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The Effect of Content Marketing and Social Media Engagement on Purchase Intention for Kahf Face Wash Among Instagram Users

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Abstract

The development of social media has changed consumer behavior in seeking product information before making a purchase. Kahf uses Instagram as a digital marketing platform by delivering content marketing and encouraging social media engagement. This study aims to analyze the effects of content marketing and social media engagement on purchase intention for Kahf Face Wash among Instagram users. A quantitative approach was employed, involving 100 Instagram users who knew of or had seen promotional content for Kahf Face Wash. Data were collected using questionnaires, transformed using the Method of Successive Interval (MSI), and analyzed through multiple linear regression with SPSS version 26. The results show that content marketing has a positive and significant effect on purchase intention, with a beta coefficient of 0.398 and a significance value of 0.000. Social media engagement also has a positive and significant effect on purchase intention, with a beta coefficient of 0.278 and a significance value of 0.003. Together, content marketing and social media engagement have a significant effect on purchase intention. The coefficient of determination (R^2) is 0.357, or 35.7%, while the remaining 64.3% is associated with factors outside the scope of this study.

Keywords— *Content Marketing; Social Media Engagement; Instagram; Purchase Intention; Kahf Face Wash*

I. INTRODUCTION

Advances in information and communication technology have significantly transformed various aspects of human life, including marketing activities. This change is reflected in the growing use of the internet and social media as channels for communication, information exchange, and business activities. Social media serves not only as a means of communication but also as a medium through which companies disseminate information and build relationships with consumers.

Developments in the skincare industry also indicate changes in consumer behavior. In Indonesia, the growing use of skincare products by men, particularly basic products such as facial wash, has been influenced by the development

of social media and greater awareness of the importance of personal care. This situation creates opportunities for men's grooming brands to use digital media as a marketing communication channel.

Kahf is one of the brands that uses social media for digital marketing communications. Through its Kahf Everyday Instagram account, Kahf consistently publishes various types of content, including educational material on men's skincare, product information, promotional videos, Reels, digital campaigns, and collaborations with influencers and public figures. These strategies are intended to increase brand awareness, engagement, and consumers' purchase intention toward Kahf products.

In its marketing activities, Kahf also uses various forms of content marketing, such as educational content about men's skincare, product promotions, user testimonials, and inspirational content relevant to the lifestyle of modern men. Kahf also seeks to increase engagement with users through interactions in comment sections, Instagram Stories, and other interactive content formats.

Instagram is an important digital marketing platform because of its strong visual characteristics and its ability to facilitate direct interaction between brands and consumers. According to the Digital 2024 Global Overview report cited in the thesis, Indonesia has a large number of internet and social media users, and Instagram is one of the widely used social media platforms.

Content marketing is a marketing strategy that involves creating and distributing useful, relevant, consistent, and engaging material to build customer relationships and encourage actions that benefit a company (Kotler & Keller, 2016). In the context of social media, content marketing can serve as both a marketing tool and a means of education and communication between companies and consumers.

In addition to content marketing, social media engagement is an important factor in social media marketing. Social media engagement refers to participation, interaction, and the psychological connection that develops between users and a brand on a social media platform. According to Hollebeek et al. (2014), engagement reflects a consumer's motivational state, expressed through cognitive, emotional, and behavioral energy when interacting with a brand's digital stimuli.

Previous studies have shown that content marketing is associated with purchase intention. For example, Pujinata and Efrata (2023) found that content marketing and electronic word of mouth have positive and significant effects on purchase intention for skincare products. Pranata and Winarko (2023) also found that social media content positively affects the behavioral intentions of Kahf Instagram users.

Rossanhaz Syah et al. (2024) found that content marketing significantly affects customer engagement on Instagram account @Dearmebeauty. Meanwhile, Wijanarko et al. (2025) found that content marketing has a positive and significant effect on purchase intention for skincare products.

Based on this discussion, this study examines the effects of content marketing and social media engagement on purchase intention for Kahf Face Wash among Instagram users.

Research Hypotheses

H1: Content marketing has a positive and significant effect on purchase intention for Kahf Face Wash among Instagram users.

H2: Social media engagement has a positive and significant effect on purchase intention for Kahf Face Wash among Instagram users.

H3: Content marketing and social media engagement jointly have a significant effect on purchase intention for Kahf Face Wash among Instagram users.

II. METHOD

This study employs a quantitative approach. The study population comprises Instagram users who know of or have seen promotional content for Kahf Face Wash. This population was selected because the study focuses on analyzing the effects of content marketing and social media engagement on consumers' purchase intention through social media.

The sampling technique used was purposive sampling because the study required respondents with specific characteristics relevant to its objectives. The sample size was determined using the Lemeshow formula because the population size was not known with certainty. Based on this calculation, the study included 100 respondents.

The respondent criteria were as follows:

1. Actively uses Instagram at least once a week.

2. Has seen content marketing and interacted with Kahf's Instagram account.

3. Has an interest in and potential intention to purchase Kahf Face Wash.

Data were collected using a questionnaire with a Likert scale. The study variables were content marketing (X1), social media engagement (X2), and purchase intention (Y). The research instrument was tested for validity and reliability before being used in the analysis. The validity test involved 30 respondents, while the main study involved 100 respondents.

The ordinal data obtained from the questionnaire were then transformed into interval data using the Method of Successive Interval (MSI). The data were subsequently analyzed using descriptive statistics, classical assumption tests, and multiple linear regression with SPSS version 26.

Hypotheses were tested using the t-test to determine the partial effect of each independent variable on purchase intention, the F-test to determine the simultaneous effect of the independent variables, and the coefficient of determination to assess the model's ability to explain variation in purchase intention.

III. RESULTS AND DISCUSSION

3.1 Respondent Characteristics

The study involved 100 respondents. By occupational or educational status, 39 respondents (39%) were students, 49 (49%) were employees, 10 (10%) were self-employed, and 2 (2%) were business owners.

3.2 Validity and Reliability Tests

The validity test was conducted to assess the research instrument's ability to measure the variables under study. The variables tested were content marketing, social media engagement, and purchase intention. The test involved 30 respondents. The research instrument consisted of 26 statement items.

Reliability was tested using Cronbach's alpha. Under the criteria applied in this study, the instrument was considered reliable if the Cronbach's alpha coefficient was greater than 0.70.

3.3 Classical Assumption Tests

Classical assumption tests were performed before hypothesis testing. The normality test assessed whether the regression model's residuals were normally distributed and was conducted using the Kolmogorov-Smirnov test. Heteroscedasticity was assessed using a scatterplot, while multicollinearity was evaluated using tolerance values and the Variance Inflation Factor (VIF). The regression model was considered free from multicollinearity if the tolerance value was greater than 0.10 and the VIF was less than 10.

3.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the effects of content marketing and social media engagement on purchase intention. The partial test results are presented below:

TABLE I. PARTIAL TEST RESULTS

Variable	Beta Coefficient	t-statistic	Significance
Content Marketing	0.398	4.352	0.000
Social Media Engagement	0.278	3.022	0.003

3.4.1 The Effect of Content Marketing on Purchase Intention

The t-test results show that content marketing has a t-statistic of 4.352 and a significance value of 0.000. Because this significance value is below 0.05, H1 is accepted. The beta coefficient of 0.398 indicates that content marketing has a positive effect on purchase intention.

These results indicate that the better the content marketing presented by Kahf on Instagram, the greater consumers' inclination to purchase Kahf Face Wash. Informative, relevant, engaging, and educational content can help consumers understand the product and its benefits, thereby increasing their interest in it.

This finding is consistent with Pujinata and Efrata (2023), who reported that content marketing has a positive and significant effect on purchase intention for skincare products.

3.4.2 The Effect of Social Media Engagement on Purchase Intention

The t-test results show that social media engagement has a t-statistic of 3.022 and a significance value of 0.003. Because the significance value is below 0.05, H2 is accepted. The beta coefficient of 0.278 indicates that social media engagement has a positive effect on purchase intention.

The results indicate that user engagement through activities such as likes, comments, shares, saves, and participation in Instagram's interactive features plays a role in increasing consumers' inclination to purchase Kahf products. The study also emphasizes that the greater users' engagement with Kahf's Instagram account, the more likely they are to become interested in purchasing Kahf products.

This finding is consistent with the concept of social media engagement, which holds that consumer engagement encompasses cognitive, affective, and behavioral dimensions of interaction with a brand's digital stimuli.

3.4.3 The Simultaneous Effect of Content Marketing and Social Media Engagement on Purchase Intention

The F-test results show that the calculated F-statistic of 26.985 is greater than the critical F-value of 2.698, with a significance value of 0.000, which is below 0.05. Therefore, H3 is accepted. This means that content marketing and social media engagement jointly have a significant effect on purchase intention for Kahf products among Instagram users.

These results suggest that Instagram marketing strategies should integrate content quality with efforts to increase engagement. Informative, educational, relevant, and engaging content can provide value to consumers, while interactive activities can encourage users to respond, discuss, and share their experiences with Kahf products.

3.4.4 Coefficient of Determination

The coefficient of determination (R^2) in this study is 0.357, or 35.7%. This means that content marketing and social media engagement explain 35.7% of the variation in purchase intention. The remaining 64.3% is associated with factors outside the research model.

These results indicate that although content marketing and social media engagement influence purchase intention, other factors should also be considered when explaining consumer behavior toward Kahf Face Wash.

IV. CONCLUSIONS

Based on the results, content marketing has a positive and significant effect on purchase intention for Kahf Face Wash among Instagram users. This is indicated by a beta coefficient of 0.398 and a significance value of 0.000.

Social media engagement also has a positive and significant effect on purchase intention for Kahf Face Wash among Instagram users, as indicated by a beta coefficient of 0.278 and a significance value of 0.003.

Furthermore, content marketing and social media engagement jointly have a significant effect on purchase intention. The F-test produced an F-statistic of 26.985 with a significance value of 0.000.

The coefficient of determination of 0.357 indicates that the two independent variables explain 35.7% of the variation in purchase intention, while the remaining 64.3% is explained by factors outside the scope of this study.

Companies are advised to continue improving the quality of their Instagram content marketing by providing engaging, educational, relevant, and instructive information that meets the needs of the target market. Content addressing product benefits, ingredients, directions for use, and solutions to men's skincare concerns can improve consumer understanding and trust, thereby encouraging purchase intention.

Companies are also advised to increase user engagement through activities such as likes, comments, shares, saves, and Instagram's various interactive features. Marketing strategies should integrate the creation of high-quality content with efforts to increase engagement.

Future research should include other variables that may influence purchase intention, such as brand image, electronic word of mouth (e-WOM), brand trust, influencer marketing, perceived value, and price.

This study is limited to 100 purposively selected Instagram users who had seen and interacted with Kahf promotional content, and to two explanatory variables: content marketing and social media engagement. The findings should therefore be interpreted within this sample and research scope.

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