
THE ROLE OF CUSTOMER REVIEW, CUSTOMER RATING, AND CONTENT MARKETING ON PURCHASE DECISION OF ELSANA COFFEE PRODUCTS ON INSTAGRAM

Fadillah Azzahra¹

Universitas Muhammadiyah Pontianak, Pontianak, Indonesia
fadillahidrus04@gmail.com

Arninda²

Universitas Muhammadiyah Pontianak, Pontianak, Indonesia
arninda@unmuhpnk.ac.id

Heni Safitri³

Universitas Muhammadiyah Pontianak, Pontianak, Indonesia
heni.safitri@unmuhpnk.ac.id

Abstract

This study aims to analyze the influence of Customer Review, Customer Rating, and Content Marketing on Purchase Decision. This research uses a quantitative approach with a causal associative research design. The research sample consisted of 200 respondents determined using a purposive sampling technique. Data collection was conducted through the distribution of questionnaires using Google Form. Data analysis was carried out using multiple linear regression with the help of SPSS version 26 through validity test, reliability test, classical assumption test, and hypothesis testing using t-test and F-test. The results of the study indicate that all research instruments are declared valid and reliable. Partially, Customer Review has a positive and significant effect on Purchase Decision. Customer Rating has a positive and significant effect on Purchase Decision. Content Marketing has a positive and significant effect on Purchase Decision. Simultaneously, Customer Review, Customer Rating, and Content Marketing have a significant effect on Purchase Decision. The coefficient of determination (R^2) value of 0.565 indicates that 56.5% of Purchase Decision can be explained by Customer Review, Customer Rating, and Content Marketing, while the remaining is influenced by other factors outside the study. The results of this study have practical implications for companies in improving the quality of reviews, ratings, and content marketing strategies to influence consumers' purchase decisions, as well as strengthening the theoretical understanding of factors influencing Purchase Decision.

Keywords: Customer Review, Customer Rating, Content Marketing, Purchase Decision

INTRODUCTION

The development of digital marketing drives changes in consumer behavior in obtaining information before purchasing products through social media. The development of technology and the internet in Indonesia has had a significant impact on changes in the business world, including in advertising methods, buying and selling, as well as interactions between sellers and buyers (Hanifah & Hidayat, 2024). The high internet penetration in Indonesia as reported by APJII (2025) increases the use of social media as a means of marketing communication and online purchasing activities. Social media has become an effective social and business communication tool in digital marketing, including through online customer review activities and content marketing (Herman et al., 2023).

In digital marketing, customer reviews are used by consumers to evaluate product quality and reduce uncertainty before making a purchase (Kotler & Keller, 2016). In addition, customer ratings are used as a summary of product quality evaluations that help consumers understand the overall level of buyer satisfaction before making a purchase (Filieri & McLeay, 2014). Content marketing is also used by companies to convey product information through relevant and attractive content on social media (Pulizzi, 2014). One of the digital marketing strategies is carried out through content marketing on Instagram, which is a popular social media platform utilized as a means of interaction and information dissemination by businesses or companies (Kusumaningrum, Pujiyanto, & Mulyati, 2025).

This phenomenon occurs in the coffee shop industry in Pontianak City, specifically Elsana Coffee, which uses Instagram as the main digital marketing medium. Elsana Coffee began operating in 2022 and by 2025 had four branches in Pontianak City. Company data shows that the number of Elsana Coffee members increased from 11,213 people in 2024 to 12,845 people in 2025, with a total of 24,068 members (Elsana Coffee, 2025). In addition, Instagram has the highest number of followers compared to other platforms, with 15,600 followers (Elsana Coffee, 2025). Marketing activities on Instagram are carried out through product photos, videos, reels, stories, and other promotional information related to content marketing.

Customer review and customer rating become part of the information used by consumers before making online product purchases. Kotler & Keller (2016) state that customer review is a form of marketing communication that has a high level of credibility because it comes from real consumer experiences. Filieri and McLeay (2014) explain that customer rating is used as a visual indicator to help consumers quickly assess product quality and credibility. Kotler & Keller (2021) also state that most consumers read online reviews before purchasing products. In January 2026, Elsana Coffee had a relatively low online customer rating on the Google Reviews platform related to consumer perceptions and purchase decisions.

In addition to customer review and customer rating, content marketing is used in Elsana Coffee's digital marketing activities through Instagram. Pulizzi (2014) states that content marketing is a strategic marketing approach carried out through the delivery of relevant, consistent, and valuable content to the audience. Holliman & Rowley (2014) explain that informative, educational, and interesting content is used by consumers in the process of

searching for and evaluating information before making a purchase. Chaffey & Ellis-Chadwick (2022) also state that quality content on Instagram is related to consumer engagement and purchasing activity through social media. In digital marketing, consumer purchase decisions are influenced by information from customer review, customer rating, and content marketing through the process of need recognition, information search, alternative evaluation, and post-purchase behavior (Kotler & Armstrong, 2023).

Research on Purchase Decision in digital marketing has been widely conducted using the variables Customer Review, Customer Rating, and Content Marketing. Sukirman, Kumalasari, & Hendrik (2023) state that Online Customer Review has a positive and significant effect on consumers' Purchase Decision. On the Customer Rating variable, research by Amanda, Armi, & Puspita (2024) as well as Sari & Mustaqim (2024) shows that Customer Rating has a positive and significant effect on Purchase Decision. Meanwhile, on the Content Marketing variable, there are differences in research results, where Nurfitriyani, Supriadi, & Nupus (2025) state that Content Marketing does not have a significant effect on Purchase Decision, whereas Diandra & Rahanatha (2024) show that Content Marketing has a positive and significant effect on Purchase Decision. These differences in research results indicate that there is still empirical inconsistency, especially in the variable of Content Marketing on Purchase Decision. In addition, previous research was conducted on marketplace objects and different products, so research on Customer Review, Customer Rating, and Content Marketing on coffee shop products through Instagram is still limited.

Based on these phenomena and previous research, this study aims to analyze the influence of Customer Review, Customer Rating, and Content Marketing on Purchase Decision among Elsana Coffee consumers on Instagram. This research uses a combination of these three variables in one research model on the object of local coffee shop SMEs with a focus on digital marketing activities through Instagram and Google Reviews.

REVIEW OF LITERATURE

Customer Review

Customer Review is part of electronic word of mouth (e-WOM) that contains consumer experiences with a product and can be accessed via the internet (Hennig-Thurau et al., 2004). Kotler & Keller (2016) state that customer review is a form of marketing communication that has a high level of credibility because it comes from real consumer experiences. Customer review is used by consumers to evaluate product quality, product suitability, and reduce uncertainty before making a purchase. The indicators of Customer Review according to Kotler & Keller (2016) consist of clarity of information, review honesty, review relevance, review completeness, and the usefulness of reviews for consumers. Clarity of information relates to the ability of the review to explain the quality and suitability of the product. Review honesty shows the conformity of the review with real consumer experiences. Review relevance refers to the suitability of the information with consumer needs. Review completeness relates to the details of the product usage experience, while review usefulness shows the function of reviews in helping consumers evaluate the product before making a

purchase. The relationship between Customer Review and Purchase Decision is explained in the studies of Herman et al. (2023) and Ferdiansyah, Prihandoyo, & Deomedes (2025). Herman et al. (2023) state that online customer reviews have a positive and significant effect on purchase decisions through Instagram. Ferdiansyah, , Prihandoyo, & Deomedes (2025) also state that online customer reviews through Instagram have a positive and significant effect on consumers' purchase decisions.

Customer Rating

Customer Rating is a form of consumer evaluation of a product displayed in the form of star symbols or numerical scores. Filieri & McLeay (2014) state that customer rating serves as a summary of product quality evaluations that help consumers understand the overall level of buyer satisfaction without reading all the reviews in depth. In digital marketing, customer rating is used by consumers to perceive product quality and credibility before making a purchase. The indicators of Customer Rating according to Filieri & McLeay (2014) consist of rating level, rating reliability, and ease of evaluation. Rating level shows the high or low value of the rating as an illustration of product quality. Rating reliability relates to the level of consumer trust in the rating based on consistency and the number of raters. Ease of evaluation shows the use of rating as a tool to assess and compare products quickly before purchasing. The relationship between Customer Rating and Purchase Decision is explained in the research of Amanda, Armi, & Puspita (2024), which shows that Customer Rating has a positive and significant effect on Purchase Decision. This research result is also supported by the study of Sari & Mustaqim (2024), which states that Customer Rating has a positive and significant effect on Purchase Decision.

Content Marketing

Content Marketing is a strategic marketing approach focused on the creation and distribution of relevant, consistent, and valuable content for the audience (Pulizzi, 2014). Holliman and Rowley (2014) state that informative, educational, and interesting content is used by consumers in the process of searching for and evaluating information before making a purchase. In digital marketing, content marketing is used to convey product information through social media and build audience engagement with the offered products. The indicators of Content Marketing according to Pulizzi (2014) consist of valuable content, content consistency, and content engagement. Valuable content relates to the delivery of relevant and useful information to consumers. Content consistency shows the consistency of message delivery and product information by the brand. Content engagement relates to the visual appeal of content and the ability of content to build audience engagement. The relationship between Content Marketing and Purchase Decision is explained in the study of Nurfitriyani, Supriadi, & Nupus (2025), which shows that Content Marketing does not have a significant effect on Purchase Decision. Meanwhile, the study of Diandra & Rahanatha (2024) states that Content Marketing has a positive and significant effect on purchase decisions.

Purchase Decision

Purchase Decision is the process of consumer decision-making in choosing and buying products based on the evaluation of various available alternatives. Kotler & Armstrong (2023)

state that a purchase decision occurs when consumers choose the most preferred brand, although the decision can be influenced by other factors before making a purchase. In digital marketing, purchase decision relates to the process of consumer assessment of product information obtained through customer review, customer rating, and content marketing on Instagram. The indicators of Purchase Decision according to Kotler & Armstrong (2023) consist of need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Need recognition relates to consumer awareness of certain needs. Information search shows consumer activity in obtaining product information. Alternative evaluation relates to the process of comparing products before making a purchase. Purchase decision shows consumer action in buying a certain product, while post-purchase behavior relates to consumer evaluation after using the product. Purchase Decision is used as the dependent variable in this study. Research by Darnis, Hinggo, & Akhmad (2024) shows that Customer Review, Customer Rating, and Content Marketing simultaneously have a positive and significant effect on Purchase Decision.

Research Hypotheses

- H1:** Customer Review has a positive and significant effect on the Purchase Decision of Elsana Coffee products on Instagram.
- H2:** Customer Rating has a positive and significant effect on the Purchase Decision of Elsana Coffee products on Instagram.
- H3:** Content Marketing has a positive and significant effect on the Purchase Decision of Elsana Coffee products on Instagram.
- H4:** Customer Review, Customer Rating, and Content Marketing simultaneously have a positive and significant effect on the Purchase Decision of Elsana Coffee products on Instagram.

RESEARCH METHOD

This study employed a quantitative approach with a descriptive-associative research design. The quantitative approach was used because this study aimed to examine the effect of customer review, customer rating, and content marketing on purchase decision. According to Sugiyono (2022), quantitative research is used to examine a particular population or sample using research instruments, and the data are analyzed statistically to test the proposed hypotheses.

The population of this study consisted of Elsana Coffee members in Pontianak who had purchased its products. Based on company data, the number of Elsana Coffee members in 2025 was 24,068. The sample was determined using the Slovin formula with a 10% margin of error. Although the minimum sample size was obtained from the calculation, this study used 200 respondents to obtain more representative data. The sampling technique used was purposive sampling, which selects respondents based on specific criteria. The criteria included being an Elsana Coffee member in Pontianak, being at least 17 years old, having purchased Elsana Coffee products, and having seen Elsana Coffee's customer reviews, customer ratings, and content marketing through digital media.

The data used in this study consisted of primary and secondary data. Primary data were collected by distributing an online questionnaire through Google Form to respondents who met the research criteria. A questionnaire was used because it allows data to be collected from respondents in a structured manner (Siregar, 2017). Meanwhile, secondary data were obtained from Elzana Coffee's internal data, scientific journals, books, and other sources relevant to the research topic.

The variables in this study consisted of customer review (X1), customer rating (X2), and content marketing (X3) as independent variables, while purchase decision (Y) served as the dependent variable. The variables were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. The Likert scale is used to measure respondents' attitudes, opinions, and perceptions of a social phenomenon (Sugiyono, 2022).

Data analysis was carried out using SPSS. The analysis included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, correlation coefficient analysis, coefficient of determination, F-test, and t-test. The validity test was used to determine the feasibility of each questionnaire item, while the reliability test was used to measure the consistency of the research instrument. The classical assumption tests included normality, linearity, and multicollinearity tests. According to Ghazali (2016), classical assumption testing is necessary to ensure that the regression model meets the requirements for statistical analysis.

Multiple linear regression analysis was used to determine the effect of customer review, customer rating, and content marketing on purchase decision. The regression equation used in this study was $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. The F-test was used to examine the simultaneous effect of the independent variables on the dependent variable, while the t-test was used to examine the partial effect of each independent variable. The decision-making criterion was based on the significance value. If the significance value was less than or equal to 0.05, the hypothesis was accepted; whereas if the significance value was greater than 0.05, the hypothesis was rejected.

RESULTS AND DISCUSSION

Test Research Instruments

a. Validity Test

The validity test was conducted to ensure that each statement item in the questionnaire is capable of accurately measuring the research variables. The test was carried out by correlating the score of each item with the total score, then comparing the r-count value with the r-table value. The r-table value was determined based on the degrees of freedom ($df = n-2$), resulting in df of 198 with a significance level of 0.05 and an r-table value of 0.138. The results of the validity test for all statement items in each research variable are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Customer Review (X1)	X1.1	0.614	0.138	Valid
	X1.2	0.549		

	X1.3	0.606		
	X1.4	0.629		
	X1.5	0.606		
	X1.6	0.574		
	X1.7	0.596		
	X1.8	0.644		
	X1.9	0.672		
	X1.10	0.567		
	X1.11	0.563		
	X1.12	0.590		
	X1.13	0.639		
	X1.14	0.597		
	X1.15	0.608		
Customer Rating (X2)	X2.1	0.650	0.138	Valid
	X2.2	0.679		
	X2.3	0.601		
	X2.4	0.599		
	X2.5	0.619		
	X2.6	0.619		
	X2.7	0.577		
	X2.8	0.653		
	X2.9	0.607		
Content Marketing (X3)	X3.1	0.657	0.138	Valid
	X3.2	0.687		
	X3.3	0.640		
	X3.4	0.635		
	X3.5	0.664		
	X3.6	0.599		
	X3.7	0.699		
	X3.8	0.638		
	X3.9	0.566		
Purchase Decision (Y)	Y.1	0.632	0.138	Valid
	Y.2	0.594		
	Y.3	0.577		
	Y.4	0.656		
	Y.5	0.595		
	Y.6	0.622		
	Y.7	0.640		
	Y.8	0.575		
	Y.9	0.636		

Y.10	0.656
Y.11	0.640
Y.12	0.570
Y.13	0.553
Y.14	0.585
Y.15	0.566

Source: Processed Data, 2026

Based on the validity test results in Table 1, all variable indicators have r-count values greater than the r-table. Therefore, all statement items are declared valid and suitable for use as research instruments.

b. Reliability Test

The reliability test was conducted to measure the level of consistency of the research instruments using Cronbach's Alpha method. A variable is declared reliable if it has a Cronbach's Alpha value ≥ 0.60 . The results of the reliability test for all research variables are presented in Table 2.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Minimum Reliabilities	Description
Customer Review (X1)	0.875	15	0.60	Reliable
Customer Rating (X2)	0.789	9		
Content Marketing (X3)	0.825	9		
Purchase Decision (Y)	0.881	15		

Source: Processed Data, 2026

Based on the reliability test results in Table 2, all research variables have Cronbach's Alpha values greater than 0.60. Therefore, all statement items are declared reliable and suitable for use as research instruments.

Classical Assumption Test

a. Normality Test

The normality test was conducted to determine whether the research data is normally distributed using the Kolmogorov–Smirnov method. Data is declared normal if it has a significance value ≥ 0.05 . The results of the normality test for this study are presented in Table 3.

Table 3. Normality Test Results

Test	Value
------	-------

N (Sample)	200
Test Statistic	.046
Asymp.Sig.(2-tailed)	.200 ^c

Source: Processed Data, 2026

Based on the normality test results in Table 3, the Asymp. Sig. (2-tailed) value obtained is 0.200, which is greater than 0.05. Therefore, the research data is declared normally distributed.

b. Linearity Test

The linearity test was conducted to determine the linear relationship between independent variables and the dependent variable using the Test for Linearity method. The relationship between variables is declared linear if the Linearity significance value < 0.05 and the Deviation from Linearity > 0.05 . The results of the linearity test for this study are presented in Table 4.

Table 4. Linearity Test Results

Variable	Linearity	Deviation from Linearity	Description
Purchase Decision * Customer Review	.000	.120	Linear
Purchase Decision * Customer Rating	.000	.098	
Purchase Decision * Content Marketing	.000	.188	

Source: Processed Data, 2026

Based on the linearity test results in Table 4, all independent variables have Linearity significance values (< 0.05) and Deviation from Linearity values (> 0.05) against the dependent variable. Therefore, the relationship between each independent variable and the dependent variable is declared linear.

c. Multicollinearity Test

The multicollinearity test was conducted to detect the presence of a high correlation between independent variables in the regression model. The results of the multicollinearity test for this study are presented in Table 5.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Customer Review	.332	3.015
Customer Rating	.369	2.708
Content Marketing	.447	2.235

Source: Processed Data, 2026

Based on the multicollinearity test results in Table 5, all independent variables have Tolerance values > 0.10 and VIF < 10.00 . Therefore, it can be concluded that there are no symptoms of multicollinearity in the regression model of this study.

Hypothesis Test

a. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the effect of independent variables on the dependent variable, both simultaneously and partially, as well as to form a predictive model of the relationship between variables. The results of the regression coefficient analysis of this study are presented in Table 6.

Table 6. Multiple Linear Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.146	.156		7.351	.000
	Customer Review	.257	.068	.310	3.785	.000
	Customer Rating	.147	.069	.166	2.138	.034
	Content Marketing	.272	.054	.354	5.031	.000
a. Dependent Variable: Purchase Decision						

Source: Processed Data, 2026

Based on the results of the multiple linear regression analysis presented in Table 6, the results can be explained as follows:

$$Y = 1.146 + 0.257 X1 + 0.147 X2 + 0.272 X3$$

- 1) The constant (a) of 1.146 means that when Customer Review (X1), Customer Rating (X2), and Content Marketing (X3) are zero, the Purchase Decision (Y) remains at 1.146 units.
- 2) The regression coefficient (b1) for the Customer Review (X1) variable is 0.257 with a positive direction, indicating that every one-unit increase in Customer Review will be followed by an increase of 0.257 in the Purchase Decision.
- 3) The regression coefficient (b2) for the Customer Rating (X2) variable is 0.147 with a positive direction, indicating that every one-unit increase in Customer Rating will be followed by an increase of 0.147 in the Purchase Decision.
- 4) The regression coefficient (b3) for the Content Marketing (X3) variable is 0.272 with a positive direction, indicating that every one-unit increase in Content Marketing will be followed by an increase of 0.272 in the Purchase Decision.

b. Correlation Coefficient Analysis (R)

The correlation coefficient is used to determine the strength and direction of the relationship between variables in the study. Correlation analysis in this study used the Product Moment method. The results of the correlation coefficient test are presented in Table 7.

Table 7. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752a	.565	.559	.51776
Predictors: (Constant), Content Marketing, Customer Rating, Customer Review				

Source: Processed Data, 2026

Based on the correlation coefficient test results in Table 7, the correlation value (R) is 0.752. This value indicates that the relationship between Customer Review, Customer Rating, and Content Marketing with Purchase Decision is in the strong category, as it falls within the range of 0.60–0.799.

c. Determination Coefficient (R^2)

Based on the results of the determination coefficient (R^2) test presented in Table 7, the R-Square value is 0.565. This value indicates that in this study, the variables Customer Review, Customer Rating, and Content Marketing contribute 56.5% to the Purchase Decision. The remaining 43.5% is influenced by other variables not included in this study.

d. Simultaneous Test (F Test)

The simultaneous test (F test) is conducted to determine the effect of all independent variables together on the dependent variable. The results of the simultaneous test (F test) in this study are presented in Table 8.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	68.299	22.766	84.925	.000 ^b
Residual	52.543	.268		

Dependent Variable: Purchase Decision

Predictors: (Constant), Content Marketing, Customer Rating, Customer Review.

Source: Processed Data, 2026

Based on the results of the simultaneous test (F test) in Table 8, the F-count value is $84.925 > F\text{-table } 3.04$ with a significance value of $0.000 < 0.05$. Based on these results, H4 is accepted. Therefore, Customer Review, Customer Rating, and Content Marketing simultaneously have a significant effect on Purchase Decision.

e. Partial Test (t Test)

The partial test (t test) is used to determine the effect of each independent variable on the dependent variable individually. The results of the partial test (t test) in this study are presented in Table 9.

Table 9. Partial Test Results (t Test)

Coefficients ^a				
Model	Unstandardized Coefficients		Standardized Coefficients	t
	B	Std. Error	Beta	

1	(Constant)	1.146	.156		7.351	.000
	Customer Review	.257	.068	.310	3.785	.000
	Customer Rating	.147	.069	.166	2.138	.034
	Content Marketing	.272	.054	.354	5.031	.000
a. Dependent Variable: Purchase Decision						

Source: Processed Data, 2026

Based on the results of the partial test (t test) in Table 9, the t-count value is compared with the t-table value of 1.652 to determine the effect of each variable individually. The t test results in Table 9 can be explained as follows:

- 1) The Customer Review (X1) variable has a t-count value of 3.785, which is greater than the t-table value of 1.652, and a significance value of 0.000, which is less than 0.05. Based on these results, H1 is accepted. Therefore, it can be concluded that partially, Customer Review has a positive and significant effect on Purchase Decision.
- 2) The Customer Rating (X2) variable has a t-count value of 2.138, which is greater than the t-table value of 1.652, and a significance value of 0.034, which is less than 0.05. Based on these results, H2 is accepted. Therefore, it can be concluded that, partially, Customer Rating has a positive and significant effect on Purchase Decision.
- 3) The Content Marketing (X3) variable has a t-count value of 5.031, which is greater than the t-table value of 1.652, and a significance value of 0.000, which is less than 0.05. Based on these results, H3 is accepted. Therefore, it can be concluded that, partially, Content Marketing has a positive and significant effect on Purchase Decision.

The Effect of Customer Review on Purchase Decision

The results of the study indicate that Customer Review has a positive and significant effect on Purchase Decision, with a t-count value of $3.785 > t\text{-table } 1.652$ and a significance of $0.000 < 0.05$. This indicates that the better the customer reviews are, the higher the consumer purchase decision. Customer reviews serve as a source of information and consideration for consumers before making a purchase because they can increase trust in the product. These findings are in line with the research of Sukirman, Kumalasari, & Hendrik (2023) and Isnaini, Devi, & Aisyah (2024), which stated that Customer Review has a positive and significant effect on Purchase Decision.

The Effect of Customer Rating on Purchase Decision

The results of the study show that Customer Rating has a positive and significant effect on Purchase Decision, with a t-count value of $2.138 > t\text{-table } 1.652$ and a significance of $0.034 < 0.05$. This indicates that the higher the rating given by customers, the higher the consumer purchase decision. Rating serves as an indicator of product quality that affects consumer trust in purchasing the product. These findings are in line with the research of Amanda, Armi & Puspita (2024) and Sari & Mustaqim (2024), which stated that Customer Rating has a positive and significant effect on Purchase Decision.

The Effect of Content Marketing on Purchase Decision

The results of the study indicate that Content Marketing has a positive and significant effect on Purchase Decision, with a t-count value of $5.031 > t\text{-table } 1.652$ and a significance

of $0.000 < 0.05$. Furthermore, Content Marketing is the most dominant variable in influencing Purchase Decision, with a regression coefficient value of 0.272. These findings differ from the research of Nurfitriyani, Supriadi, & Nupus (2025), which showed that Content Marketing did not have a significant effect on Purchase Decision. However, these findings are consistent with the research of Diandra & Rahanatha (2024), which stated that Content Marketing has a positive and significant effect on Purchase Decision.

The Effect of Customer Review, Customer Rating, and Content Marketing on Purchase Decision

The results of the simultaneous test (F test) show that Customer Review, Customer Rating, and Content Marketing simultaneously have a significant effect on Purchase Decision. This is proven by the F-count value of $84.925 > F\text{-table } 3.04$ and a significance value of $0.000 < 0.05$. These results indicate that the three variables together are able to influence consumer purchase decisions. Moreover, the correlation coefficient (R) value of 0.752 indicates a strong relationship between Customer Review, Customer Rating, and Content Marketing with Purchase Decision. The determination coefficient (R^2) value of 0.565 also shows that the three variables are able to explain 56.5% of Purchase Decision, while the remaining 43.5% is influenced by other variables outside of this study. These findings are consistent with the research of Darnis, Hinggo, & Akhmad (2024), which stated that Customer Review, Customer Rating, and Content Marketing simultaneously have a significant effect on Purchase Decision.

CONCLUSION

This study aimed to analyze the effect of Customer Review, Customer Rating, and Content Marketing on Purchase Decision among Elsana Coffee consumers. The results indicate that all three variables have a positive and significant effect on Purchase Decision. Partially, Customer Review, Customer Rating, and Content Marketing are proven to have a significant effect on Purchase Decision, with Content Marketing being the most dominant variable based on the highest t-count and regression coefficient values compared to the other variables. Furthermore, the simultaneous test results show that Customer Review, Customer Rating, and Content Marketing together have a significant effect on Purchase Decision. The correlation coefficient value of 0.752 indicates a strong relationship between the independent variables and Purchase Decision, while the determination coefficient value of 56.5% indicates that Purchase Decision can be explained by Customer Review, Customer Rating, and Content Marketing, with the remaining 43.5% influenced by other variables outside this study.

Theoretically, this study contributes to the development of digital marketing literature, particularly regarding factors that influence Purchase Decision through the Instagram social media platform. These findings reinforce the understanding that Customer Review, Customer Rating, and Content Marketing are important factors that can influence consumer purchase decisions. Practically, the results of this study can serve as a consideration for Elsana Coffee management to improve digital marketing strategies through optimizing

customer reviews, customer ratings, and presenting attractive and informative marketing content to enhance consumer purchase decisions.

However, this study has several limitations. First, the study was only conducted among Elsana Coffee consumers, so the results cannot yet be generalized to all types of businesses or other industries. Second, this study only used three independent variables, while Purchase Decision can also be influenced by other variables such as price, product quality, brand image, store atmosphere, and consumer trust. Future research is recommended to include other variables that may influence Purchase Decision and expand the research object to other types of businesses or social media platforms. Additionally, future research is expected to use more diverse research methods to obtain more comprehensive and in-depth results.

REFERENCES

- Amanda, J. N., Armi, M. N., & Puspita, V. (2024). Pengaruh e-trust, online customer review dan online customer rating terhadap keputusan pembelian pada e-commerce Tokopedia pada generasi Z di Kota Bengkulu. *Economic Reviews Journal*, 3(4), 1121–1133. <https://doi.org/10.56709/mrj.v3i4.394>
- APJII. (2025). *Survei penetrasi internet dan perilaku penggunaan internet 2025*. Asosiasi Penyelenggara Jasa Internet Indonesia. <https://survei.apji.or.id/>
- Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing* (8th ed.). Pearson Education.
- Darnis, D., Hinggo, H. T., & Akhmad, I. (2024). Pengaruh content marketing, customer review dan customer rating terhadap keputusan pembelian pada marketplace Shopee: Studi kasus pada Universitas Muhammadiyah Riau. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 3(2), 1272–1301.
- Diandra, N. M. A. P., & Rahanatha, G. B. (2024). Pengaruh content marketing, harga, dan kualitas produk terhadap keputusan pembelian: Studi pada produk dessert box Bittersweet by Najla di Kota Denpasar. *Gemawisata: Jurnal Ilmiah Parivisata*, 20(3), 48–65. <https://doi.org/10.56910/gemawisata.v20i3.375>
- Ferdiansyah, M. R., Prihandoyo, C. P. C., & Deomedes, S. D. (2025). Pengaruh content marketing dan online customer review melalui Instagram terhadap keputusan pembelian di 28 Coffee Balikpapan. *Jurnal Edueco*, 8(1), 80–87. <https://doi.org/10.36277/edueco.v8i1.264>
- Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of Travel Research*, 53(1), 44–57. <https://doi.org/10.1177/0047287513481274>
- Ghozali, I. (2016). *Aplikasi analisis multivariate dengan program IBM SPSS 23* (8th ed.). Badan Penerbit Universitas Diponegoro.
- Hamid, R. S. (2022). *Komunikasi pemasaran digital*. Penerbit Media Sains Indonesia.
- Hanifah, F. N., & Hidayat, R. S. (2024). Pengaruh content marketing, online customer review dan live streaming terhadap keputusan pembelian: Studi pada konsumen TikTok Shop mahasiswa Universitas Budi Luhur. *Jurnal Ilmiah Manajemen dan Akuntansi*, 1(5), 138–147. <https://doi.org/10.69714/6cbehw20>

- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Herman, H., Maszudi, E., Hamid, R. S., Dewintari, P., & Aulia, A. (2023). Peran influencer marketing, online customer review dan content marketing dalam keputusan pembelian pada sosial Instagram. *Jesya (Jurnal Ekonomi dan Ekonomi Syariah)*, 6(2), 1348–1358. <https://doi.org/10.36778/jesya.v6i2.1130>
- Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: Marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, 8(4), 269–293. <https://doi.org/10.1108/JRIM-02-2014-0013>
- Isnaini, K., Devi, Y., & Aisyah, A. (2024). Pengaruh online customer review, online customer rating dan layanan cash on delivery (COD) terhadap keputusan pembelian: Studi pada konsumen Shopee di Kecamatan Pasir Sakti, Kabupaten Lampung Timur. *Interdisciplinary Explorations in Research Journal*, 2(2), 1241–1262. <https://doi.org/10.62976/ierj.v2i2.636>
- Kotler, P., & Armstrong, G. (2023). *Principles of marketing* (19th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Manajemen pemasaran* (15th ed.). Indeks.
- Kotler, P., & Keller, K. L. (2021). *Marketing management* (16th ed.). Pearson Education.
- Kusumaningrum, I. C. A., Pujiyanto, A., & Mulyati, A. (2025). Pengaruh pemasaran melalui konten Instagram dan online customer review Shopee terhadap keputusan pembelian. *Jurnal Rumpun Manajemen dan Ekonomi*, 2(4), 48–57. <https://doi.org/10.61722/jrme.v2i4.5161>
- Nurfitriyani, A., Supriadi, A., & Nupus, H. (2025). Pengaruh content marketing terhadap purchase decision dimediasi brand trust dan customer engagement. *GEMILANG: Jurnal Manajemen dan Akuntansi*, 5(3), 826–839. <https://doi.org/10.56910/gemilang.v5i3.2511>
- Pulizzi, J. (2014). *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*. McGraw-Hill Education.
- Purnomo, R. A. (2016). *Analisis statistik ekonomi dan bisnis dengan SPSS*. Wade Group.
- Sari, T. R., & Mustaqim, M. (2024). Keputusan pembelian: Customer review dan customer rating dengan trust sebagai variabel mediasi: Studi pada GrabFood. *Jurnal Informatika Ekonomi Bisnis*, 215–220. <https://doi.org/10.37034/infeb.v6i1.846>
- Siregar, S. (2017). *Statistik parametrik untuk penelitian kuantitatif*. Bumi Aksara.
- Sugiyono. (2022). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Sukirman, R., Kumalasari, F., & Hendrik. (2023). Pengaruh online customer review dan online customer rating terhadap keputusan pembelian konsumen pada marketplace Shopee. *Journal of Trends Economics and Accounting Research*, 4(1), 152–159. <https://doi.org/10.47065/jtear.v4i1.845>