

CHAPTER V

CONCLUSIONS AND IMPLICATIONS

A. Conclusions

Content marketing has a significant positive influence toward customer engagement and brand identity. Customer engagement and brand identity have a significant positive influence toward customer purchase intention. Content marketing has a significant positive influence toward customer purchase intention directly and indirectly, while the indirect influence is through customer engagement and brand identity as mediating variables. Thus, customer engagement and brand identity mediate the influence of content marketing toward customer purchase intention.

B. Implications

Based on the research results, the theoretical and practical implications can be stated as follows:

1. Theoretical implications

There are several theoretical implications that should be carried out by future researchers, among others:

- a. Adding a description of the characteristics of other demographic aspects of respondents to provide a

more in-depth picture of respondent behavior in researching user engagement on social media.

- b. Adding indicators to the content marketing variable as a data measurement tool so that the research results can be more valid.

2. Practical implications

The results of this study indicate that content marketing has an influence on customer purchase intention. To that end, @kuliner_purwokerto must improve the quality of content marketing by way of:

- a. Use high-resolution and aesthetically appealing images and videos as attention-grabbing visuals that will more easily invite customer interest and engagement.
- b. Use a consistent color palette, filters, and visual style to reinforce brand identity and make the Instagram feed look professional and organized to attract customers.
- c. Create educational content that provides tutorials, tips, or how to get the products to increase the value and appeal of MSMEs products.
- d. Use call to action (CTA) in the content such as "buy now", "see more products in the bio link", or "visit

MSMEs' Instagram" to further increase customer attractiveness and make it easier for consumers to follow up on their desires and even buy the products reviewed.

Moreover, the results of this study can provide some implications for MSMEs in Purwokerto so that they can improve their quality and brand identity so the customer purchase intention will be increased in various ways, namely:

- a. Share compelling stories about the brand's history, values, and mission to strengthen the brand's stories and identity.
- b. Create content that evokes emotions and resonates with the audience's values and aspirations, because emotional connections can amplify customer engagement and brand identity.
- c. Regularly review and adapt strategies based on performance data and customer feedback to stay agile and responsive to customers.
- d. Share insights into the brand's operations transparently such as ethical sourcing, sustainability practices, and community involvement, because transparency builds trust and loyalty.

C. Limitations of the study

This research has several limitations, there are:

1. There is still a lack of description of respondent characteristics based on demographic aspects, which in this study are only limited to gender and age. Thus, the description of respondent behavior in examining user involvement in social media is not very in-depth.
2. Another limitation of this study is that indicators can be used as data collection tools. However, there are three indicators that were dropped by the model, namely the social brand identity (BI10), conviction (CPI17), and choice (CPI19) indicators.
3. The lack of indicators in content marketing variables that causes some data analysis techniques to be less valid than other data analysis techniques.
4. There is a variable that does not meet their reliability, namely the content marketing variable. It has not met the reliability criteria according to Hair et al. (2022). Nonetheless, the content marketing variable is said to meet the criteria according to Ghozali (2015), which states that Cronbach's alpha value > 0.60 is still acceptable for explanatory research.