THE INFLUENCE OF SOCIAL MEDIA MARKETING, CONTENT MARKETING AND BRAND IMAGE ON INSTAGRAM TOWARD BUYING INTEREST
(A Case Study on Consumer at Dahlia Beauty Salon)

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ABSTRACT

Dahlia Beauty Salon is one of the beauty salons whose marketing has been using digital marketing. The level of competition in the business world in the current era of globalization is very tight, this can be seen because every company is always trying to get market share. So the company must be able to determine the right marketing strategy so that its business can survive and deal with competition. The willingness of consumers to buy is directly related to the brand image of a service. By using quantitative methods, this study aims to determine the effect of social media marketing, marketing content and brand image on Instagram toward buying interest by taking samples from 96 Dahlia Beauty Salon's consumers who follow its Instagram accounts. The results of partial data analysis show that social media marketing and content marketing has no significant effect on consumer buying interest, but brand image does. Therefore, the results of simultaneous data analysis show that all three X Variable have a simultaneous effect on consumer buying interest.

Keywords: Social media marketing, Content marketing, Brand image, Buying interest

INTRODUCTION

Fashion is a tool used to protect the body from dust and outside air, and is used to beautify the appearance. Fashion is everything that is used on the body, both with the intention of protecting the body and beautifying the appearance of the body (Roesbani, 1984). Fashion is defined as everything that is worn from head to toe, including clothes, sarongs, and long cloths; as well as useful and/or complementary accessories such as scarves, hats, shoes, bags, belts, called millineries, as well as other accessories that support beauty such as hair ornaments and jewelry called accessories (Jalins and Mamdy, 1985). The progress of the times and human civilization, the development of science and technology, economic growth (increasing purchasing power) and increasing social status have made the function of fashion no longer just a basic need. Physical Beauty is an advantage because being beautiful gives a person more confidence, it is also of significant importance on a personal, social and professional level. Lifestyles have changed, People have more access to information and media like Instagram, Facebook, WhatsApp and other social media applications which make them more aware of their well-being, which leads to a change in perception, people realize the importance of good appearance and so become more and more concerned about their beauty. Dahlia Beauty Salon is one of the beauty salons whose marketing has been using digital marketing. Dahlia Beauty

Salon which officially operated in April 2019 is located on Jl. Tukad Barito Timur No.34 Denpasar, right in the center of Denpasar city. Realizing that the location of Dahlia Beauty Salon is right in the city of Denpasar, where competition in the beauty service industry is getting tighter because many beauty salon services are starting to develop in Denpasar City. The level of competition in the business world in the current era of globalization is very tight, this can be seen because every company is always trying to get market share. So the company must be able to determine the right marketing strategy so that its business can survive and deal with competition, and the goals of the company can be achieved (Rambat, 2004). One of the marketing strategies carried out by Dahlia Beauty Salon is marketing through Instagram social media.

On Instagram social media, Dahlia Beauty Salon has many marketing strategies, such as video content marketing. Compared to Beauty Salons in the Denpasar area, Dahlia Beauty Salon is one of the Beauty Salons that has unusual content. Usually marketing content at Beauty Salons is in the form of changing hair from before to after hair changes, but at Dahlia Beauty Salon it provides content that is more than that, such as having content that tells a story which in the end of the video will display an ad that briefly displays the salon and also has a miniseries that tells about the activities of the staff.
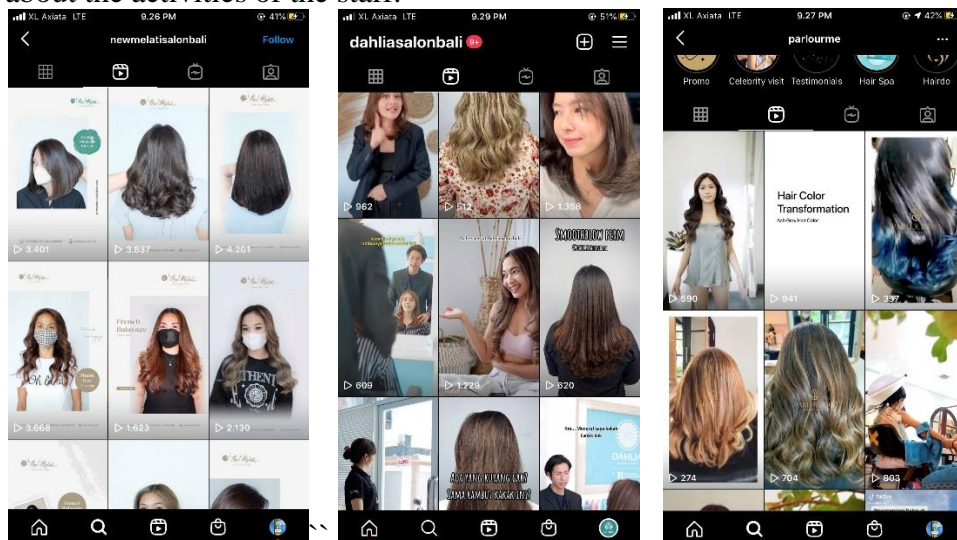
Social media such as Facebook and Instagram have been widely used for personal life, organizations and businesses are also attracted or forced to connect with potential clients on social media for marketing and communication purposes (Fong et al., 2020; Lam et al., 2019). The ubiquitous use of mass media also attracts university libraries to appear on social media to communicate with their users, especially millennials, who consider social media to be their main communication tool (Cheng et al., 2020; Fong et al., 2020). Instagram is the number 3 most popular social media in Indonesia (Berita.com, 2021), where its users are dominated by women for all kinds of reasons and millennials with all kinds of actions. According to data released by Napoleon Cat, in the period January-May 2020, Instagram users in Indonesia reached 69.2 million (69.270,000) users. This achievement is an increase from month to month on the use of this photo-sharing platform. In January there were around 62.23 million users, then in February it rose to 62.47 million users. Then in the following month (March) more and more users and reached 64 million users. A month later, user data reached 65.7 million, until it was closed in May with a record 69.2 million users.
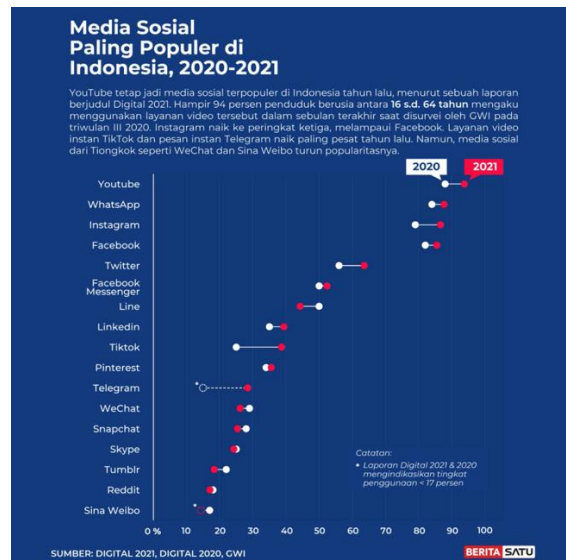
Seeing from the data above, where the Instagram application is the 3rd most popular social media in Indonesia, the popularity of marketing content including Instagram will continue to increase in various parts of the world. Considering the development is very fast, content marketing can be the most strategic medium for marketing a brand or marketing a company to reach consumers in the future. Content marketing itself is a marketing strategy to plan, create, and distribute content that can easily attract the attention of consumers and can encourage them to become customers with the right target. According to (Gunelius, 2011: 180), content marketing is a way of promoting a business using text, video, and audio media, with the aim that the business has added value, it can be done online or offline. In content marketing in addition to promoting goods, this strategy is able to attract the attention of new audiences such as when promoting a product, either goods or services, potential consumers will know that this marketer has valuable content and make other consumers aware of the product being sold. Marketed, Mowen and Minor cited by (Sumarwan, 2011:165-166) reveal that "Consumer trust is the knowledge that consumers have about an object, its attributes, and benefits". Trust can be concluded as a promise between two parties to get something based on the agreement of both parties. Consumer trust in a business is the basic foundation between consumers and marketers so that with strong trust there will be a sense of mutual security in making deals. Trust is not just a promise given at the beginning of the agreement but must be built and nurtured so that it becomes a good result. If consumers have long believed and have used a product from marketers, then consumers will automatically recommend the product to other consumers because they have proven it.

Buying interest (willingness to buy) is part of the behavioral component in the attitude of consuming. Consumer buying interest is the stage where consumers form their choice among several brands that are incorporated in a collection of choices, then finally make a purchase on the alternative they like the most or the process that consumers go through to buy an item or service based on various considerations. 2012:136). A product is said to have been consumed by consumers if the product has been decided by consumers to buy. The personal characteristics of consumers used to process stimuli are very complex and one of them is the sense of encouragement or motivation of consumers to buy. From some of the opinions above, it can be concluded that buying interest is sincerity to sacrifice something where buying interest arises because consumers are satisfied with the quality of the products provided by the company. Buying interest is a desire that arises in consumers for a product or service as a result of the process of observing and studying consumers or individuals on a product or service. Interest is described as a condition where consumers have not taken an action that can be used as a basis

for predicting the behavior or action. Interest is behavior that appears in response to an object that shows the customer's desire to make a purchase (Kotler, 2005).

Another factor that drives consumer buying demand is social media marketing. Social Media Marketing consists of efforts to use social media to persuade consumers of a company to use a valuable product or service (Ward, 2010). According to Neti, (2011) social media marketing consists of efforts to use social media to persuade consumers by a company, product or service that means, social media marketing is marketing that uses online communities, social networks, blog marketing and others. Social media marketing is a form of online advertising that uses the cultural context of social networking communities, virtual worlds, social news sites, and social opinion sharing sites to meet communication goals (Tuten, 2008: 19). According to Gunelius (2011:10) social media marketing is a form of direct or indirect marketing that is used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other entities and is carried out using tools from the web. Such as blogging, microblogging, social networking, social bookmarking, and content sharing. Social media marketing is a process that encourages individuals to promote through their websites, products or services through online social media channels and to communicate by leveraging a much larger community who are more likely to do marketing than through traditional advertising channels.

The willingness of consumers to buy is directly related to the brand image of a service. According to Ballantyne et al. (2006) defines brand image as a material property associated with a brand that can make a profit or make sense to customers and help or enhance the portrayal of product characteristics. Wu and Fu (2009) said that while referring to brand image, consumer perception is presented by facts that will be more important than the facts themselves. Magid et al. (2006) also argue that brand image includes customer responses to the brand name, sign, or impression and also represents a symbol of product quality. Meanwhile, Magid et al. (2006) consider brand image as a set of assets and liabilities associated with a brand name and a sign that assets and liabilities increase or decrease value by the company providing products or services to customers. That is why the power of a brand lies in the minds of consumers or customers (Keller, 2000).

Previous research conducted by Mangido and Hasbi (2021) with the title " The Influence of Social Media Marketing and Brand Image on Customer Buying Interest in Bukalapak Applicaton" Show that brand image and social media marketing has a significant effect on buying interest. And also from the previous jurnal from Amalia (2020) with the title "The Effect of Content Marketing on Instagram Stories @Lcheesefactory on Consumer Buying Interest" Show the result content marketing has an influence on consumer buying interest. However in another previous research from Yaqubi and Karaduman (2019) the title "The Impact of Content Marketing on Consumer Buying Interest for Home Appliance: A Study Case in Afghanistan" show that content marketing does not have a direct effect on buying interest this is because, the first it is difficult for researchers to find female respondents who are interested in answering questions. The second is because it is difficult for researchers to find respondents who understand marketing, especially content marketing. The third, the researchers distributed questions to students and workers, so that the demographic distribution was not evenly distributed. Based on description above it show the GAP. The research are interest to combine the title becomes "The Influence of Social Media Marketing, Content Marketing and Brand Image on Instagram toward Buying Interest (A Case Study on Consumer at Dahlia Beauty Salon)". Thus, the theoretical framework formed is:
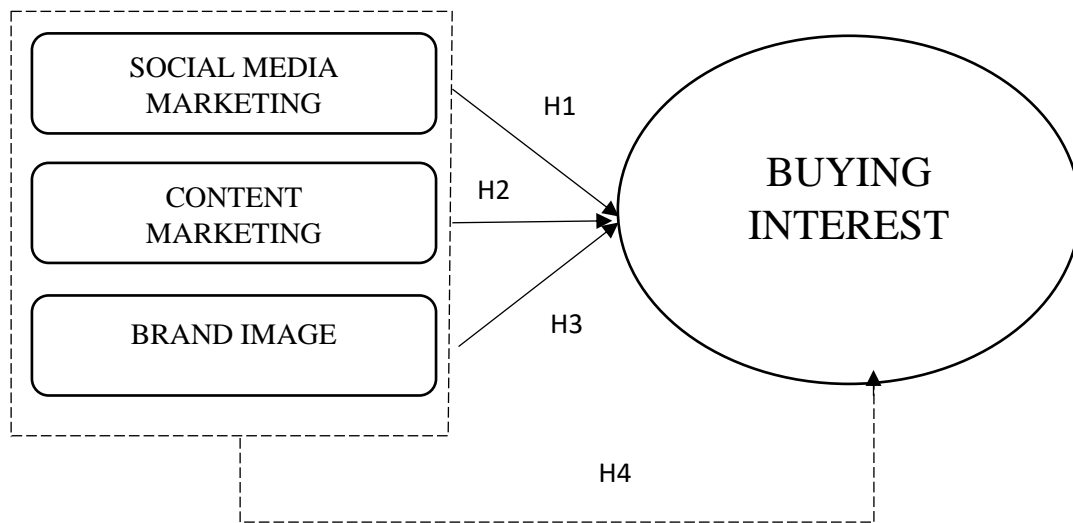
Figure 1

------▶ Effect simultaneously (collectively)

———▶ Influence partially (individually)

Based on the theoretical framework model in Figure 1, the hypothesis is formulated as follows:

H1 : There is a direct influence between Social Media Marketing on Buying Interest Consumer at Dahlia Beauty Salon

H2 : There is a direct influence between Content Marketing on Consumer Buying Interest at Dahlia Beauty Salon

H3 : There is a direct influence between Brand Images on Consumer Buying Interest at Dahlia Beauty Salon

H4 : There is a concurrent influence between Social Media Marketing, Content Marketing and Brand Image on Consumer Buying Interest

METHODS

This research used quantitative methods. The data used are primary data and secondary data. Primary data is data obtained from the results of questionnaires answered by respondents. The distribution of this questionnaire is done online to the entire population. Then, secondary data is data that supports primary data such as journals, literature studies, and other data. This location can be in a certain area or a certain institution in the community. To obtain primary data, the research location was conducted in one of the beauty services, namely Dahlia Beauty Salon.

The population in this study is consumers who follow Instagram accounts and see social media, content marketing and brand image of Dahlia Beauty Salon whose numbers are uncertain. According to Sugiyono (2017:81) the research sample is part of the number and characteristics possessed by the population. Because researchers do not know for sure the number of consumers who follow Instagram accounts and view social media, content marketing and brand image of Dahlia Beauty Salon, the researchers used the Lameshow formula:

$$n = \frac{z^2 x\, P\,(1-P)}{d^2}$$

Where:

n = sample

Z = Z score at 95% confidence = 1.96

P = prevalence of outcome, data has not been obtained so 50% = 0.5

d = sampling error = 10% = 0.10

So in this study the researchers used a minimum sample size of 96 consumer respondents who follow Instagram and see social media, content marketing and brand image of Dahlia Beauty Salon. Then all data respondents who were found to meet the criteria will be analyzed using SPSS with the Multiple Linear Regression method.

Assessing the data quality, the data that has been recorded and selected based on the criteria was tested using validity and reliability test in order to get a good quality data. According to (Riduwan, 2012) says that if the instrument is said to be valid, it means that the measuring instrument used to obtain the data is valid, so valid means that the instrument can be used to measure what should be measured. Meanwhile, the reliability was measured using Cronbach's alpha values with criteria of result must bigger than 0,6. Then in this study an investigation was conducted on the relationship between social media marketing, marketing content and brand image on Instagram on the buying interest of Dahlia beauty salon consumers. The independent variables in this study are social media marketing, content marketing and brand image. While the dependent variable is buying interest. All independent and dependent variables were measured by indicators adapted from previous studies. These indicators are further mentioned in Table 1-4

Table 1. Indicator to Measures Sosial Media Marketing

Variable	Variable Measurement Dimensions	Variable Definition	Indicator
Social Media Marketing (X1) Alhadid (2015)	1. Online Communities	social media can be used by companies or business people to build a community that has an interest in their product or business	1. Social Networking
	2. Interaction	Customers can always share the latest and relevant information on social media so as to allow for further interaction with the online community.	1. Ease of interaction
	3. Accessibility	Social media tends to be easy to access and minimizes or even eliminates usage costs.	1. Ease of access 2. Ease of taking a role
	4. Credibility	The delivery of messages clearly to someone, so as to build credibility for what is said or action taken that is emotionally related to the target audience, motivates	1. Ease of getting information 2. Relevance of Information

		buyers and builds customer loyalty.	

Table 2. Indicator to Measures Content Marketing

	1. Content Creation	Content creation referred to in this study is interesting content as the main foundation	1. Attracts attention 2. Personality
Content Marketing (X2) Genellius, (2011)	2. Content Sharing	The content sharing referred to in this study is that this research can expand online media networks	1. Expand the network 2. Online audience
	3. Connecting	Connecting referred to in this study is to build a good communication relationship between consumers	1. Relationship 2. Communication

Table 3. Indicator to Measures Brand Image

	1. Corporate Image	Which is a set of associations perceived by consumers to companies that make goods or services.	1. Popularity 2. Credibility
Brand Image (X3) Aaker and Biel (2009)	2. Product Image	Which is a set of associations perceived by consumers towards an item or service.	1. Product attributes 2. Benefits for consumers
	3. User Image	Which is a set of associations perceived by consumers against users who use an item or service.	1. User himself, 2.As well as his social status

Table 4. Indicator to Measures Buying Interest

	1. Transactional Interest	Transactional interest referred to in this study is the tendency of consumers to repurchase	1. Interesting ads
Buying Interest (Y) Priansa (2017)	2. Prefential Interest	The preferential interest referred to in this study is to make Dahlia Beauty Salon the main choice	1. A person's behavior towards the product 2. Love Dahlia Beauty Salon
	3. Exploratory Interest	Explorative interest in this research is consumer curiosity about Dahlia Beauty Salon information	1. Information search

			2. Consumer knowledge

RESULTS AND DISCUSSION

A total of 96 respondents who met the criteria of this study answered the research questionnaire. Regarding the percentage, 96.9% were female respondents, while 3.1% were male respondents. Based on age, the majority of respondents answered with age 31-50 years by 67%, age 17-30 years by 32% and age >50 years by 1%. Based on the average internet access per week, the majority of respondents answered with a time span of 11-15 hours by 49%, a time span of 7-10 hours by 31.3%, a time span of >16 hours by 15.6% and a time range of < 6 hours by 4.2%.

In the validity test, based on the results of the instrument test by distributing questionnaires to 96 respondents, it can be seen that all the variable indicators in this study, namely Social Media Marketing, Content Marketing, Brand Image and Buying Interest are valid because they have a correlation value of more than the r-table value, namely 0.199. While in the reliability test, Based on the results of the instrument reliability test, it can be seen that the instrument variables in this study, namely the variables of Social Media Marketing, Content Marketing, Brand Image and Buying Interest can be said to have good reliable consistency because each variable has an alpha value greater than 0.60.

Then on the classical assumption test, the results obtained that the data can pass the normality test, multicollinearity test and heteroscedasticity test. The normality test shows that the magnitude of the Asymp value. Signature. (2-tailed) of 0.009, less than 0.05 means that the data distribution is not normal. However, according to the opinion of the central limit theorem proposed by N. Gujarati (2006) the central limit theorem is shown if there are a large number of random variables that are independently and identically distributed, then with a few exceptions (one exception is the Cauchy probability distribution which has no mean or variance), the distribution of the number of random variables tends to be normally distributed if the number of these variables increases to infinity. In practice, regardless of the underlying probability distribution, the sample mean of a sample size consisting of more than 30 observations will be close to normal Putri (2016). The multicollinearity test showed that the tolerance value for variables X1, X2, and X3 was greater than 0.10, while the VIF value for variables X1, X2, and X3 was less than 10.00. Referring to the theory proposed by Ghozali (2013) on point one, if the tolerance value is greater than 0.10 and the VIF is less than 10, it can be interpreted that there is no multicollinearity in the research regression model. So that in this study it can be concluded that there are no symptoms of multicollinearity in the regression model. Finally, the heteroscedasticity test shows that each model has a significance value (Sig.) for variables X1, X2, and X3 greater than 0.05, so it can be concluded that there is no similarity in heteroscedasticity variations in the regression model.

Then, in multiple linear regression, the equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$= 1.144 + 0{,}152 X_1 + 0{,}124 X_2 + 0{,}666 X_3 + e$$

The interpretation of the multiple linear regression analysis equation above is as follows: (1) The constant is 1.144, meaning that if the independent variable consists of social media marketing, marketing content and brand image on Instagram or the value is 0, then the value of Dahlia Beauty Salon's consumer buying interest is 1.144. (2) The value of the social

media marketing regression coefficient for the X1 variable is 0.152. This means that for every increase in one social media marketing unit, the buying interest variable (Y) will increase by 0.152 with the assumption that the other independent variables of the regression model are fixed. This result is not significant at Alpha 5% of the T test results. (3) The value of the marketing content regression coefficient for the X2 variable is 0.124. This means that for every increase in one unit of marketing content, the buying interest variable (Y) will increase by 0.124 assuming the other independent variables of the regression model are fixed. This result is not significant at Alpha 5% of the T test results. (4) The value of the brand image regression coefficient for the X3 variable is 0.666. This means that for every increase in one unit of brand image, the buying interest variable (Y) will increase by 0.666 with the assumption that the other independent variables of the regression model are fixed. This result is significant at Alpha 5% of the T test results.

In testing the hypothesis, the T test and the F test are used. In the T test, the partial regression test (t test) shows that:

1. Based on the results of data processing table 4.14 shows that t_{count} is 1.903 and t_{table} is 1.986, so that $t_{count} < t_{table}$ and judging from the significance level of the Social Media Marketing variable has a value of 0.060 above the significance value of 0.05 so it can be concluded that H0 is accepted and **H1 is rejected**, So it can be concluded that the Social Media Marketing Variable used in this study has no effect on the Consumer Buying Interest of Dahlia Beauty Salon.

2. Based on the results of data processing table 4.14 shows that t_{count} is 1.358 and t_{table} is 1.986, so that $t_{count} < t_{table}$ and judging by the significance level of the Content Marketing variable has a value of 0.178 above a significance value of 0.05 so it can be concluded that H0 is accepted and **H2 is rejected**, so it can be concluded that the Marketing Content Variables used in this study have no effect on the Buying Interest of Dahlia Beauty Salon Consumers.

3. Based on the results of data processing table 4.14 shows that t_{count} is 4.786 and t_{table} is 1.986, so $t_{count} > t_{table}$ and judging by the significance level of the Content Marketing variable has a value of 0.000 below the significance value of 0.05 so it can be concluded that H0 is rejected and **H3 is accepted**, so it can be concluded that the Brand Image Variables used in this study affect the Buying Interest of Dahlia Beauty Salon Consumers.

Then the F test shows the value of Fcount of 19.921 with a significant level of 0.000. Because Fcount is greater than Ftable (19.921 > 2.70), then H4 is accepted. Thus it can be concluded that Social Media Marketing, Content Marketing, Brand Image together (simultaneously) affect the Consumer Buying Interest of Dahlia Beauty Salon.

In the coefficient determination test, shows the magnitude (R^2) of 0.374 meaning that the variables of social media marketing (X1), marketing content (X2) and brand image (X3) simultaneously (together) affect the buying interest variable (Y) of 37,4%. While the rest (100% - 37.4% = 62.6%) is explained by other causes outside the research model.

The Effect of Social Media Marketing (X1) Partially on Buying Interest (Y)

Testing the significance of Social Media Marketing (X1) on Buying Interest (Y), partially carried out by conducting a t-test, namely by comparing the t-count value with the t-table value and the t-significance with (0.05). Based on table 4.18 the significance value of Social Media Marketing is 0.060 > (0.05) and the t-test value is 1.903 which is smaller than the t-table value of 1.986 which means H0 is accepted and H1 is rejected, so Social Media Marketing does not have a significant positive effect on Buying Interest in Dahlia Beauty Salon consumers.

This is consistent with research conducted by Salba (2019) with the title "The Impact of Age on the Customers Buying Behaviour and Attitude to Price" show that respondents aged 35 - 44 have a high sensitivity to price, so that in buying goods or services, price is an important factor, so if it is associated with more research respondents who answered the questioner in the age range of 31-50, it does not necessarily mean only because seeing social media marketing and marketing content can lead to consumer buying interest in Dahlia Beauty Salon.

The Effect of Content Marketing (X2) Partially on Buying Interest (Y)
Testing the significance of Marketing Content (X2) on Buying Interest (Y), partially carried out by conducting a t-test, namely by comparing the t-count value with the t-table value and the t-significance with (0.05). Based on table 4.18 the significance value of Content Marketing is 0.178 > (0.05) and the t-test value is 1.358 which is smaller than the t-table value of 1.986 which means H0 is accepted and H2 is rejected, so Content Marketing does not have a significant positive effect on Buying Interest in Dahlia Beauty Salon consumers.

This is consistent with research conducted by Salba (2019) with the title "The Impact of Age on the Customers Buying Behaviour and Attitude to Price" show that that respondents aged 35 - 44 have a high sensitivity to price, so that in buying goods or services, price is an important factor, so if it is associated with more research respondents who answered the questioner in the age range of 31-50, it does not necessarily mean only because seeing social media marketing and marketing content can lead to consumer buying interest in Dahlia Beauty Salon.

The Effect of Brand Image (X3) Partially on Buying Interest (Y)
Testing the significance of Brand Image (X3) on Purchase Interest (Y), partially carried out by performing a t-test, namely by comparing the t-count value with the t-table value and the t-significance with (0.05). Based on table 4.18 the significance value of Brand Image is 0.000 < (0.05) and the t-test value is 4.786 which is greater than the t-table value of 1.986 which means H0 is rejected while H3 is accepted, so that Brand Image has a significant positive effect on Buying Interest in Dahlia Beauty Salon consumers.

This is in accordance with research conducted by Mangido, Hasbi (2021) "The Influence of Social Media Marketing and Brand Image on Customer buying Interest in Bukalapak Application" which shows that Brand Image has a significant positive effect on Buying Interest.

The Effect of Social Media Marketing (X1), Content Marketing (X2) and Brand Image (X3) simultaneously on Buying Interest (Y)
Testing the significance of the influence of Social Media Marketing (X1), Content Marketing (X2) and Brand Image (X3) on Purchase Interest (Y), was simultaneously carried out by performing the F test, namely by comparing the significance value of F with (0.05). Based on table 4.19, the significance value of F calculates the variables of Social Media Marketing, Marketing Content and Brand Image with a sig value of 0.000 < (0.05), which means that Social Media Marketing, Marketing Content and Brand Image have a significant effect on Buying Interest in Dahlia Beauty Salon Consumers. . From the results of this study, it can be interpreted that the morewell-developed Social Media Marketing, Content Marketing and Brand Image will increase Buying Interest at Dahlia Beauty Salon.

CONCLUSION
Based on the results of the research that has been done, after going through the stages of data collection, data processing, data analysis, and discussion of the results of the analysis regarding the influence of social media marketing, marketing content and brand image on

Instagram on the buying interest of Dahlia beauty salon consumers, using normally distributed data, there is no multicollinearity, free autocorrelation, and there is no heteroscedasticity, it can be concluded as follows:

1. The results of partial data analysis show that social media marketing has no significant effect on consumer buying interest in dahlia beauty salons. Social media marketing has a t value of 1.903 with a probability level of $0.060 > 0.05$. So the hypothesis which states that social media marketing has a positive and significant effect on consumer buying interest in dahlia beauty salons is rejected or not proven.

2. The results of partial data analysis show that marketing content has no significant effect on consumer buying interest in dahlia beauty salons. Marketing content has a t value of 1.358 with a probability level of $0.178 > 0.05$. So the hypothesis which states that marketing content has a positive and significant effect on consumer buying interest in dahlia beauty salons is rejected or not proven.

3. The results of partial data analysis show that brand image has a significant effect on consumer buying interest in Dahlia Beauty Salon. Brand image has a t value of 4.786 with a probability level of $0.000 > 0.05$. So the hypothesis which states that brand image has a positive and significant effect on consumer buying interest in dahlia beauty salons is accepted or proven.

4. The results of simultaneous data analysis show that social media marketing, marketing content and brand image on Instagram have a simultaneous effect on consumer buying interest in Dahlia Beauty Salon. Based on the F-count value of 19,921 with a significance level of $0.000 < 0.05$, so that it simultaneously affects the dependent variable.

5. The results also show that the coefficient of determination R Square (R2) of 0.374 means that consumers' buying interest in dahlia beauty salons is influenced by social media marketing, marketing content and brand image on Instagram by 37.4%, while the remaining 62.6% is influenced by other factors outside research model

Based on the results of the research and the conclusions above, some suggestions that can be submitted are as follows:

1. It is hoped that there will be additional other variables that might also affect many things in this research

2. In future research, it is recommended to take more samples, this aims for better data accuracy in the research.

3. With the rejection of 2 hypotheses, namely social media marketing and marketing content on buying interest, maybe further researchers can also do a different test.

4. With the rejection of all hypotheses in this study, it opens up opportunities for further researchers to research with the same or different variables or add years to the object of research.

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