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EFFECTS OF CONTENT MARKETING, SOCIAL MEDIA MARKETING, AND PRODUCT QUALITY ON GLAD2GLOW PURCHASE DECISIONS AT NUSA BEAUTY STORE, NORTH ACEH MUARA BATU

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Abstract

This study examines the partial effects of content marketing, social media marketing, and product quality on the purchase decisions of Glad2Glow products at Nusa Beauty Store, Muara Batu, North Aceh. Primary data were collected from 110 consumers selected through purposive sampling, using questionnaires distributed directly and through Google Forms. The instruments were tested for validity and reliability (Cronbach's Alpha) and the data were checked with classical assumption tests (multicollinearity, heteroscedasticity, and normality). Multiple linear regression, the coefficient of determination, and t-tests were run in SPSS version 27. The results show that content marketing has no significant effect on purchase decisions ($t = -0.363 < 1.659$; sig. = 0.717). In contrast, social media marketing ($t = 2.795$; sig. = 0.006) and product quality ($t = 3.099$; sig. = 0.002) have positive and significant effects. The model explains 18.4% of the variation in purchase decisions (adjusted R^2). Retailers should therefore prioritize interactive social media activities and consistently maintain product quality, while improving the informational value of their content.

Keywords: Content Marketing, Glad2Glow, Product Quality, Purchase Decision, Social Media Marketing

INTRODUCTION

The beauty industry in Indonesia has grown rapidly in recent years, driven by growing public awareness of self-care and by advances in information technology that have reshaped consumer behavior and pushed businesses toward digital marketing. According to the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached about 229.4 million in 2025, a penetration rate of 80.66%, so social media now plays a major role in how consumers search for information, compare alternatives, and decide what to buy. Two strategies dominate this landscape: content marketing, which creates and distributes valuable, relevant, and consistent content to attract audiences and encourage purchase (Lou & Xie, 2021; Koay, 2022), and social media marketing, which uses platforms such as Instagram and TikTok to build two-way interaction with consumers (Nyoko, 2022). Product quality also remains a primary consideration, especially for skincare, because consumers have become more selective about ingredients, safety, and benefits (Chaerudin & Syafarudin, 2021; Rihayana et al., 2021).

Glad2Glow is a skincare brand distributed in Indonesia by PT Suntone Wisdom Indonesia and manufactured by GuangZhou DAAI Cosmetics Manufacture Co., Ltd., China, and its products hold distribution permits from the Indonesian Food and Drug Authority (BPOM). E-commerce data from Compas.co.id for the second quarter of 2025 place Glad2Glow fourth among skincare brands, with a 4.28% market share. Nusa Beauty Store in Muara Batu, North Aceh, sells Glad2Glow directly and also promotes it on social media. However, the store's monthly Glad2Glow sales in 2025 were unstable, ranging from 108 units in May to 148 units in December (1,461 units in total), which suggests that the brand's popularity has not yet translated into consistent sales.

A preliminary survey of 30 Glad2Glow buyers at the store points in the same direction: 21 respondents disagreed that they bought because of social media content, 20 disagreed that social media marketing was their main reason, and 18 disagreed that they bought without considering product quality. They said promotional content was

too abundant to be fully convincing, so they compared brands, read reviews from users with similar skin conditions, and consulted store staff before buying. Previous studies are also inconsistent: content marketing has been reported to influence purchase decisions significantly (Putri et al., 2024) and to have no influence (Maretha et al., 2024; Nata & Sudarwanto, 2022); social media marketing has shown positive effects (Saliha & Surono, 2024) as well as insignificant ones (Arsj, 2023); and product quality has been found both to affect purchase decisions (Utami et al., 2023) and not to affect them (Rahma & Moeljono, 2023).

Few studies integrate the three variables for beauty products sold through a physical retail store. This study therefore aims to analyze the partial effects of content marketing, social media marketing, and product quality on the purchase decisions of Glad2Glow products at Nusa Beauty Store, Muara Batu, North Aceh.

LITERATURE REVIEW

Purchase decision

A purchase decision is the consumer's final choice to buy a product after searching for information and evaluating alternatives, influenced by experience, marketing information, and the environment, in order to obtain the product that best fits their needs and offers the best value. Following Cynthia et al. (2023), this study measures it through product selection, brand selection, channel selection, timing, purchase amount, and payment method.

Content marketing

Content marketing is a digital marketing strategy that plans, creates, and distributes relevant, valuable, useful, and consistent content to attract attention, build engagement, and develop long-term relationships with consumers (Lopes et al., 2022; Lou & Xie, 2021). Its indicators are relevance, accuracy, value, ease of understanding, and ease of finding.

Social media marketing

Social media marketing uses social media platforms as the main tool for promoting products and building two-way, personal relationships with consumers (Nyoko, 2022). Its dimensions are entertainment, interaction, trendiness, customization, and electronic word of mouth (Chen & Lin, 2019).

Product quality

Product quality is the ability of a product to perform its function, reflected in its performance, reliability, durability, and conformity to consumer needs and expectations (Rihayana et al., 2021); consumers consider not only physical attributes but also benefits and value (Chaerudin & Syafarudin, 2021). It is measured through performance, additional privileges, reliability, compliance with specifications, durability, and aesthetics (Arlisa et al., 2023).

Hypothesis development

Content that is relevant and easy to understand can attract attention and build a closer relationship with consumers, and several studies report a positive effect of content marketing on purchase decisions (Putri et al., 2024), although Maretha et al. (2024) and Nata and Sudarwanto (2022) found none. Social media marketing enables interaction, reviews, and recommendations that increase consumer confidence, and it has been found to affect purchase decisions positively (Akbari et al., 2024; Rahmawati et al., 2025; Saliha & Surono, 2024). Product quality shapes positive perceptions and satisfaction, and it has likewise been shown to influence purchase decisions (Fuadiyah et al., 2025; Munawarah et al., 2024; Tussaa'dah et al., 2025). The hypotheses are:

H_1: Content marketing has a positive and significant effect on the purchase decision of Glad2Glow products at Nusa Beauty Store.

H_2: Social media marketing has a positive and significant effect on the purchase decision of Glad2Glow products at Nusa Beauty Store.

H_3: Product quality has a positive and significant effect on the purchase decision of Glad2Glow products at Nusa Beauty Store.

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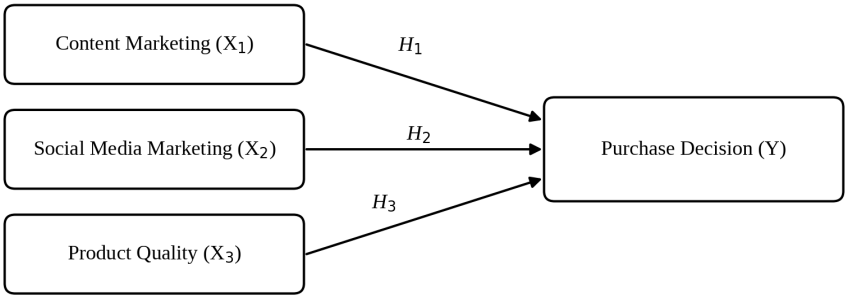


Image 1. Conceptual framework

METHOD

This study uses a quantitative approach with a survey method to test the effects of content marketing (X_1), social media marketing (X_2), and product quality (X_3) on purchase decision (Y). The research was conducted at Nusa Beauty Store, Jl. Elak Krueng Mane, Muara Batu District, North Aceh Regency, focusing on consumers who buy Glad2Glow products at the store.

The population is all consumers who purchase Glad2Glow products at Nusa Beauty Store, whose exact number is unknown because no data on the total number of buyers are available. Samples were therefore drawn using non-probability purposive sampling, with two criteria:

- aged 12 years or older; and
- having purchased Glad2Glow products at Nusa Beauty Store.

The sample size was determined as 5 times the number of indicators (22), giving 110 respondents. Primary data were collected through a structured questionnaire distributed directly and via Google Forms, using a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). Table 1 summarizes the operationalization of the variables.

Table 1. Operationalization of variables

Variable	Indicators
Purchase decision (Y)	Product selection, brand selection, channel selection, timing, purchase amount, payment method
Content marketing (X_1)	Relevance, accuracy, value, ease of understanding, ease of finding
Social media marketing (X_2)	Entertainment, interaction, trendiness, customization, electronic word of mouth
Product quality (X_3)	Performance, additional privileges, reliability, compliance with specifications, durability, aesthetics

Source: Processed by the authors (2026)

Instrument quality was assessed with validity and reliability tests. Validity was tested using Pearson product-moment correlation, with an item considered valid when r-count exceeds r-table (0.187 for df = 108). Reliability was tested using Cronbach's Alpha, with a variable considered reliable when the value exceeds 0.60. The classical assumption tests comprised multicollinearity (tolerance > 0.10 and VIF < 10), heteroscedasticity (residual scatterplot), and normality of residuals (one-sample Kolmogorov–Smirnov test, normal P-P plot, and histogram). The effects of the independent variables were estimated with the multiple linear regression model in Equation (1):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (1)$$

The coefficient of determination (R^2) was used to assess the explanatory power of the model, and the t-test was used to test the hypotheses partially at a 5% significance level, with a t-table value of 1.659 (df = 110 − 3 − 1 = 106). All analyses were run in SPSS version 27.

RESULTS AND DISCUSSION

Respondent characteristics and descriptive statistics

Of the 110 respondents, 106 (96.4%) were female and 4 (3.6%) were male. Most were aged 18–23 years (73 respondents; 66.4%) and were students (73 respondents; 66.4%). The largest share reported a monthly allowance of

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Rp500,000–Rp999,000 (41 respondents; 37.3%), followed by those with less than Rp500,000 (29 respondents; 26.4%). Table 2 shows that respondents rated all four variables positively, with mean scores of 4.00 or higher.

Table 2. Descriptive statistics of research variables

Variable	Mean	Highest-rated statement (mean)	Lowest-rated statement (mean)
Purchase decision (Y)	4.16	Easily accessible store location (4.24)	Buying when the product is needed or running out (3.98)
Content marketing (X_1)	4.08	Content easy to find on TikTok and Instagram (4.27)	Usefulness of the information provided (3.83)
Social media marketing (X_2)	4.00	Space to discuss Glad2Glow on social media (4.31)	Up-to-date product information (3.83)
Product quality (X_3)	4.20	Authenticity and safety, with halal label and BPOM permit (4.68)	Durability of the product when used (3.82)

Source: Processed primary data (2026)

Instrument quality and classical assumption tests

All questionnaire items had r-count values above the r-table value of 0.187, so every item was valid (Table 3). Cronbach's Alpha values for all four variables exceeded 0.60, indicating reliable instruments (Table 4). Tolerance values were above 0.10 and VIF values below 10 for every independent variable, so there was no multicollinearity. The Kolmogorov–Smirnov test returned an asymptotic significance of 0.082, above 0.05, and the P-P plot and histogram of the residuals agreed with this result, so the residuals were normally distributed. The residual scatterplot showed points spread randomly above and below zero without any pattern, so there was no sign of heteroscedasticity. The regression model was therefore suitable for further analysis.

Table 3. Validity test results

Variable / Item	r-count	r-table	Result
Purchase decision (Y)			
Y1	0.572	0.187	Valid
Y2	0.568	0.187	Valid
Y3	0.681	0.187	Valid
Y4	0.578	0.187	Valid
Y5	0.624	0.187	Valid
Y6	0.531	0.187	Valid
Content marketing (X_1)			
X1.1	0.429	0.187	Valid
X1.2	0.530	0.187	Valid
X1.3	0.476	0.187	Valid
X1.4	0.594	0.187	Valid
X1.5	0.344	0.187	Valid
Social media marketing (X_2)			
X2.1	0.801	0.187	Valid
X2.2	0.526	0.187	Valid
X2.3	0.566	0.187	Valid
X2.4	0.745	0.187	Valid
X2.5	0.756	0.187	Valid
Product quality (X_3)			
X3.1	0.548	0.187	Valid
X3.2	0.691	0.187	Valid
X3.3	0.677	0.187	Valid
X3.4	0.591	0.187	Valid
X3.5	0.543	0.187	Valid
X3.6	0.563	0.187	Valid

Note: r-table = 0.187 (df = 108; $\alpha = 0.05$). Source: Processed primary data (2026)

Table 4. Reliability and multicollinearity test results

Variable	Cronbach's Alpha	Tolerance	VIF	Result
Content marketing (X_1)	0.636	0.625	1.600	Reliable; no multicollinearity
Social media marketing (X_2)	0.678	0.636	1.572	Reliable; no multicollinearity
Product quality (X_3)	0.652	0.896	1.116	Reliable; no multicollinearity
Purchase decision (Y)	0.630	–	–	Reliable

Source: Processed primary data (2026)

Multiple linear regression and coefficient of determination

Table 5 presents the regression results, which give the estimated model in Equation (2):

$$Y = 11.855 - 0.054X_1 + 0.299X_2 + 0.327X_3 \quad (2)$$

The constant of 11.855 is the predicted purchase decision score when all three independent variables are zero. Holding the other variables constant, a one-unit increase in social media marketing raises the predicted purchase decision by 0.299, and a one-unit increase in product quality raises it by 0.327, whereas the coefficient of content marketing is slightly negative (−0.054) and not statistically significant. The correlation coefficient (R) is 0.455, R^2 is 0.207, and the adjusted R^2 is 0.184. The three variables together therefore explain 18.4% of the variation in purchase decisions, while the remaining 81.6% is explained by factors outside the model.

Table 5. Multiple linear regression and t-test results

Variable	B	Std. Error	Beta	t	Sig.	Hypothesis
(Constant)	11.855	2.818	–	4.207	< 0.001	–
Content marketing (X_1)	−0.054	0.148	−0.040	−0.363	0.717	H_1 rejected
Social media marketing (X_2)	0.299	0.107	0.358	2.795	0.006	H_2 accepted
Product quality (X_3)	0.327	0.106	0.284	3.099	0.002	H_3 accepted

Dependent variable: purchase decision (Y); t-table = 1.659 (α = 0.05; df = 106). Source: Processed primary data (2026)

Effect of content marketing on purchase decision

Content marketing has a t-count of −0.363, below the t-table value of 1.659, and a significance of 0.717, above 0.05, so H_1 is rejected. Content marketing does not significantly influence the purchase of Glad2Glow at Nusa Beauty Store. Although the store shares product information, education, reviews, and promotions on TikTok and Instagram, and respondents rated the content as easy to find (4.27), the content is not yet a main consideration when they decide to buy. This agrees with the preliminary survey, in which consumers said the content was mostly promotional, and that they relied on user reviews, brand comparisons, and consultation with store staff instead. The result is consistent with Maretha et al. (2024) and Nata and Sudarwanto (2022), but differs from Putri et al. (2024), who found a significant positive effect.

Effect of social media marketing on purchase decision

Social media marketing has a t-count of 2.795, above 1.659, and a significance of 0.006, below 0.05, so H_2 is accepted. The better the store's marketing on social media, the higher the consumers' decision to buy Glad2Glow. Respondents gave the highest rating to the space for discussing the product on social media (4.31), which indicates that interaction through comments, messages, and other users' recommendations helps consumers get to know the product and increases their trust in it. The updating of product information received the lowest rating (3.83), which suggests where the store could improve. The finding is in line with Fuadiyah et al. (2025), Rahmawati et al. (2025), and Saliha and Surono (2024).

Effect of product quality on purchase decision

Product quality has a t-count of 3.099, above 1.659, and a significance of 0.002, below 0.05, so H_3 is accepted. Product quality has the largest unstandardized coefficient (0.327) among the three variables. Respondents were especially confident about the authenticity and safety of Glad2Glow (4.68), supported by its halal label and BPOM permit, while durability was rated lowest (3.82). This fits the preliminary survey, in which consumers said that they

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compare active ingredients and look for evidence of effectiveness before buying because skin responds differently to each product. The result supports Munawarah et al. (2024), Pranata and Saragih (2025), and Tussaa'dah et al. (2025).

CONCLUSION

Content marketing does not have a significant effect on the purchase decision of Glad2Glow products at Nusa Beauty Store, whereas social media marketing and product quality each have a positive and significant effect. Together, the three variables explain 18.4% of the variation in purchase decisions, so other factors still play a considerable role. The store is advised to maintain and optimize its interactive and consistent social media marketing, to keep guaranteeing product quality, and to make its content more informative, relevant, and creative. This study is limited to one store and 110 respondents, so the findings may not represent other stores or regions. Future research should extend the objects and locations, use larger samples, add variables such as price, brand image, promotion, service quality, trust, or electronic word of mouth, and consider mediating variables to explain how these factors influence purchase decisions.

NOTATION

Y	Purchase decision (score of five-point Likert scale, dimensionless)
a	Constant (dimensionless)
b_1, b_2, b_3	Regression coefficients of X_1, X_2, and X_3 (dimensionless)
X_1, X_2, X_3	Content marketing, social media marketing, and product quality (score of five-point Likert scale, dimensionless)
e	Error term (dimensionless)

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