Marketing Content (X2)	Inbound Marketing (X1)
CP1	0.916			
CP2	0.775			
CP3	0.894			
KM1			0.839	
KM2			0.845	
KM3			0.848	
KM4			0.859	
KM5			0.786	
KM6			0.865	
KP1		0.889		
KP2		0.921		
KP3		0.790		
PI1				0.714

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PI2	**0.706**
PI3	**0.849**

Source: Data processing results, 2024

Referring to this table, it can be explained that all indicators of each variable are stated in accordance with the requirements of convergent validity with a loading value of > 0.70. The following are the dominant values that meet convergent validity:
1. The highest loading value of variable X1 is found in X1.3 with a value of 0.849 while the lowest is found in X1.2 with a value of 0.706.
2. The highest loading value of variable X2 is found in X2.6 with a value of 0.865 while the lowest is found in X2.5 with a value of 0.786
3. The highest loading value of variable Y1 is found in Y1.1 with a value of 0.916 while the lowest is found in Y1.2 with a value of 0.775.
4. The highest loading value of variable Y2 is found in Y2.2 with a value of 0.921 while the lowest is found in Y2.3 with a value of 0.790.

Discriminant Validity

Discriminant validity of an indicator can be seen through cross-loading between the indicator and the construct. If the relevant construct is an indicator that is higher than the correlation between the indicator and other constructs, it will show that the underlying construct estimates the metrics in their block better than other blocks. According to Ghozali (2015), the evaluation of construct validity is done by considering its AVE value, where the AVE model will be declared good if it has a value exceeding 0.5.

Table 2
Average Variance Extractes (AVE)

	Average Variance Extracted (AVE)	Keterangan
Corporate Image (Y1)	**0.746**	**Valid**
Purchase Decision (Y2)	**0.754**	**Valid**
Marketing Content (X2)	**0.692**	**Valid**
Inbound Marketing (X1)	**0.576**	**Valid**

Source: Data processing results, 2024

Referring to table 2 above, it is explained that the Average Variance Extractes (AVE) in the research results has a value above the standard value of 0.5. so that in this study the discriminant validity value on AVE is valid.

Composite Validity

The reliability test is shown for the truth of the accuracy, consistency and precision of the instrument in the construct and indicators are used to measure the reliability of the construct in a reflective indicator through two methods, namely Cronbach's Alpha and Composite Reliability, where the construct is considered to have good reliability if the values of both exceed 0.70.

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Table 3
Composite Validity

|	Cronbach's Alpha	Composite Reliability	Keterangan
Corporate Image (Y1)	0.831	0.898	Reliabel
Purchase Decision (Y2)	0.837	0.902	Reliabel
Marketing Content (X2)	0.802	0.843	Reliabel
Inbound Marketing (X1)	0.789	0.802	Reliabel

Source: Data processing results, 2024

Referring to table 3, the Composite Validity is found to have a value above the standard, namely 0.7. so that in the results of this study the Composite Validity value is reliable.

Hypothesis Test (Inner Model)

This model is a relationship between latent variables and constructs which are found in substantive theory. This test is to determine the value of R2 in the form of a goodness-fit model test with the results of the bootstrapping model study in the form of:

Figure 4
PLS Bootstrapping
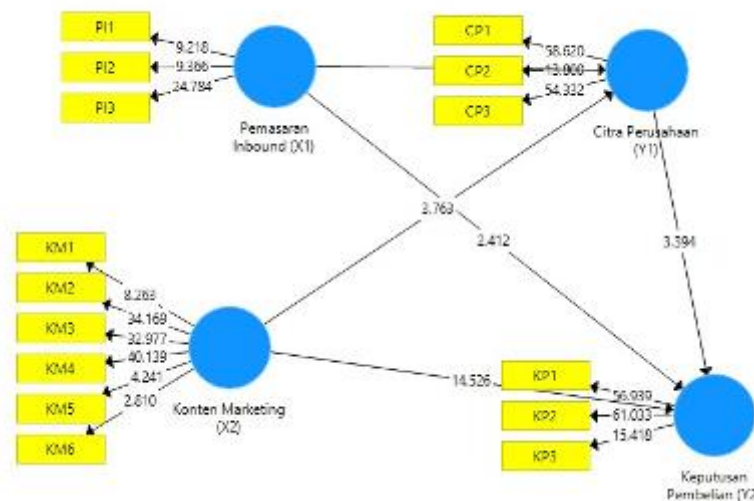
Source: Data processing results, 2024

R-Square (R2) value

This test is used as a measure of the strength of a research model to explain the variation of the dependent variable being studied. Structural model testing can be processed to determine the value of R2 as a goodness-fit model test. The change in R2 can be used to describe the influence of several exogenous latent variables for latent variables. Ghozali (2015) explains the reference for the R2 value in sequence including 0.75, 0.50, and 0.25 indicating that the model is strong, moderate, and weak. The results

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obtained in this test are:

Table 4
R-Square

	R Square Adjusted
Corporate Image (Y1)	0.873
Purchase Decision (Y2)	0.774

Referring to table 4, it can be explained that the R2 value shows the level of variable determination, if the higher the value in the research results, the better the determination.

The corporate image construct (Y1) obtained an R2 of 0.873, which means that inbound marketing (X1) and marketing content (X2) are able to explain the relationship to corporate image (Y1) with a percentage of 87.3% while the remaining 12.7% is described by external variables.

The purchasing decision construct (Y2) obtained an R2 of 0.774, which means that inbound marketing (X1) and marketing content (X2) are able to explain the relationship to purchasing decisions (Y2) with a percentage of 87.3% while the remaining 22.6% is described by external variables.

Hypothesis Testing

The results of the hypothesis test are a relationship from the structural model path that will be assessed as significant. The sig value is obtained from the bootstrapping procedure. Hypothesis significance test can be seen through the parameter coefficient value test and the T statistic sign value in the bootstrapping algorithm.

Table 5
Path Coefficients Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CP (Y1) -> KP (Y2)	0.194	0.199	0.057	3.394	**0.001**
KM (X2) -> CP (Y1)	0.346	0.350	0.092	3.763	**0.000**
KM (X2) -> KP (Y2)	0.665	0.665	0.046	14.526	**0.000**
PI (X1) -> CP (Y1)	0.340	0.345	0.069	4.901	**0.000**
PI (X1) -> KP (Y2)	0.131	0.126	0.054	2.412	**0.016**
KM (X2) -> CP (Y1) -> KP (Y2)	0.067	0.070	0.030	2.274	**0.023**
PI (X1) -> CP (Y1) -> KP (Y2)	0.066	0.070	0.028	2.369	**0.018**

Referring to table 5, the research results of each hypothesis that the researcher provides can be explained with:

1. The Influence of Inbound Marketing on Company Image
   Inbound marketing has a positive influence of 0.340 on company image, meaning that the better the implementation of positive inbound marketing will improve the company's image. The t-statistic obtained shows a value of 4.901 (> 1.96) and p

of 0.000 (<0.05) which indicates that the relationship between inbound marketing and company image is significant. So this explains that hypothesis 1 is accepted.

2. The Influence of Marketing Content on Company Image
   Marketing content has a positive influence of 0.346 on company image, meaning that the better the creation of innovative positive marketing content will improve the company's image. The t-statistic obtained shows a value of 3.763 (> 1.96) and p of 0.000 (<0.05) which indicates that the relationship between marketing content and company image is significant. So this explains that hypothesis 2 is accepted.

3. The Influence of Inbound Marketing on Purchasing Decisions
   Inbound marketing has a positive influence of 0.131 on purchasing decisions, meaning that the better the implementation of positive inbound marketing will attract consumers in purchasing decisions. The t-statistics obtained show a value of 2.412 (> 1.96) and p of 0.016 (<0.05) which indicates that the relationship between inbound marketing and purchasing decisions is significant. So this explains that hypothesis 3 is accepted.

4. The Influence of Marketing Content on Purchasing Decisions
   Marketing content has a positive influence of 0.665 on purchasing decisions, meaning that the better the creation of innovative positive marketing content will attract consumers in purchasing decisions. The t-statistics obtained show a value of 14.526 (> 1.96) and p of 0.000 (<0.05) which indicates that the relationship between marketing content and purchasing decisions is significant. So this explains that hypothesis 4 is accepted.

5. The Influence of Corporate Image on Purchasing Decisions
   Corporate image has a positive influence of 0.194 on purchasing decisions, meaning that the better the corporate image created, the more it will be able to attract consumers in purchasing decisions. The t-statistics obtained show a value of 3.394 (> 1.96) and p of 0.001 (<0.05) indicating that the relationship between corporate image and purchasing decisions is significant. So this explains that hypothesis 5 is accepted.

6. Relationship Between Corporate Image Mediating Inbound Marketing on Purchasing Decisions
   Corporate image mediates inbound marketing on purchasing decisions with a positive influence of 0.066, meaning that the better the corporate image created, the more it will be able to attract consumers in purchasing decisions because of the inbound marketing implemented. The t-statistics obtained show a value of 2.369 (> 1.96) and p of 0.018 (<0.05) indicating that the relationship between corporate image in mediating inbound marketing and purchasing decisions is significant, so this explains that hypothesis 6 is accepted.

7. Relationship Between Corporate Image Mediating Marketing Content on Purchasing Decisions
   Corporate image mediates marketing content on purchasing decisions with a positive influence of 0.067, meaning that the better the corporate image created, the more it will be able to attract consumers in purchasing decisions because of the positive marketing content. The obtained t-statistics show a value of 2.274 (> 1.96) and p of 0.023 (<0.05) which indicates that the relationship between corporate image in mediating inbound marketing and purchasing decisions is significant. So this explains that hypothesis 7 is accepted.

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Discussion

The Influence of Inbound Marketing on Company Image

The results of the study explain that inbound marketing on the company image of CV. Rexindo Multikarya has a positive and significant effect, which means that the higher the consistency in the implementation of inbound marketing, the better the company's image in the eyes of customers. The dominant indicator is delight, which defines that a positive customer experience in making purchases or transactions at CV. Rexindo Multikarya plays a very important role in improving the company's image. Inbound marketing is implemented with a marketing approach that focuses on attracting customers through relevant and useful content and interactions. By producing useful, informative and relevant content, CV. Rexindo Multikarya demonstrates expertise and knowledge in printing, providing information about the company, values and business processes openly through content so as to help trust and credibility and create perceptions and honesty in the eyes of customers. Inbound marketing at CV. Rexindo Multikarya is able to personalize content and communication that suits individual needs and preferences so as to increase engagement and close relationships with customers. The results of this study are supported by previous research conducted by Erdmann & Ponzoa (2021) which explains that inbound marketing is able to attract consumers with relevant content and can convert internet users to the company's web page.

The Influence of Marketing Content on Corporate Image

The results of the study explain that marketing content on the corporate image of CV. Rexindo Multikarya has a positive and significant effect, which means that the higher the consistency in creating marketing content on all social media, the better the company's image in the eyes of customers. The dominant indicator is consistency, which defines that providing content that is done periodically can be continuously attractive to CV. Rexindo Multikarya because it plays a very important role in improving the company's image. CV. Rexindo Multikarya uses interactive content such as quizzes and polls to increase customer engagement. This high interaction helps strengthen the relationship between customers and the company, such as responding to questions and receiving feedback. Responsiveness and active involvement on social media strengthen the company's image as an entity that cares about listening to its customers. CV. Rexindo Multikarya also uses content as a creative and innovative content campaign so that it can attract media and public attention, provide positive encouragement to the company's image and invite customers to participate in content creation such as competitions or challenges on social media can increase engagement and create a sense of togetherness as well as increase the authenticity of the company's image. The results of this study are supported by previous research conducted by Pangestu & Tranggono (2022) explaining that content marketing variables have a simultaneous or partial influence on brand image variables.

The Influence of Inbound Marketing on Purchasing Decisions

The results of the study explain inbound marketing on purchasing decisions of CV. Rexindo Multikarya has a positive and significant effect, meaning that the higher the implementation of inbound marketing, the higher the purchasing decision. The dominant indicator is delight, which defines that a positive customer experience will create purchasing decisions for other customers at CV. Rexindo Multikarya. CV. Rexindo Multikarya applies inbound marketing to influence purchasing decisions more smoothly and effectively because it focuses more on creating relevant and interesting content, involving and satisfying potential customers in customer purchases. CV. Rexindo Multikarya creates content that helps decisions such as product comparisons, purchasing

guides and FAQs to help prospects understand customer options and help make faster and more informed decisions to reduce obstacles and confusion in the customer purchasing process. The results of this study are supported by previous research conducted by Soegoto & Simbolon (2018) explaining that the combination of Inbound Marketing with digital advertising will provide a positive and comfortable experience for internet users.

The Influence of Marketing Content on Purchasing Decisions

The results of the study explain that marketing content on purchasing decisions of CV. Rexindo Multikarya has a positive and significant effect, meaning that the higher the consistency in creating marketing content on all social media, the higher the purchasing decision in the eyes of customers. The dominant indicator is brand choice, which defines that choosing a good brand is based on exposure to relevant marketing content. CV. Rexindo Multikarya creates SEO-optimized content by helping prospects find the information they need when searching online, the aim of which is to increase product awareness and guide prospects to the company's website. CV. Rexindo Multikarya also uses content such as storytelling, which uses strong and emotional stories in content to help create deeper connections, such as stories about how products or services help customers move emotions and motivate prospects to make purchases. The results of this study are supported by previous research conducted by Zainurossalamia. et.al (2021) explains that Marketing Content Alkharabsheh (2021) explains that business owners, marketers, and academic researchers about what effectively influences the consumer purchasing decision process in digital marketing so that they can allocate their marketing budget wisely.

The Influence of Corporate Image on Purchasing Decisions

The results of the study explain that the corporate image on purchasing decisions of CV. Rexindo Multikarya has a positive and significant effect, meaning that the higher the company's image, the higher the purchasing decision. The dominant indicator is Personality (Customer Personal Assessment) analyzing the customer's understanding of the company's characteristics as a whole. CV. Rexindo Multikarya has a positive corporate image that creates trust among customers. Customers tend to buy products or services from trusted companies because customers feel safer and can fulfill customer promises. A positive corporate image plays a crucial role in influencing consumer purchasing decisions such as building trust, increasing customer loyalty, attracting new customers, reducing perceived risk and creating added value and companies can significantly increase the company's conversion rate and sales. The results of this study are supported by previous research conducted by Rahmiati et al., (2017) which explains that corporate image has an effect on purchasing decisions. The next study was conducted by partially and simultaneously with purchasing decisions and the contribution of corporate image to purchasing decisions.

Relationship Between Corporate Image Mediating Inbound Marketing on Purchasing Decisions

The results of the study explain that corporate image can mediate inbound marketing on purchasing decisions of CV. Rexindo Multikarya has a positive and significant effect. So it can be seen that inbound marketing can create purchasing decisions with a high corporate image in the company. CV. Rexindo Multikarya implements inbound marketing which indirectly builds corporate image because inbound marketing focuses on attracting and engaging customers through valuable and relevant content. Corporate image is the public's perception of a company, including aspects such as reputation, credibility, and corporate values. When inbound marketing is carried out

effectively, a positive corporate image is formed such as building trust, reducing uncertainty and increasing purchasing decisions in customers. So a positive corporate image is a key element that makes inbound marketing more effective in producing influential and significant purchasing decisions.

Relationship Between Corporate Image Mediating Marketing Content on Purchasing Decisions

The results of the study explain that corporate image can mediate marketing content on purchasing decisions of CV. Rexindo Multikarya has a positive and significant effect. So it can be seen that marketing content can create purchasing decisions with a high corporate image in the company. CV. Rexindo Multikarya with its consistency in creating content on its social media can improve the company's image and customer purchasing decisions. The company's image as the public's perception of the company, plays a key role in strengthening the impact of marketing content on consumer purchasing decisions. Marketing content is the main tool for building and communicating the company's image such as informative and educational content such as providing valuable information to customers helps create the perception that the company is an expert in its field. Then the brand narrative and storytelling because by using storytelling in content to convey the company's vision, mission, and values helps build emotional connections with customers, creating a more humane and reliable company image. As well as the presence of Testimonials and Case Studies showing testimonials from satisfied customers and successful case studies helps strengthen the company's positive image by showing real evidence of customer satisfaction and the success of products or services.

Conclusion

The study reveals that inbound marketing and marketing content have a significant positive impact on both the company's image and purchasing decisions at CV. Rexindo Multikarya. Inbound marketing, particularly when consistently applied, enhances the company's image by creating positive customer experiences and delivering engaging content across social media platforms. The study highlights that the quality and consistency of marketing content, such as product comparisons, purchasing guides, and SEO-optimized information, are crucial in helping prospects make informed decisions, thereby reducing obstacles in the purchasing process. The corporate image, which includes public perceptions of reputation, credibility, and values, plays a pivotal role in mediating the effects of inbound marketing and content on purchasing decisions. A well-crafted corporate image not only enhances the effectiveness of marketing efforts but also strengthens customer trust and loyalty, leading to higher purchasing decisions. CV. Rexindo Multikarya's focus on consistent, relevant content creation is shown to significantly bolster the company's image, which in turn amplifies the impact of inbound marketing and content strategies on consumer behavior, ultimately driving more informed and positive purchasing decisions.

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