KEY INFLUENCING FACTORS ON TICKET PURCHASE DECISION

Cerlis Cesar Zeini¹*
Management Study Program, Universitas Muhammadiyah Ponorogo, Ponorogo, Indonesia,
cerliscesar@gmail.com
*Corresponding author

Adi Santoso²
Management Study Program, Universitas Muhammadiyah Ponorogo, Ponorogo, Indonesia,
adisantoso@umpo.ac.id

Riawan³
Management Study Program, Universitas Muhammadiyah Ponorogo, Ponorogo, Indonesia,
riawan13awan@gmail.com

Abstract
Background – Rapid technological advances are able to change all aspects of life and consumer behavior, so that consumers often make purchasing decisions using technology such as the internet.

Aim – The aim of this research is to prove the influence of e-WebQual, content marketing, social media marketing variables on purchasing decisions.

Design/ Methodology/ Approach - This research is quantitative research with a data collection method through questionnaires distributed using Google Form to 192 respondents using accidental sampling technique by distributing questionnaires to respondents who meet the criteria such as CGV Madiun consumers. Data measurement uses a Likert scale of one to 5. Data analysis in this study uses SMART PLS 3.0

Findings – The research results show that e-WebQual has a significant influence on the decision to purchase CGV Madiun tickets, content marketing has a significant influence on the decision to purchase CGV Madiun tickets, social media marketing has a significant influence on the decision to purchase CGV Madiun tickets.

Conclusion - It was discovered that E-WebQual, content marketing, and social media marketing have a positive and significant impact on purchasing decisions.

Research Implication – This research has important implications for consumers and the CGV Madiun company. It will be beneficial for consumers in making purchasing decisions due to rapidly developing technological advances, then it will be beneficial for the CGV Madiun company, judging from the research results, the variables e-WebQual, content marketing, social media marketing can be used to explain purchasing decisions so that they can have a positive influence on the performance of CGV Madiun

Limitations – This research shows that the R-Square results show that 54.5% of the dependent variable can be explained by the independent variable, while the remaining 45.5% is influenced by other variables

Keywords: e-WebQual, content, marketing, social, media.

Abstrak
Latar Belakang - Kemajuan teknologi yang pesat mampu mengubah seluruh aspek kehidupan serta perilaku konsumen, sehingga sering terjadi konsumen melakukan pengambilan keputusan pembelian memanfaatkan teknologi seperti internet.

Tujuan - Tujuan dari penelitian ini adalah untuk membuktikan pengaruh variabel e-webqual, content marketing, social media marketing terhadap keputusan pembelian.

Desain/ Metodologi/ Pendekatan - Penelitian ini adalah penelitian kuantitatif dengan metode pengambilan data melalui kuisisioner yang disebarkan dengan google form kepada 192 responden dengan teknik pengambilan sampel accidental sampling. Pengukuran data menggunakan skala likert satu sampai 5.

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Analisis data pada penelitian ini menggunakan SEM (Structural Equation Modelling) melalui aplikasi SMART PLS 3.0 dengan model analisa regresi linier berganda

**Hasil dan Pembahasan** - Hasil penelitian menunjukkan bahwa e-webqual berpengaruh signifikan terhadap keputusan pembelian tiket CGV Madiun, content marketing berpengaruh signifikan terhadap keputusan pembelian tiket CGV Madiun, social media marketing berpengaruh signifikan terhadap keputusan pembelian tiket CGV Madiun.

**Kesimpulan** - Ditemukan bahwa E-WebQual, pemasaran konten, dan pemasaran media sosial memiliki dampak positif dan signifikan terhadap keputusan pembelian.

**Implikasi Penelitian** - penelitian ini memiliki implikasi yang penting bagi konsumen maupun perusahaan CGV Madiun. Akan bermanfaat bagi konsumen dalam mengambil keputusan pembelian karena kemajuan teknologi yang berkembang pesat, kemudian akan bermanfaat bagi perusahaan CGV Madiun, ditinjau dari hasil penelitian variabel e-webqual, content marketing, social media marketing dapat digunakan untuk menjelaskan keputusan pembelian sehingga mampu memberikan pengaruh yang positif pada kinerja CGV Madiun.

**Batasan Penelitian** - penelitian ini menunjukkan hasil R-Square 54,5 % variabel dependen dapat dijelaskan oleh variabel independen, sedangkan sisanya yaitu 45,5 % dipengaruhi oleh variabel lain.

**Kata Kunci:** e-WebQual, content, marketing, social, media.

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**INTRODUCTION**

The rapid pace of technological advancement, even in everyday life, is accompanied by progress and new knowledge. In their daily lives, people actively follow the developments in technology. This is evidenced by the integration of technology into various businesses and services. The swift progress has sparked the interest of many researchers to delve into the realm of technology. About thirty research concentrating on buying decisions have been conducted in Indonesia during the past five years. In addition, purchase decisions play a crucial role in both businesses and companies. Through these decisions, companies can gain insights into consumer types, understand the steps consumers take in the purchasing process, and identify the behavior of individual consumers. By paying attention to consumer types in making purchase decisions, businesses and companies can enhance their profitability based on consumer behavior (Abarca, 2021).

E-WebQual is a tool used to assess the utility of information, the quality of information on a website, and the quality of interaction provided by the services offered on the website (Dalimunthe et al., 2019). E-WebQual is an extension of ServQual, which was widely used in measuring service quality. E-WebQual is a method employed to measure the quality of a website based on end-users' experiences and perceptions. It is specifically designed for evaluating the quality of online platforms from the perspective of the end-users interacting with the website. Based on the research conducted by Kurniawan (2019) found that e-WebQual has a positive influence on purchasing decisions. In contrast, in the study conducted by Ifan et al. (2019), it was found that website quality does not have
a significant influence on purchasing decisions on Shopee. E-WebQual is associated with purchasing decisions, as it has the capability to assess the quality of a website as a point of contact for a company and its business. Thus, E-WebQual and purchasing decisions are mutually related. E-WebQual is essential for companies to evaluate whether they have provided information on the website with satisfactory quality for consumers. The higher the quality of the website, the greater the number of website users. With an increase in website users, there is an impact on purchasing decisions (Huda et al., 2021).

Moreover, as part of a comprehensive marketing strategy, content marketing involves the deliberate creation of compelling materials. This deliberate approach is designed to captivate the audience’s attention, fostering a connection that goes beyond mere engagement. In essence, by consistently delivering valuable and relevant content, businesses can position themselves as authoritative figures in their respective industries. Consequently, this authority not only attracts a wider audience but also significantly contributes to influencing potential consumers to make informed purchasing decisions. Huda et al. (2021) content marketing involves strategically planning, distributing, and crafting content that precisely targets the audience, enticing them to become customers. Rahman (2019), it was observed that content marketing has a favorable impact on the purchasing decisions of Caffe Go-Kopi consumers in Malang. On the other hand, Huda et al. (2021) revealed that content marketing does not have a significant impact on purchasing decisions in small and medium enterprises on social media.

Content in content marketing encompasses various forms such as photos, videos, audio, written material, and others. This strategy is widely employed by marketers as a tactic for acquiring consumers (Chairina et al., 2020). The symbiotic relationship between content marketing and purchasing decisions highlights the significance of strategically curated content in shaping consumer behavior and fostering a positive brand-consumer relationship.

Expanding on this concept, social media marketing involves the utilization of social media platforms as a medium for promoting goods, services, and even events. This strategic approach not only capitalizes on the widespread reach of social media but also leverages the interactive nature of these platforms to engage with a diverse audience effectively. Thus, an engaging content presentation has the ability to attract consumers to the offered products (Mileva, 2019). Social media marketing is one of the more practical forms of marketing that utilizes various social media platforms. It has a correlation with purchasing decisions, as indicated by findings from several journals conducting research on social media marketing and purchasing decisions. This is attributed to marketing strate-
gies using social media as the foundation, including content creation such as photos, videos, TikTok, and written materials, which effectively captivate consumer interest and drive purchasing decisions. Through marketing via social media, companies and businesses can reach potential customers over a wide geographical scope. In accordance with the study conducted by Therapy et al., (2018), it was discovered that social media marketing has the potential to positively influence purchasing decisions for Islamic fashion products.

Current technological advancements have transformed society, offering various conveniences, particularly in communication without spatial or temporal constraints. The evolution of the internet has significantly altered aspects of life, swiftly influencing consumer behaviors in purchasing and consuming products. In response to these changes, companies and businesses must adapt their marketing strategies to leverage the internet effectively. By utilizing the internet, businesses can attract a large number of consumers without limitations on space and time. Based on previous research, the average findings have indicated both positive and non-significant impacts on purchasing decisions. Through the observation of the phenomenon, it is noted that a considerable number of Madiun residents are actively using the Internet. However, only a limited portion of the Madiun population engages in online transactions as part of their daily lives.

Contribution in this article lies within the literature, particularly in advancing research on consumer purchasing behavior through digital platforms for future studies.

LITERATURE REVIEW

Theory Of Planed Behavior (TPB)

Individual behaviors are diverse and unique. The variety of individual behaviors serves as a compelling factor for researchers to conduct studies on individual behavior. Several experts have shared their opinions regarding theories on individual behavior. The Theory of Planned Behavior (TPB), as proposed by Abdju1 et al. (2022), is a behavioral theory that can be employed to discern an individual's belief system. People contemplate the implications of their actions before engaging in or refraining from certain behaviors. TPB can be viewed as an individual's intention toward a particular behavior. Therefore, the stronger one's intention to exhibit a behavior, the higher the likelihood of successfully performing it.

Intention itself is a function of beliefs, and crucial information regarding various tendencies in behavior specification will lead to specific outcomes. "The Theory of Planned Behavior (TPB) can be viewed as an individual's intention toward a particular behavior. Therefore, the stronger one's intention to exhibit a behavior, the higher the likelihood of success-
fully performing it. Intention itself is a function of beliefs, and crucial information regarding various tendencies in behavior specification will lead to specific outcomes.

**E-Webqual**

E-WebQual, or commonly known as website quality, has a significant impact on consumer purchasing decisions. A positive online experience for consumers can enhance their trust in conducting transactions, making website quality a crucial factor influencing purchase decisions. A company’s website should demonstrate its performance to consumers. With good performance, consumers will trust the company’s credibility, leading them to feel confident in making purchase transactions. The research findings of (Rosyida et al., 2023) indicate that e-WebQual positively and significantly influences purchase decisions.

**H1.** It is hypothesized that e-WebQual has an impact on purchase decisions.

**Content Marketing**

Content marketing, also known as content marketing, has a significant influence on consumer purchasing decisions. The content presented by a company should be relevant and of high quality to provide the necessary information for each consumer and build trust in the product. Therefore, content marketing can be a key factor in motivating a consumer’s purchasing decision. Irawan et al., (2020), content marketing in digital marketing can influence consumer purchasing decisions. The presence of engaging content for consumers can enhance their purchasing decisions regarding a marketed product. The research findings from Abdjul et al., (2022) demonstrate that content marketing significantly impacts purchasing decisions.

**H2.** It is assumed that content marketing influences purchasing decisions.

**Social Media Marketing**

Social media marketing, or social media marketing, has a significant impact on consumer purchasing decisions. Utilizing social media platforms like Instagram, Facebook, TikTok, and others can facilitate brand-building, fostering interactions with consumers, and potentially influencing their purchasing decisions. Kurniasari & Budiatmo (2018), social media marketing has the capability to add value to a product, leading to increased sales. Made et al., (2021) reveals social media marketing can significantly influence purchasing decisions.

**H3.** It is suspected that social media marketing influences purchasing decisions.
RESEARCH METHODOLOGY

Population, Sample, and Data Collection

The population in this study is infinite, thus individuals encountered fitting the criteria, such as consumers who have previously CGV tickets in Madiun, East Java, will constitute respondents in this research. The questionnaire was distributed online through Google Forms as part of the research. Sample data collection was conducted using a non-probability sampling method, specifically accidental sampling. The sample size in this study consisted of 192 consumers who made ticket purchases at CGV Madiun.

Data collection was conducted using a questionnaire distributed to respondents online through Google Forms, to maintain the suitability of the questionnaire, validity and reability tests are carried out on the questionnaire data that has been distributed. The study utilized four variables measured on a linear scale with 5 points, ranging from one (strongly disagree) to five (strongly agree).

All items were responded to by the respondents honestly and without coercion. The four variables were adapted into a questionnaire with statements corresponding to the indicators of each variable, employing language easily understandable to the respondents.

Data Analysis

Hypothesis testing in this study employs SmartPLS 3.0 (Partial Least Squares) considering that the research aims to identify the influence of independent variables on the dependent variable. This testing involves 2 measurement models, namely outer loading.
and inner model. In this study, outer loading is used to measure the validity and reliability of the research, while the inner model employs R-Square to determine the strength of exogenous variables on endogenous variables. Additionally, there is also hypothesis testing to examine the influence among variables.

**Operational Definition of Variables**

The operational definition of variables in this study can be observed from Table 1.

<table>
<thead>
<tr>
<th>No</th>
<th>Variabel</th>
<th>Indicators</th>
<th>Sources</th>
</tr>
</thead>
</table>
| 1  | **E-Webqual (X1)** | 1. Usability  
2. Information Quality  
3. Service Interaction  
4. Good website reputation | (Kusumawati et al., 2021)  
(Ifan et al., 2019) |
| 2  | **Content marketing (X2)** | 1. Relevance  
2. Consistency  
3. Easy of Findability  
4. Accuracy | (Irianto, 2020) |
| 3  | **Social Media Marketing (X3)** | 1. Content Creation  
2. Content Sharing  
3. Connecting  
4. Community Building | (Taan et al., 2021) |
| 4  | **Purchasing Decision (Y)** | 1. Purchase Timing  
2. Payment Method  
3. Purchase Quantity  
4. Repeat Purchase | (Veithzal Rivai, 2020) |

**FINDINGS AND DISCUSSION**

**Measurement (Outer Model)**

Validity testing includes convergent validity and discriminant validity. Convergent validity is assessed through outer loading and AVE. Based on the results in Tables 2 and 3, the outer loading values for all indicators are >0.7, indicating that all indicators are considered valid and contribute to the variables. Additionally, all AVE values for each variable are >0.5, confirming the validity of all variables.
Reliability testing in Table 4 can be observed by comparing the values of Cronbach’s Alpha and Composite Reliability, which should be >0.7 to meet the criteria.

**Structural (Inner) Model**

**Coefficient Determinasi R²**

Based on the results presented in Table 5, it can be identified that the R-square criterion, with a value of 0.552, falls within the 'moderate' category. This indicates that the model is capable of demonstrating a moderate influence from exogenous variables on endogenous ones, suggesting that the variables involved in the model can influence purchasing decisions by 55.2%, while the remaining 44.8% may be influenced by other variables outside the scope of this research model.

**Path Coefficient**

Based on the results in Table 6, the relationship and influence among variables can be observed through the t-test with a significance level >1.96 and a significance level of 5% <0.05, along with the direction of the influence being either positive or negative. The hypothesis testing results based on these path coefficients can be illustrated using the research model in Table 6. The results of Table 2 show that each indicator has an outer loading value of more than 0.7. So it is declared valid. The results of Table 3 show that each variable has an AVE value of more than 0.5, so it is declared valid. The results of Table 4 show that reliability has a composite reliability value of more than 0.7. So it is declared reliable. The results of Table 5 show that Square Score has an R-square adjusted value of more than 0.5, so it is declared strong variable. The results of Table 6 show that Square Score has an p value of below 0.5 so it is declared positive influence.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Content Marketing</th>
<th>E-Webqual</th>
<th>Purchasing Decision</th>
<th>Social Media Marketing</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usability</td>
<td></td>
<td>0,850</td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>Information Quality</td>
<td></td>
<td>0,851</td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>Service Interaction</td>
<td></td>
<td>0,832</td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>Website Reputation</td>
<td></td>
<td>0,763</td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>Relevantion</td>
<td></td>
<td>0,831</td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>Consistency</td>
<td></td>
<td>0,790</td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>Easy to Find</td>
<td></td>
<td>0,794</td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>Accuracy</td>
<td></td>
<td>0,811</td>
<td></td>
<td></td>
<td>Valid</td>
</tr>
<tr>
<td>Content Creation</td>
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<td></td>
<td></td>
<td>0,819</td>
<td>Valid</td>
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<td>Content Sharing</td>
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<td></td>
<td></td>
<td>0,847</td>
<td>Valid</td>
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<tr>
<td>Connecting</td>
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<td>0,826</td>
<td>Valid</td>
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<tr>
<td>Community Building</td>
<td></td>
<td></td>
<td></td>
<td>0,793</td>
<td>Valid</td>
</tr>
</tbody>
</table>
Table 3
The Average Variance Extracted (AVE) Value

<table>
<thead>
<tr>
<th>No</th>
<th>Variabel</th>
<th>AVE Value</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Content Marketing</td>
<td>0,651</td>
<td>Valid</td>
</tr>
<tr>
<td>2.</td>
<td>E-Webqual</td>
<td>0,681</td>
<td>Valid</td>
</tr>
<tr>
<td>3.</td>
<td>Keputusan Pembelian</td>
<td>0,724</td>
<td>Valid</td>
</tr>
<tr>
<td>4.</td>
<td>Social Media Marketing</td>
<td>0,675</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: Primer data processed by SMART PLS 3, 2023

Table 4
Reliability

<table>
<thead>
<tr>
<th></th>
<th>Cronbach's Alpha</th>
<th>rho_A</th>
<th>Composite Reliability</th>
<th>Average Variance Extracted (AVE)</th>
<th>Remark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Marketing</td>
<td>0,822</td>
<td>0,830</td>
<td>0,882</td>
<td>0,651</td>
<td>Reliabel</td>
</tr>
<tr>
<td>E-Webqual</td>
<td>0,843</td>
<td>0,846</td>
<td>0,895</td>
<td>0,681</td>
<td>Reliabel</td>
</tr>
<tr>
<td>Purchasing Decision</td>
<td>0,809</td>
<td>0,814</td>
<td>0,887</td>
<td>0,724</td>
<td>Reliabel</td>
</tr>
<tr>
<td>Social Media Marketing</td>
<td>0,840</td>
<td>0,846</td>
<td>0,892</td>
<td>0,675</td>
<td>Reliabel</td>
</tr>
</tbody>
</table>

Source: Primer data processed by SMART PLS 3, 2023

Table 5
R-Square Scores

<table>
<thead>
<tr>
<th>Variable</th>
<th>R Square</th>
<th>R Squre Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchasing Decision</td>
<td>0,552</td>
<td>0,545</td>
</tr>
</tbody>
</table>

Source: Primer data processed by SMART PLS 3, 2023

Table 6
Path Coefficient

|                                    | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV) | P Values |
|------------------------------------|---------------------|-----------------|-----------------------------|-------------|----------|
| Content Marketing → Purchasing Decision | 0,170               | 0,168           | 0,083                       | 2,062       | 0,040    |
| E-Webqual → Purchasing Decision    | 0,458               | 0,455           | 0,076                       | 6,036       | 0,000    |
| Social Media Marketing → Purchasing Decision | 0,198              | 0,204           | 0,078                       | 2,552       | 0,011    |

Source: Primer data processed by SMART PLS 3, 2023
Discussion

E-WebQual significantly influences purchasing decisions.
E-webqual has a positive influence on the purchasing decisions of CGV Madiun tickets is accepted. Based on the research results from the acceptance of the first hypothesis, it can be explained that e-WebQual has a positive influence on purchasing decisions. E-WebQual is deemed the most crucial factor in influencing purchasing decisions as consumers increasingly utilize the internet. Therefore, the quality of the website must be enhanced to ensure ease and comfort for consumers when purchasing tickets through the CGV Madiun website. The findings are supported by previous research conducted by Rosyida et al. (2023) which states that e-webqual positively impacts the decision to purchase tickets at Cinepolis Ponorogo.

Content marketing has a substantial impact on purchasing decisions.
Content marketing has a positive influence on the purchasing decisions of CGV Madiun tickets is accepted. In light of the research outcomes and the validation of the second hypothesis, it can be elucidated that content marketing positively impacts purchasing decisions. This conclusion aligns with the findings of a prior study conducted by Rahman (2019), which asserted the positive influence of content marketing on purchasing decisions at Caffe Go-Kopi in the city of Malang.

Social media marketing influences purchasing decisions.
Social media marketing has a positive influence on the purchasing decisions of CGV Madiun tickets is accepted. Based on the research results and the acceptance of the third hypothesis, it can be explained that social media marketing has a positive influence on purchasing decisions, as depicted in the online content created and posed. The results of this study are supported by previous research conducted by Therapy et al (2018), which stated that social media marketing has a positive impact on the purchasing decisions of fashion products from the Islamic perspective.

CONCLUSION

Based on the research findings, it was discovered that E-WebQual, content marketing, and social media marketing have a positive and significant impact on purchasing decisions.

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