Proceeding of International Bussiness and Economic Conference (IBEC) Vol. 5 No. 1, pp. 1197-1211, November, 2026
http://conference.eka-prasetya.ac.id/index.php/ibec

The Effect Of Content Marketing And Electronic Word Of Mouth (E-Wom) On Consumer Purchase Intention On The Shopee Marketplace In Medan City

Putri Amelia Ananda[1] Desma Erica Maryati Manik[2], Kenji Orlando[3], Albert Wijaya[4]
Management Study Program, Sekolah Tinggi Ilmu Ekonomi Eka Prasetya Jl. Merapi No. 8, Pusat Pasar, Medan Kota, North Sumatra, Indonesia [1,2,3,4]

Email : amela.ptri056@gmail.com

ABSTRACT

This study examines the associations of content marketing and electronic word of mouth (E-WOM) with purchase intention among Shopee users in Medan City. A quantitative cross-sectional design was employed using descriptive and associative approaches. Data were collected from 120 purposively selected Shopee users in Medan City and analyzed using multiple linear regression in IBM SPSS Statistics. Content marketing was positively and significantly associated with purchase intention, $t(117) = 11.702$, $p < .001$. E-WOM was also positively and significantly associated with purchase intention, $t(117) = 7.594$, $p < .001$. The overall regression model was statistically significant, $F(2, 117) = 95.115$, $p < .001$, explaining 61.9% of the observed variation in purchase intention ($R^2 = .619$; adjusted $R^2 = .613$). These findings indicate that more favorable perceptions of content marketing and E-WOM were associated with higher purchase intention among the respondents. The findings suggest that sellers should provide clear and relevant product content and support access to credible customer reviews.

keyword:*Content Marketing, Electronic Word of Mouth, Marketplace, Purchase Intention, Smart Business.*

INTRODUCTION

How people research products, communicate with one another, and make purchases are just a few examples of how the last decade's digital revolution has altered people's daily life. Consumers' habits have shifted from in-store purchases to online ones, facilitated by e-commerce platforms, thanks to advancements in information technology and the expansion of internet access. In 2024, there were 221.56 million internet users in Indonesia, which is around 79.5% of the total population, according to figures from the Indonesian Internet Service Providers Association (APJII). One of the reasons fueling the expansion of Indonesia's e-commerce sector and boosting the public's propensity to shop online is the country's very high internet penetration rate. These changes can be observed in consumer habits, as consumers who previously made purchases directly at stores or markets now tend to prefer online shopping because it is considered more practical and efficient and provides greater convenience in obtaining product information before making a purchase (Annisa et al., 2024)

(Silitonga, 2025) explains that the development of digital technology has changed the way companies conduct marketing, particularly through social media, which is increasingly directed toward consumer interaction, experience, and engagement. (Silitonga, 2025) stated that as online shopping activities continue to increase, competition among e-commerce platforms in Indonesia has also become increasingly competitive. Various marketplaces compete to attract and retain consumers through more interactive digital marketing strategies. One of the marketplaces that dominates the Indonesian market is Shopee, which recorded 134.1 million website visits in August 2024, surpassing Tokopedia, Lazada, and Blibli (Ridwan et al., 2025). Shopee Live, Shopee

Video, affiliate programs, rating systems, and consumer reviews are some of the digital marketing features that contribute to the success of Shopee. These features help consumers obtain more comprehensive product information before making a purchase. Companies' capacity to provide compelling content marketing and establish customer trust through electronic word of mouth (E-WOM) is becoming just as important as their price and promotion strategies in today's industry. Companies in today's cutthroat business climate need to do more than just relay product details in an appealing way; they must also earn customers' trust through strategic marketing messaging. Consequently, two digital marketing tactics that are being used more and more to boost customer buy intention are content marketing and E-WOM. (Nggabut et al., 2025) showed that on Shopee, content marketing in the form of videos and creative promotions can attract attention, provide a clearer product description, and increase consumers' confidence in making a purchase.

When it comes to digital marketing, numerous studies have demonstrated that content marketing and E-WOM are major factors affecting consumers' desire to buy and actual purchase behavior. According to research (Christian & Tjiptodjojo, 2023), 84.6% of the impact on purchase intention came from the combination of content marketing and E-WOM. These results are backed by (D. Rahmadani & Febriansah, 2024) which showed that content marketing, celebrity endorsement, and E-WOM had a positive effect on purchasing decisions on the Shopee Marketplace. (Ridwan et al., 2025) also found that content marketing had a significant effect on purchasing decisions, although it did not have a direct effect on repurchase intention. In addition, the studies by (Aslami et al., 2022; Setiawardani & Widanti, 2025; Yulindasari & Fikriyah, 2022) proved that in different marketplace settings, E-WOM improved consumers' trust, purchase intent, and final purchase decisions. Consumers' perceptions of the credibility of brands and the information they share online have grown in importance as elements influencing their propensity to make a purchase, according to these results. Wiranata et al. (2025) found that content marketing had a positive and significant association with purchase intention among consumers in Medan, reporting a t-value of 3.967 and a significance value of $p < .001$. Previous studies have examined the roles of content marketing and electronic word of mouth in online purchasing decisions. However, evidence on the associations of these two variables with purchase intention among Shopee users in Medan City remains limited.(Wiranata et al., 2025) However, there are a number of study gaps that remain from earlier studies. To begin, there is a dearth of data on how shoppers really use the Shopee Marketplace in Medan City because the majority of research have focused on Bandung, Garut, West Jakarta, Sidoarjo, and Bitung. Second, although purchase intention is an important variable, some research have used actual purchases as their dependent variable. Third, research pertinent to current marketplace conditions is required since the creation of new features on the Shopee Marketplace, such Shopee Video, Shopee Live, and affiliate programs, shows that digital marketing methods are still evolving. Evidence on the associations of content marketing and E-WOM with purchase intention among Shopee users in Medan City remains limited. Therefore, this study examines the associations of content marketing and E-WOM with purchase intention among Shopee users in Medan City. (Muhammad et al., 2024) found that E-WOM had a positive and significant effect on purchase intention in the Discountfess community, which focuses on Shopee e-commerce. User reviews, experiences, and recommendations are sources of information considered by consumers.

Theoretical and practical insights are anticipated from this investigation. This study aims to add to the existing body of knowledge on the impact of content marketing and electronic word of mouth (E-WOM) on consumers' intention to buy in online marketplaces, with a specific focus on Medan City's Shopee Marketplace. The study's practical implications include helping business actors, sellers, and Shopee Marketplace managers

improve their digital marketing strategies by better understanding consumer behavior traits and how to use content marketing and E-WOM management to increase purchase intention. This study intends to examine the following: first, the impact of content marketing on consumers' intention to purchase on the Shopee Marketplace in Medan City; second, the impact of electronic word of mouth (E-WOM) on consumers' intention to purchase on the Shopee Marketplace in Medan City; and third, the impact of content marketing and E-WOM combined on consumers' intention to purchase on the Shopee Marketplace in Medan City.Content marketing and E-WOM are examples of digital marketing communication strategies that promote both short-term purchases and the development of trusting, long-term relationships between businesses and their customers. This type of marketing helps both MSMEs and their customers create value in the long run. In addition, E-WOM reflects the society dimension because it originates from interactions and trust among consumers themselves. Thus, this study seeks to demonstrate how the integration of digital technology and marketing strategies can encourage the creation of sustainable business value within a digital ecosystem involving sellers, consumers, and society at large.

LITERATURE REVIEW

Content Marketing

(Wiranata et al., 2025) view content marketing as a strategy that plans and distributes content in the form of text, images, or videos to attract target markets (Desma & Maryati, 2025). They emphasize relevance, value, comprehensibility, accessibility, and consistency as aspects for measuring content marketing. (Nggabut et al., 2025) added that engaging and informative content on Shopee can increase consumer appeal and help build confidence before making a purchase. (Vesuvius et al., 2025) showed that content marketing strategies can also be directed toward building long-term connections with clients. According to their research, a well-planned marketing campaign can increase brand loyalty. To attract and keep a certain target audience, content marketers produce, curate, and disseminate information that meets their needs on a regular basis. Content marketing is defined by Gunelius (2011) as the practice of promoting a business by the use of high-quality written, visual, or auditory material, whether it be online or offline. According to Meilyana (2018) in (Annisa et al., 2024), content marketing is a digital marketing approach that aims to attract target consumers and encourage their involvement with a business through the creation and distribution of relevant and valuable information. The goal of this strategy is to establish lasting connections with viewers by providing them with useful and helpful content (Kotler & Keller, 2016).

These views suggest that content marketing is best understood as an approach to advertising that prioritizes the production and distribution of high-quality, regularly updated material with the goals of increasing brand awareness, strengthening customer relationships, and inspiring customers to make a purchase. As a result, content marketing serves as a promotional tool and also helps to establish a connection with customers on an emotional level, which is especially important in the e-commerce realm (Putri & Rachmawati, 2023). In this study, content marketing refers to various types of content presented by sellers on the Shopee Marketplace, such as product videos, product descriptions, and various other promotional content.

The content marketing dimensions measured in this study refer to (Ridwan et al., 2025) and Mayroza Wiska et al. (2022), as cited in (D. Rahmadani & Febriansah, 2024), namely: (a) content creation, (b) content sharing, (c) connection, and (d) community building. These four dimensions are measured using 12 questionnaire items to assess respondents' perceptions of content marketing on the Shopee Marketplace in relation to

purchase intention. Other aspects of content marketing discussed in the theoretical review provide conceptual background and are not treated as separate measured dimensions in this study.

Electronic Word Of Mouth (E-Wom)

(Muhammad et al., 2024), This demonstrates that word-of-mouth within online communities, which includes activities such as reviewing products, sharing experiences, and providing recommendations, can influence consumers' tendency to make purchases on Shopee (Widuta & Rinaldi, 2023). When someone shares their thoughts, feelings, and experiences regarding a product or service online, it is referred to as electronic word of mouth (E-WOM). Positive or negative comments expressed by current or former customers regarding a business or product through the internet are categorized as E-WOM by Goyette et al. (2010). (Manurung & Rusdianto, 2025), explained that E-WOM has a significant influence on consumer behavior because consumers tend to trust the experiences of other users more than marketing messages delivered directly by companies. (Fitria et al., 2025) also emphasized that E-WOM is considered more credible and personal because it originates from consumers' actual experiences.

Based on these perspectives, E-WOM can be understood as communication among consumers through electronic media containing experiences, evaluations, and recommendations regarding a product or service, thereby influencing the perceptions and decisions of potential consumers. Therefore, E-WOM serves as an important source of information in shaping consumers' perceptions of a product because it is considered more objective than information originating from companies. In this study, E-WOM refers to consumer reviews, ratings, and comments on the Shopee Marketplace that serve as considerations for potential consumers before making a purchase.

The E-WOM dimensions measured in this study refer to Goyette et al. (2010), as cited in Putra et al. (2019), namely: (a) intensity, (b) positive valence, and (c) content. These three dimensions are measured using nine questionnaire items to assess respondents' perceptions of electronic word of mouth on the Shopee Marketplace. Because the instrument measures positive valence, the findings should not be generalized to the effects of negative online reviews.

Purchase Intention

(Dorthy et al., 2025), explained purchase intention as psychological motivation that reflects the likelihood of consumers choosing and purchasing a product. The indicators used include transactional, referral, preferential, and exploratory interest. Purchase intention is a psychological construct that reflects consumers' tendency or intention to purchase a product or service in the future (Silva, 2017). Lucas dan Britt (2003) stated that purchase intention is consumers' tendency to purchase a product after going through the stages of attention, interest, desire, conviction, and decision. (Kotler & Keller, 2016) additionally, after considering a number of options, buyers reach the stage of purchase intention when they intend to buy the product that has emerged as their top pick. Purchase intention is a predictor of customers' real purchasing behavior, as stated by Ferdinand (2006) and Schiffman and Kanuk (2010).

From these vantage points, we can deduce that customers' psychological propensity to buy is the product of their attention, interest, desire, conviction, and, finally, their decision to buy. For this reason, buy intention is a crucial marketing research variable since it indicates the probability that customers will make a purchase down the road. Using the propensity of Shopee Marketplace customers in Medan City to make a purchase following exposure to content marketing and E-WOM, this study measures buy intention.

The purchase intention dimensions measured in this study refer to Lucas and Britt (2003), as cited in (Putra et al., 2019) namely: (a) attention, (b) interest, (c) desire, (d) conviction, and (e) decision. These five dimensions are measured using ten questionnaire items to assess consumers' purchase intention on the Shopee Marketplace in Medan City. In this study, the decision dimension refers to respondents' intention or commitment to purchase a product, rather than evidence of a completed purchase.

Relationship Between Variables

Content Marketing And Purchase Intention
Research by (N. P. Rahmadani & Bungin, 2025) and (Wiranata et al., 2025) Both research discovered that content marketing had a favorable and significant effect on purchase intention, which provides strong empirical support for the relationship. The ability to raise brand recognition, establish credibility, and forge personal relationships with target audiences is why content marketing is so effective in influencing customers to make a purchase (Kotler & Keller, 2016), Christian and Tjiptodjojo (2023) reported that content marketing and electronic word of mouth (E-WOM) jointly explained 84.6% of the variation in purchase intention.(Annisa et al., 2024; D. Rahmadani & Febriansah, 2024; Ridwan et al., 2025) also confirmed the positive influence of content marketing on purchasing decisions on Shopee. Thus, the better the quality of content marketing presented on the Shopee Marketplace, the higher the consumer purchase intention in Medan City.

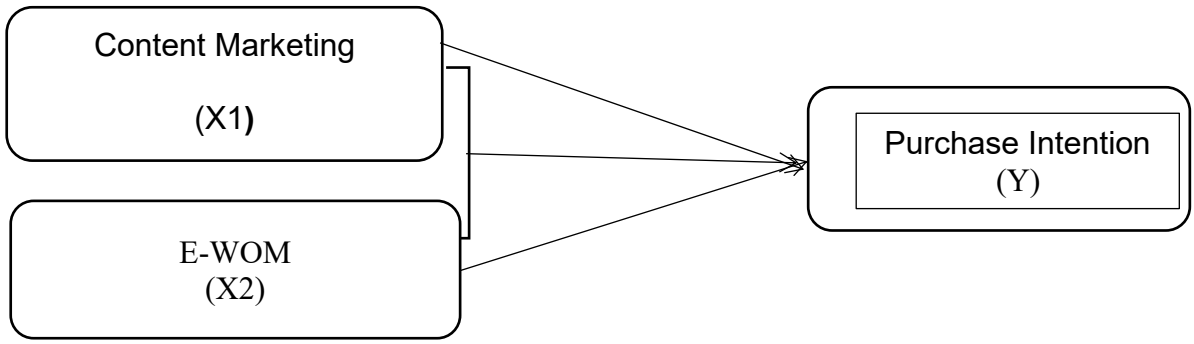
E-Wom And Purchase Intention
(Silitonga, 2025), showed that digital advertising innovation can increase consumer trust in Medan. This finding provides supporting context that credible digital communication can help build consumer confidence, although consumer trust is not a variable in this study. The results of (Muhammad et al., 2024) strengthen this relationship because E-WOM was proven to have a positive and significant effect on purchase intention in the context of Shopee e-commerce.
Since customers are more likely to believe user reviews than corporate ads, E-WOM is a valuable source of information. Research has shown that E-WOM influences Shopee users' shopping decisions for the better (Yulindasari & Fikriyah, 2022). Additionally, it has been discovered that E-WOM influences purchase intention through trust, brand image, or directly (Aslami et al., 2022; Komaling & Indrajit, 2023; Setiawardani & Widanti, 2025; (Sihombing et al., 2023) in several studies. Customers look to the opinions of others before making a purchase, therefore it stands to reason that Shopee reviews and ratings have a significant impact on consumers' propensity to buy.

Content Marketing And E-Wom On Purchase Intention
(Manurung & Rusdianto, 2025) also showed that purchase intention can be associated with marketing strategies and more sustainable value creation, although green marketing is not part of the research model (Manurung & Rusdianto, 2025).(Sinaga, 2025) emphasized that social media-based digital marketing strategies are increasingly directed toward consumer interaction and participatory experiences to increase engagement. This perspective supports the integrated use of digital marketing activities in understanding consumer behavior.
To influence a consumer's decision to buy, content marketing and electronic word of mouth work hand in hand. (Christian & Tjiptodjojo, 2023), discovered that both content marketing and E-WOM significantly impact purchase intention at the same time because content marketing increases awareness and emotional ties and E-WOM gives trustworthy information from other consumers. The combination of content marketing and E-WOM positively impacts Shopee purchase decisions (D. Rahmadani &

Febriansah, 2024). Consumers in Medan City are predicted to enhance their buy intention on the Shopee Marketplace through the adoption of content marketing backed by positive electronic word of mouth, according to the theoretical review and prior studies,

CONCEPTUAL FRAMEWORK

Based on the theoretical review and the relationships among the variables, the conceptual framework of this study is presented as follows:



Description :
X1 = Content Marketing
X2 = Electronic Word of Mouth (E-WOM)
Y = Purchase Intention

Research Hypotheses

Based on the conceptual framework, the research hypotheses are:

H1: Content marketing has a positive and significant effect on consumer purchase intention on the Shopee Marketplace in Medan City.
H2: E-WOM has a positive and significant effect on consumer purchase intention on the Shopee Marketplace in Medan City.
H3: Content marketing and E-WOM simultaneously have a positive and significant effect on consumer purchase intention on the Shopee Marketplace in Medan City.

RESEARCH METHOD

Residents of Medan City, North Sumatra, who utilize Shopee Marketplace as their primary source of information were the subjects of this study. The research was conducted from July to August 2026. A quantitative methodology combining descriptive and associative research types is employed in this study. In order to examine the impact of content marketing and electronic word of mouth (E-WOM) on shoppers' intent to buy on Medan City's Shopee Marketplace, this study employs a quantitative methodology based on statistical data processing (Sugiyono, 2019). This research makes use of both primary and secondary sources for its data. Questionnaires were used to collect primary data from participants, while secondary data was culled from a variety of sources, including books, scientific journals, and other pertinent material that served as the study's theoretical basis. This study's population includes all residents of Medan City who use Shopee Marketplace. Objects or persons with specific traits chosen by researchers to be investigated in order to make conclusions form a population, according to (Sugiyono, 2019).

The sampling method employed in this study was purposive sampling. Participants were selected based on specific eligibility criteria relevant to the research objectives (Sugiyono, 2019). Eligible respondents were required to reside in Medan City, have purchased a product through the Shopee Marketplace at least once, have been exposed to promotional content on Shopee, and have read product reviews or ratings before making a purchase. A total of 120 eligible respondents were included in the analysis.

There is a single dependent variable and two independent ones in this research. The independent variables in this study are Content Marketing (X_1) and Electronic Word of Mouth (E-WOM) (X_2), while the dependent variable is Purchase Intention (Y). Content production, content sharing, connection, and community building are the four dimensions that make up the content marketing variable (D. Rahmadani & Febriansah, 2024), According to Putra et al. (2019), there are three ways to quantify the electronic word of mouth variable: intensity, positive valence, and content. Attention, interest, desire, conviction, and decision are the five indicators used to measure the purchase intention variable (Putra et al., 2019). A five-point Likert scale is used to quantify all variables: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree.

The questionnaire consisted of 31 statement items: 12 items for Content Marketing, 9 items for Electronic Word of Mouth (E-WOM), and 10 items for Purchase Intention. All items were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). For each research variable, the score was calculated by averaging the responses to its corresponding questionnaire items. The mean scores ranged from 1 to 5, with higher scores indicating higher levels of the measured variable. The Google Forms questionnaire link was distributed through social media, WhatsApp, and direct distribution to potential respondents. Respondent eligibility was determined based on four criteria: residing in Medan City, having purchased a product through Shopee at least once, having been exposed to Shopee promotional content, and having read product reviews or ratings before making a purchase. Respondent eligibility was checked manually by reviewing the responses against the four predetermined eligibility criteria. Of the 127 responses received, 120 met the eligibility criteria and were retained for analysis, while seven were excluded because they did not meet the criteria.

RESULTS

The results are based on data from 120 Shopee Marketplace users residing in Medan City . Multiple linear regression analysis, t-test, F-test, respondent characteristics, classical assumption tests, reliability and validity, and coefficient of determination (R^2) are all part of the analysis.

Table 1.
Respondent Characteristics

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Female	94	78,3
	Male	26	21,7
Age	17–22 years	80	66,7
	23–28 years	37	30,8
	29–34 years	2	1,7
	≥ 35 years	1	0,8
Length of Shopee Use	< 1 year	13	10,8

	1–2 years	17	14,2
	3–5 years	49	40,8
	>5 years	41	34,2
Purchase Frequency	1–3 times	41	34,2
	4–10 times	31	25,8
	> 10 times	48	40,0

Based on the characteristics of the respondents, the majority were female, with 94 respondents (78.3%), and belonged to the 17–22 age group, with 80 respondents (66.7%). Most respondents had been using Shopee for 3–5 years (40.8%) and had made more than 10 purchases (40.0%).

Validity Test Results

Each statement item in the research instrument was tested for its ability to assess the variables being examined as part of the validity test. A 5% significance threshold was used to compare the computed r-value (r-count) with the r-table value, in order to conduct the test. An r-table value of 0.179 was obtained using a sample size of 120 respondents, with 118 degrees of freedom (df) (n - 2 = 118).

Table 2.
Validity Test Results

Variable	Calculated r-value Range	r-table	Description
Content Marketing (X1)	0,770–0,848	0,179	All items are valid
E-WOM (X2)	0,739–0,828	0,179	All items are valid
Purchase Intention (Y)	0,647–0,779	0,179	All items are valid

All thirty-one items in the statement have computed r-values higher than the r-table value of 0.179, according to the test findings. Therefore, all statement items for the Content Marketing, E-WOM, and Purchase Intention variables are valid and were used in the subsequent analyses.

Reliability Test Results

The purpose of the reliability test was to ascertain whether the research instrument consistently measured the variables under investigation. A Cronbach's alpha value greater than 0.70 indicates acceptable internal consistency of the instrument.

Table 3.
Reliability Test Results

Variable	Number of Items	Cronbach's Alpha	Description
Content Marketing (X1)	12	0.952	Reliable
E-WOM (X2)	9	0.920	Reliable
Purchase Intention (Y)	10	0.906	Reliable

The reliability test results showed Cronbach's alpha values of 0.952 for Content Marketing, 0.920 for Electronic Word of Mouth (E-WOM), and 0.906 for Purchase Intention. These values indicate that all three scales demonstrated high internal consistency.

Classical Assumption Test Results

Normality Test

The normality of the regression residuals was assessed using the Kolmogorov–Smirnov test. The significance value was 0.200, which is greater than 0.05, indicating no clear evidence of a departure from normality..

Table 4.
Normality Test

Component	Sig. Value	Description
Unstandardized Residual	0,200	Normal

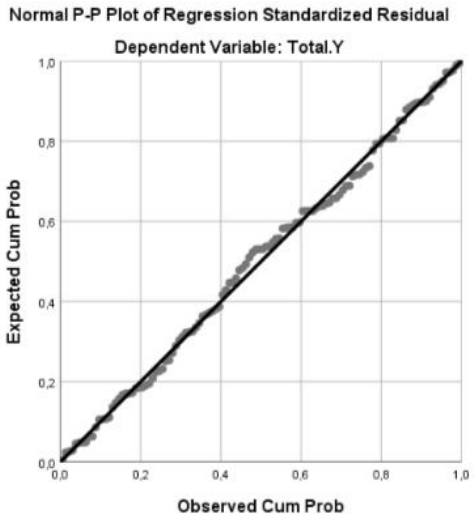


Figure 1. Normality Test Results Using a Normal P-P Plot

The Kolmogorov–Smirnov test yielded a significance value of 0.200, which is greater than 0.05. Therefore, there is insufficient evidence to reject the assumption of normally distributed regression residuals.

Linearity Test

We used the linearity test to see if the connection between our independent variables and our dependent variable follows a straight line. When the value of Deviation from Linearity is more than 0.05, we say that the relationship is linear.

Table 5.
Linearity Test

Relationship	Sig. Deviation from Linearity	Description
Content Marketing (X1) → Purchase Intention (Y)	0,309	Linear
E-WOM (X2) → Purchase Intention (Y)	0,956	Linear

The significance values for deviation from linearity were 0.309 for Content Marketing and 0.956 for E-WOM. Both values were greater than 0.05, indicating no significant evidence of deviation from linearity in their relationships with Purchase Intention.

Multicollinearity Test

Multicollinearity was assessed using tolerance and variance inflation factor (VIF) values. A tolerance value greater than .10 and a VIF value below 10 indicate no problematic multicollinearity.

Table 6.
Multicollinearity Test

Variable	Tolerance	VIF	Description
Content Marketing (X1)	0,999	1,001	No multicollinearity
E-WOM (X2)	0,999	1,001	No multicollinearity

The tolerance values for both independent variables were 0.999, while the VIF values were 1.001. Since the tolerance values were greater than 0.10 and the VIF values were below 10, there was no evidence of problematic multicollinearity between Content Marketing (X1) and E-WOM (X2).

Heteroscedasticity Test

Heteroscedasticity was assessed using the Glejser test. A significance value greater than .05 indicates no clear evidence of heteroscedasticity. This test was used to assess whether the residual variance was consistent across observations.

Table 7.
Heteroscedasticity Test

Variable	Sig. value	Description
Content Marketing (X1)	0,134	No clear evidence of heteroscedasticity
E-WOM (X2)	0,957	No clear evidence of heteroscedasticity

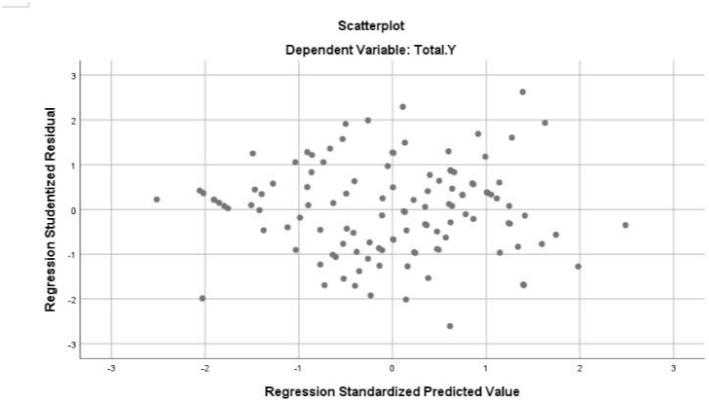


Figure 2. Heteroscedasticity test results using a Scatterplot

The Glejser test showed significance values of 0.134 for Content Marketing (X1) and 0.957 for E-WOM (X2), both greater than 0.05. Therefore, the results showed no clear evidence of heteroscedasticity in the regression model.

Multiple Linear Regression Results

To find out how much of an impact Content Marketing (X1) and Electronic Word of Mouth (X2) had on Purchase Intention (Y), researchers employed multiple linear regression analysis.

Table 8.
Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	3,226	2,450	–	1,317	0,190
Content Marketing (X1)	0,419	0,036	0,668	11,702	<0,001

E-WOM (X2)	0,400	0,053	0,433	7,594	<0,001

The multiple linear regression equation was Y = 3.226 + 0.419X_1 + 0.400X_2. Holding E-WOM constant, a one-unit increase in Content Marketing was associated with a 0.419-unit increase in Purchase Intention. Holding Content Marketing constant, a one-unit increase in E-WOM was associated with a 0.400-unit increase in Purchase Intention. Both regression coefficients were positive, indicating positive associations with Purchase Intention among the respondents.

Partial t-Test Results

Each independent variable's partial effect on the dependent variable was determined using the t-test. When the p-value is below 0.05, the null hypothesis is rejected. The direction of each relationship is determined from the sign of its regression coefficient.

Table 9.
Partial t-Test Results

Variable	t-value	Sig.	Decision
Content Marketing (X1)	11,702	<0,001	H1 supported
E-WOM (X2)	7,594	<0,001	H2 supported

The regression results showed that Content Marketing was positively and significantly associated with Purchase Intention, with t(117) = 11.702, p < .001. E-WOM was also positively and significantly associated with Purchase Intention, with t(117) = 7.594, p < .001. Therefore, H1 and H2 were supported.

Simultaneous F-Test Results

We utilized the F-test to find out if the independent factors were influencing the dependent variable all at once. When the p-value is below 0.05, the null hypothesis is rejected.

Table 10.
Simultaneous F-Test Results

F-value	Sig.	Decision
95,115	<0,001	H3 supported

The overall regression model was statistically significant, F(2, 117) = 95.115, p < .001. This indicates that Content Marketing and E-WOM, when considered together, were significantly associated with Purchase Intention among the respondents.

Coefficient of Determination (R^2)

The coefficient of determination is used to determine the extent to which the independent variables are able to explain the variation in the dependent variable.

Table 11.

Coefficient of Determination (R^2)

R	R Square (R^2)	Adjusted R^2	Std. Error of the Estimate
0,787	0,619	0,613	2,599

The model explained 61.9% of the observed variation in Purchase Intention ($R^2 = 0.619$; adjusted $R^2 = 0.613$). The remaining 38.1% was unexplained by this model, and its specific causes were not examined in this study.

DISCUSSION

This study examined the effects of Content Marketing and Electronic Word of Mouth (E-WOM) on Purchase Intention among Shopee Marketplace users in Medan City. The results showed that both independent variables were positively and significantly associated with Purchase Intention, both individually and simultaneously. The following discussion interprets these findings in relation to the research hypotheses and relevant previous studies.

The Effect of Content Marketing on Purchase Intention (H1)

The results showed that Content Marketing was positively and significantly associated with Purchase Intention among Shopee users in Medan City. The t-test result was significant ($t = 11.702$, $p < .001$), and the regression coefficient was positive ($B = 0.419$). These findings support H1 and suggest that more favorable perceptions of content marketing are associated with higher purchase intention. Clear product descriptions, informative content, and engaging promotional materials may help consumers develop an intention to purchase products on Shopee.

The Effect of Electronic Word of Mouth (E-WOM) on Purchase Intention (H2)

The results showed that Electronic Word of Mouth (E-WOM) was positively and significantly associated with Purchase Intention among Shopee users in Medan City. The t-test result was significant ($t = 7.594$, $p < .001$), and the regression coefficient was positive ($B = 0.400$). These findings support H2 and suggest that more favorable perceptions of E-WOM are associated with higher purchase intention. Online reviews, consumer experiences, ratings, and recommendations can provide information that helps potential buyers evaluate products and reduce uncertainty before making a purchase decision. These findings are consistent with Muhammad et al. (2024), who reported a positive and significant association between E-WOM and purchase intention in the Shopee e-commerce context, and with Yulindasari and Fikriyah (2022), who also examined the role of E-WOM in consumer purchasing behavior. Silitonga (2025) further highlights the role of digital communication in building consumer trust, which may provide supporting context for understanding E-WOM, although trust was not included as a variable in the present research model.

The Simultaneous Effect of Content Marketing and E-WOM on Purchase Intention (H3)

The F-test showed that the overall regression model was statistically significant, $F(2, 117) = 95.115$, $p < .001$. Therefore, H3 was supported, indicating that Content Marketing and E-WOM were jointly and significantly associated with Purchase Intention among Shopee users in Medan City. This result indicates the overall significance of the regression model and does not establish an interaction or synergistic effect between the two independent variables .These findings are consistent with (Christian & Tjiptodjojo, 2023), who examined the combined effects of content marketing and E-WOM on purchase intention, and (D. Rahmadani & Febriansah, 2024) who reported a positive combined association with purchasing decisions on Shopee. Content Marketing may provide product information and appeal, while E-WOM offers evaluations and experiences from other consumers. Together, these factors may help consumers evaluate products and develop

purchase intentions. Broader perspectives on digital marketing and customer relationships, including those discussed by (Sinaga, 2025; Vesuvius et al., 2025) provide additional context, although sustainable value creation and customer trust were not directly measured in this study.

CONCLUSION

Among the 120 purposively selected Shopee users in Medan City, Content Marketing and Electronic Word of Mouth (E-WOM) were each positively associated with Purchase Intention. The overall regression model was statistically significant, $F(2, 117) = 95.115$, $p < .001$, and explained 61.9% of the observed variation in Purchase Intention ($R^2 = .619$; adjusted $R^2 = .613$). The cross-sectional design does not establish causation, and the findings should not be generalized to all Shopee users.

RECOMMENDATION

For Shopee Marketplace sellers, content marketing needs to be developed consistently by paying attention to the clarity of product information, visual appeal, relevance of information to consumer needs, and interaction with consumers. Sellers also need to pay attention to consumer reviews and ratings as part of marketing communication because the experiences of other consumers can serve as considerations for potential buyers.
Managers at Shopee Marketplace can use this study's findings to inform their efforts to improve the platform's features for content distribution, buyer-seller interactions, and the useful presentation of ratings and reviews. A better customer experience can be achieved through the management of a digital environment that promotes healthy relationships and clear information.
Additionally, the data were based on self-reported responses, and Purchase Intention reflects consumers' stated intentions rather than actual purchasing behavior. The cross-sectional design also limits the ability to establish causal relationships.

REFERENCES

Annisa, K. S., Yulasmi, Y., & Fitri Sopali, M. (2024). Pengaruh Content Marketing dan endorsment terhadap Kepuasan Pelanggan dengan Keputusan Pembelian sebagai Variabel Intervening pada Shopee (Studi Kasus pada Mahasiswa Manajemen UPI YPTK Padang Angkatan 2020). *Jurnal Riset Manajemen*, *2*(1), 399–417.

Aslami, N., Apriani, A., Widayati, C. C., & Losi, R. V. (2022). the Role of Trust in Mediating Perceived Ease of Use, Perceived Risk and E-Wom on Purchase Intention. *Jurnal Perspektif Manajerial Dan Kewirausahaan (JPMK)*, *2*(2), 69–81. https://doi.org/10.59832/jpmk.v2i2.189

Christian, S. A., & Tjiptodjojo, K. I. (2023). Penerapan Content Marketing dan Electronic Word of Mouth (e-WOM) pada Purchase Intention. *JIIP - Jurnal Ilmiah Ilmu Pendidikan*, *6*(12), 9910–9914. https://doi.org/10.54371/jiip.v6i12.2744

Desma, A., & Maryati, E. (2025). *The Influence of Content Marketing and Brand Image on PYARY Consumer Loyalty*. *4*(1), 618–628.

Dorthy, H., Sinaga, E., & Moktar, B. (2025). *Green Marketing Innovation and Eco-Friendly Products on Purchase Intention of Skincare in the Era of Sustainable Economy*. *4*(1), 477–487.

Fitria, N. W., Mas, N., & H, D. P. (2025). Pengaruh E-WOM terhadap Minat Berkunjung Dimediasi oleh Citra Destinasi pada Objek Wisata Bukit Gandrung Tanggulasi

Kediri. *AKSIOMA : Jurnal Sains Ekonomi Dan Edukasi*, *2*(8), 1790–1806. https://doi.org/10.62335/aksioma.v2i8.1603

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). pearson.

Manurung, Z. M., & Rusdianto, R. Y. (2025). *THE INFLUENCE OF USER-GENERATED CONTENT (UGC), ELECTRONIC WORD OF MOUTH (E-WOM), AND PERCEIVED PRODUCT QUALITY ON PURCHASE INTENTION OF SOMETHINC PRODUCTS (CASE STUDY ON FOLLOWERS OF TIKTOK @SOMETHINCOFFICIAL)*. *8*(3), 306–312.

Muhammad, F., Muhiban, A., & Info, A. (2024). *Indonesian Journal of Economics , Management , and Accounting Terhadap Minat Beli Pada Komunitas Discountfess Untuk E-Commerce Shopee*. *1*(6), 524–533.

Nggabut, M. H., Enco, F. M. D., Surip, F. A., & Lian, Y. P. (2025). *Peran Kontent Marketing dan Free Ongkir terhadap Minat Beli Konsumen pada Shopee*. *8*(1), 16–21.

Putra, H. M. M., Budiman, & Suganda, F. R. (2019). Electronic Word Of Mouth dan Persepsi Risiko terhadap Minat Beli pada Situs Online Shopee . ID. *Journal of Knowledge Management*, *13*(1), 001–012. https://doi.org/10.52434/jkm.v13i1.2173

Putri, E. P., & Rachmawati, F. (2023). Digital content marketing untuk membangun brand pada akun mcn PT hoki adi karya. *Translitera : Jurnal Kajian Komunikasi Dan Studi Media*, *12*(2), 59–64. https://doi.org/10.35457/translitera.v12i2.2934

Rahmadani, D., & Febriansah, R. E. (2024). Pengaruh Content Marketing, Celebrity Endorsement, dan e-WOM Terhadap Keputusan Pembelian Produk di Shopee (Studi pada Mahasiswa Universitas Muhammadiyah Sidoarjo). *Jurnal Darma Agung*, *32*(3), 1–13.

Rahmadani, N. P., & Bungin, B. (2025). *Pengaruh Content Marketing pada Minat Pembelian Produk Skintific di Marketplace Shopee Pada Mahasiswa Universitas Ciputra Surabaya*. *17*(02), 1–8.

Ridwan, M., Setiawan, R., & Gumilar, I. R. (2025). Pengaruh Content Marketing dan Event Marketing terhadap Purchase Decision di Shopee serta Dampaknya pada Repurchase Intentions (Studi pada Pengikut Instagram @shopee_id). *JIIP (Jurnal Ilmiah Ilmu Pendidikan)*, *8*(7), 7877–7889. http://jiip.stkipyapisdompu.ac.id

Setiawardani, M., & Widanti, A. (2025). *Antecedents of Electronic Word-of-Mouth (e-WOM) and Purchase Intention: The Moderating Role of Consumer Involvement*. *7*(8), 5511–5518.

Sihombing, J. C., Bangsawan, S., & Mahrinasari, M. S. (2023). The Effect of Shopping Orientation, Product Attributes, and Electronic Word of Mouth (E-WOM) on online Purchase Intent in The Marketplace. *Journal Research of Social Science, Economics, and Management*, *2*(9), 2234–2251. https://doi.org/10.59141/jrssem.v2i10.447

Silitonga, S. (2025). *Evaluation of Digital Advertising Innovation and Sustainable Economic Policies on Consumer Trust: A Case Study of Students Using Avoskin in Medan*. *4*(1), 534–545.

Silva, P. M. (2017). Pengaruh Persepsi Konsumen Dan Motivasi Konsumen Terhadap Keputusan Pembelian Polis Asuransi. *Psikoborneo: Jurnal Ilmiah Psikologi*, *5*(3), 352–357. https://doi.org/10.30872/psikoborneo.v5i3.4420

Sinaga, B. &. (2025). *STRATEGI PEMASARAN DIGITAL BERBASIS MEDIA SOSIAL DALAM MENINGKATKAN ENGAGEMENT*. *3*(6), 441–454.

Sugiyono. (2019). *metode kuantitatif,kualitatif,R&B* (2nd ed.). alfabeta.

Vesuvius, D., Loo, P., Tinggi, S., Ekonomi, I., Prasetya, E., District, M. K., & City, M. (2025). *The Influence of Content Marketing Strategy and Promotion on Customer Loyalty at TOP Advertising*. *4*(1), 283–295.

Widuta, L., & Rinaldi, M. (2023). *The Effectiveness of E-WOM (Electronic Word Of Mouth) and Instagram Social Media Promotion on Purchase Intention at Liang Teh Sumatera*. *2*(1), 92–101.

Wiranata, W., Loo, P., Abellana, J. J., & Sirad, A. (2025). *Analyzing the Impact of TikTok-Video Content Marketing Strategy and Entrepreneur Personal Branding on Consumer Purchase Intention in the Used Car Market : A Case Study of Mestika Jaya Mobil Showroom*. *4*(1), 140–152.

Yulindasari, E. R., & Fikriyah, K. (2022). *Pengaruh e-WoM (Electronic Word of Mouth) terhadap Keputusan Pembelian Kosmetik Halal di Shopee*. *3*(1), 55–69.