

## The Influence of Artificial Intelligence and Content Marketing Against Purchase Interest in the Creative Industry

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### ABSTRACT

Marketing strategies using artificial intelligence and content marketing are one of the digital transformation efforts that must be applied in creative industry businesses to attract consumer purchasing power. The purpose of this study aims to examine the effect of artificial intelligence and content marketing on consumer buying interest in the prayogo art creative industry. The research method uses explanatory research with quantitative methods. The samples used in this research were taken based on consumers who had purchased Prayogo Art products. This study uses multiple regression analysis and hypothesis testing. The results of this study indicate that Artificial intelligence has a significant and positive effect persially on purchase intention and Content marketing has a significant and positive effect on purchase intention persially as well.

**Keywords:** Artificial Intelligence, Content Marketing, Purchase Intention

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### INTRODUCTION

Digital transformation is the process and strategy of implementing technology into business operations that changes the way companies work and serve their customers, both in business marketing and manufacturing. The use of technology in business will lead to changes in people's behavior and increased demand will drive change and create new business opportunities.

Digital transformation in the world of marketing, namely the existence of Digital Marketing or commonly called digital marketing, is a method of marketing a product or brand that is used to introduce it using supporting media in digital form. This method is able to reach consumers both individually, relevant and right on target or what consumers want. Digital marketing activities are carried out intensively using computer and cellphone media starting with product promotion, transaction processes, to direct payment processes. Digital transformation of However, digital transformation is now starting to be loved by the public, so many economic activities are starting to rely on digital platforms. Especially since the covid-19 pandemic that hit the whole world, making people more familiar with the digital world in many aspects, for example in the scope of education, social, and economy.

Therefore, companies must also follow suit, including in the scope of marketing. The existence of digital marketing is one solution for companies. Digital marketing is a method of marketing a product or brand that is used to introduce the product or brand using supporting media in digital form, able to reach consumers, both individually, relevant and right on target or what consumers want.

Digital marketing activities are carried out intensively using computer and mobile media starting with product promotion, transaction processes, to direct payment processes. Thus, companies can showcase and sell their products through various online media that can be accessed such as through the use of social media and websites. Online media makes marketing more effective because companies can reach a wider market and time with less cost compared to conventional marketing.

Digital transformation is the process and strategy of implementing technology into business operations that changes the way companies work and serve their customers, both in business marketing and manufacturing. The use of technology in business will lead to changes in people's behavior and increased demand will drive change and create new business opportunities.

Digital transformation enables businesses to survive and become more effective and efficient. Digital marketing transformation affects all aspects of the marketing domain including product/service configuration; pricing; distribution and promotional activities. It involves nothing less than a complete reinvention of how companies innovate and create value." (Gillpatrick 2019)

The development of digital transformation using Artificial Intelligence Marketing and Content Marketing is an opportunity to strengthen the company's competitiveness. This also makes an increase in the buying interest of potential consumers greater. For the business world, marketing innovation by following market trends is mandatory for business continuity, and one of them is through marketing strategies by utilizing artificial intelligence. Artificial Intelligence is basically a field that mostly focuses on using computers to process data. Artificial Intelligence is a general field in computer science but has begun to be utilized in other fields because it has improved human life in various ways. For example, in the field of economics, over the last two decades, artificial intelligence has increased the efficiency of the production process and improved the quality of human life. service significantly. (Riza Aura Febriani et al. 2022)

Examples of the application of artificial intelligence in marketing include Chatbots which are usually used to solve various questions from consumers that are answered systematically and accurately. In addition, there are also web designs that can do work for their users based on the information provided, such as images, text, calls to action, etc. The application of artificial intelligence can make websites look professional in less time and at an affordable cost.

The application of artificial intelligence can also be used as predictive analysis which aims to use data to make possible future projections. In addition, there is also digital advertising that uses artificial intelligence to analyze user information such as gender, age, interests, and other aspects to display relevant advertisements to users. Artificial intelligence can also support online search through the way content is searched has changed, so marketers can immediately create and change content according to the results of the data obtained (Ribeiro and Reis 2021).

In addition to the transformation of digital marketing through the use of artificial intelligence which is now quite promising for the business world, there are also marketing processes that need to be used because of the lifestyle of people as potential consumers who now increasingly want to be facilitated (Fadhli et al., 2021). Marketing with content marketing is always needed in introducing products or brands to potential consumers as a consideration for making decisions to purchase these products or not.

Content marketing is a marketing strategy approach that focuses on creating and distributing valuable, relevant, and consistent content. Rebecca Lieb explains that content marketing is a marketing strategy by producing content that aims to provide information to targets (consumers) that is persuasive, for the products being marketed. Persuasion is an invitation by providing good reasons and prospects to convince. This marketing strategy approach is focused on creating and distributing valuable, relevant and consistent content in order to attract and retain a clearly defined audience, and overall to drive customer actions that can generate profits. (Kumalasanti 2022)

Companies or business people consider that the use of content marketing is promising and has good prospects for business development. The reason is that consumers still use social media more to do many activities. So to introduce products, you can utilize content marketing by managing it well. It must be underlined by all users that content creation must be interesting, informative and adjust to market needs. This is a benchmark for businesses to be recognized by potential consumers, and as an attraction so that consumer buying interest can be formed after seeing the content.

High consumer buying interest can certainly make buying decisions higher. Purchase interest is the possibility of consumers who will make purchases by seeking information from various sources. Because consumers have an interest in a product or service but not necessarily consumers will purchase the product or service. (Fitriani 2018). Purchase interest is the intention of consumers to buy and own a good or service based on various predetermined factors, such as the quality and quality of the product, the advantages or disadvantages of the product compared to its competitors, and the price offered. Purchase interest consists of three aspects, namely enabling to buy, intention to buy, and considering buying. (Muchlisin 2023).

Digital transformation also requires businesses engaged in the scope of the creative industry to also digitize many aspects of their business. The creative industry is a business that sells products that have creativity. Creative industries not only rely on creativity but also rely on skills and talents, where these points can improve welfare through the utilization of creativity. Because the government has also begun campaigning for a creative economy, which is an economic concept that prioritizes innovation, creativity, information, and knowledge. The results of this creativity and knowledge are used to create goods and services. (Natha 2023)

The government considers it important to digitize the creative economy, as digital technology has become the main support for strengthening the creative economy in the era of the industrial revolution 4.0. According to a McKinsey report, the digitization process can increase Indonesia's economy by 10 percent of GDP and open 3.7 million new jobs by 2025. (Shobirin 2020).

The existence of a link between consumer buying interest and the ways used by consumers in finding information related to the products needed is important to explore the information. (Putra et al., 2022) Creative industries that are starting to use artificial intelligence and content marketing as an effort to do digital marketing in this marketing scope. In fact, it can develop well and have competitiveness with competitors. Considering that in the process of marketing creative industry products, it is necessary to have its own creativity planning and can reach consumers widely.

So, consumer buying interest in products offered by creative industries that have used artificial intelligence and content marketing will be very interesting to study with the aim of measuring the extent of consumer buying interest in products from creative industries that have made digital transformation through the use of artificial intelligence and content marketing. So that it can be a reference for other business people to carry out digital transformation as soon as possible or even not need to be as soon as possible.

## **METHOD**

This research is explanatory research, which is a type of research that aims to reveal the underlying causes and relationships between different variables. It seeks to explain why certain phenomena occur and how they relate to other factors (Muhammad 2022). In this study using quantitative descriptive methods. The quantitative approach used in this study emphasizes the analysis of numerical data (numbers) which are then analyzed by appropriate statistical methods. Typically, quantitative research is used in inferential research to test hypotheses. Statistical test results can present the significance of the relationship being sought. (Hardani, 2020)

This research was conducted in the creative industry prayogo art which is located in the village plandi district diwek jombang. By using an infinite population where there is no real data on the number of consumers who have bought products at prayogo art. Then the researcher uses the Ferdinana formula which uses 5-10 multiplied by the number of indicators. In this study, the number of indicators was 13 X 5 so the sample reached 65 respondents. With the consideration or criteria set to fill out the questionnaire including respondents who have bought products, know prayogo art through social media and advertising.

The variables in this study are artificial intelligence and content marketing as independent variables, and purchase intention as the dependent variable. Operational variable is a design of measuring instruments used to describe each research variable into the concept of dimensions and indicators that become an object. A study needs to make an operationalization of research variables to make it easier for researchers to conduct their research. With the operationalization of research variables, it can assist researchers in determining the dimensions, indicators, measures and scales used from each research variable. (Aryanto 2018)

Data collection techniques used using the observation method. The observation method is used to observe and describe the behavior of the subject. As the name suggests, observation is used to collect information and data related to the researcher needs to be in contact with the respondent (Fandy 2021). In addition, this study also uses data collection methods with questionnaires and interviews.

The data analysis technique used is data that has been processed so that the results obtained are easily understood by the research reader. Data analysis is in the form of information on the results of data processing, grouping the results of data processing, summarizing the results of data processing so as to form a research conclusion. (Sahir 2022) using multiple regression to find out the linear relationship. The equation used is:

$$y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description  
Y = Purchase Intention     $\beta_0$  = Constant

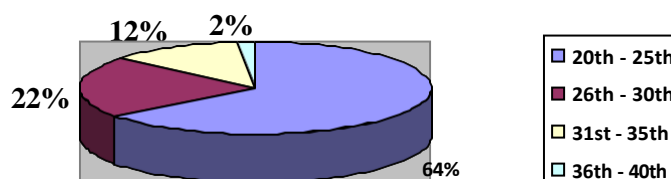
$\beta_1, \beta_2$  = Multiple Regression Coefficient  
 $X_1$  = Variable Artificial Intelligence  
 $X_2$  = Variable Content Marketing  
 $\epsilon$  = Standard Error

**RESULT AND DISCUSSION**

**RESULT**

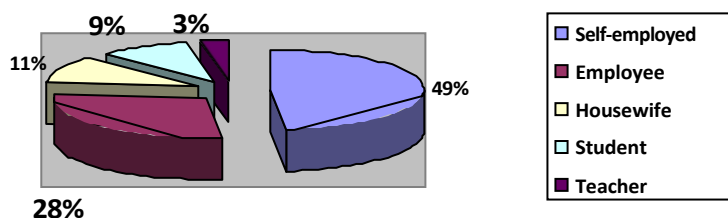
**Descriptive Frequency Distribution**

Respondents who filled out the questionnaire in this study had several criteria that the researcher had set, namely respondents who had bought paper flower products at prayogo art, respondents knew prayoga art stores through social media, or advertising, or e-commerce. As well as respondents who are over 20 years old. The characteristics of respondents in this study include age, gender and occupation.



Source: Primary data processed (2023)  
**Consumers by age**

Based on the picture above, it explains that the majority of respondents who have purchased products in the age range 20-25 years with 42 respondents or 64% of the total respondents, age range 26-30 years as many as 14 respondents or 22%, age range 31-35 years as many as 8 respondents or 12%, and age range 36-40 years as many as 1 respondent 2%. With these results it can be concluded that the age of consumers who have bought prayogo art paper flower products are consumers who are in the age category who really need paper flowers to prepare for weddings and other events.



Source: Primary data processed (2023)  
**Consumers by profession**

Based on the figure above, respondents based on profession show that the majority of respondents are employees, totaling 31 respondents (49%), self-employed as many as 18 respondents (28%), housewives as many as 7 respondents (11%), students as many as 6 respondents (9%), and teachers as many as 2 respondents (3%). So it can be concluded that the majority of consumers who buy prayogo art paper flower products are working or working as employees.

The results of descriptive analysis in this study by analyzing and processing the results of respondents' answers which are tabulated in the test results and interpretations. From the results of the frequency distribution of respondents for each variable artificial intelligence, content marketing and purchase intention, the results are obtained as stated in the following table.

Table 1 Descriptive Analysis Results

Variable	N	Mean	Tcr
Artificial intelligence	65	3,68	73,26%
Content marketing	65	3,80	75,94%
Purchase intention	65	3,80	76,04%

Source: primary data processed (2023)

**Multiple Linear Regression Results**

The results of data analysis in multiple linear regression tests in this study can be seen in the table presented below.

Table 2. Multiple Linear Regression Test Results

Standardized Coefficients T	Sig.	Coefficients <sup>a</sup> Model Coefficients		Unstandardized	
		B	Std. Error	Beta	a
1 (Constant)		4,899	2,575	1,903	,062
ArtificialIntelligence		,321	,119	,340	,009
ContentMarketing		,393	,101	,492	,000

Source: spss result data (2023)

Based on data analysis, multiple linear regression has the following equation:

$$Y = 4.899 + 0.321X_1 + 0.393X_2 + e$$

The regression equation in table 2 above shows the relationship between the independent variables and the dependent variable individually, the following conclusions can be drawn:

- The constant value is 4.899, which means that if the variable artificial intelligence (X1) and Content Marketing (X2) is 0, it means that consumer buying interest in paper flower products will increase by 4.899.
- The Artificial Intelligence variable has a regression coefficient value of 0.321 > 0, meaning that the artificial Intelligence variable has a positive influence on buying interest. Dimaba if the Artificial Intelligence variable has increased, the buying interest i n prayogo art paper flower products will also increase, assuming that the fabric variable remains and vice versa.
- Variable Marketing Content (X2) has a regression coefficient value of 0.393 > 0, which indicates that it has a positive influence on buying interest. Thus, buying interest (Y) in Paper Flower products will increase if other variables remain constant and vice versa.

Based on the test results, the t value for the Artificial Intelligence variable is 2.692 with a significance level of 0.009. The t table value is 1.670 so that the t value of X1 is 2.692 > 1.670 and has a significant value of 0.009 < 0.05, it can be stated that the artificial intelligence variable has an effect on buying interest. Thus, the hypothesis states that Ho is rejected and Ha is accepted, which means that there is a significant effect on buying interest.significant influence of artificial intelligence variables on buying interest in the flower prayogo art creative industry.

Based on the test results, the t value for the Content Marketing variable is 3.888 with a significance level of 0.009. The t table value is 1.670 so that the t value of X1 is 3.888 > 1.670 and has a significant value of 0.000 < 0.05, it can be stated that the Content Marketing variable has an effect on buying interest in the prayogo art creative industry. While the statistical results of the F test in this study can be seen in the following table.

Table 3 F Test Results (Simultaneous)

ANOVA <sup>a</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	927,719	2	463,859	50,627	,000 <sup>b</sup>
Residuals	568,066	62	9,162		
Total	1495,785	64			

Source: spss result data (2023)

Based on table 3 above, it is known that the statistical results of the F test obtained F count 50.627 with a significance value of 0.000, and because the significance value is smaller than 0.005, Ho is rejected

and Ha is accepted, which means that the free variables, namely Artificial intelligence and Content Marketing together have an influence on buying interest in the creative industry prayogo art.

## **DISCUSSION**

### **The Effect of Artificial Intelligence on Purchase Intention**

Based on the research results described above, it shows that all respondents gave an assessment of the Artificial Intelligence variable in the 75% category, which means that the strategy of prayogo art paper flower products using the application of artificial intelligence strategies has the ability to attract consumer buying interest.

Based on multiple regression analysis, artificial intelligence has a coefficient value of  $0.321 > 0$ , with a t value of  $2.692 > 1.999$  and  $0.009 < 0.05$ , which means that the artificial intelligence variable has a positive and significant effect on buying interest. Which means that if the artificial intelligence variable increases, then buying interest will also increase significantly and vice versa.

Based on the results of hypothesis testing, it is obtained that the price variable has a T value of  $2.692 > T$  table 1.678. The results of this study prove that the independent variable, namely artificial intelligence, has a positive influence on the dependent variable, namely buying interest in the prayogo art creative industry.

Based on the real conditions in the field and the answers that the highest answer is about before buying prayogo art products, consumers definitely consider the rating, especially based on this, it is based on consumer buying interest that considers the desire to have a product that matches what is needed.

Based on detailed conditions with the intelligence intelligence strategy in the form of algorithms carried out by prayogo art, which states that when consumers search for paper flower products through Google and through the marketplace, they say that their products automatically appear in the top position. This is used because it uses a recommendation system through an algorithm system. The system algorithm is a systematic process of developing requirements. The system algorithm is an effective way to do something planning data collection and data analysis. (Syahril, Erwansyah, and Yetri 2020)

Based on the picture prayogo art shares posts through social media consumers are often done by tagging social media accounts prayogo art it makes other consumers know that paper flower products diprayogo art better known. In addition, it makes the owner prayogo art more aware of the products that consumers need.

The results of this study are in line with previous research conducted by (Pangkey, Furkan, and Mulyono 2019) which also states that Artificial Intelligence variables assessed based on indicators including Expert systems, Natural Language Systems, Computer Vision, and Intelligent Computers have a positive and significant effect on Consumer Purchase Interest.

While other research that has been done is by (Wibowo and Sherley 2022) in this study the application of Artificial Intelligence that is applied is instagram ads. Instagram ads have a positive effect on purchase intention due to their attractive and easy-to-find characteristics. Attractive ads are the main factor that can attract audience attention. In addition, ads are very easy to find between posts in feeds or stories so that they can easily reach a wide audience as stated by one of the following respondents: "Ig ads usually have a wider medium to convey via writing." "Often get information through Instagram ads, stories of friends who sell Flimty."

### **The Effect of Content Marketing on Purchase Interest**

Based on the results of the data analysis described above, it shows that the assessment of the content marketing variable at the TCR value with an average value of 78.35% which states that this variable is good. With respondent data stating that prayogo art paperflower products are promoted using content marketing to attract consumers to buy products at prayogo art. Which content marketing is seen from visual design, color, video and image quality, as well as information or messages in content is able to attract consumer interest.

The results of the analysis through multiple linear regression analysis show that content marketing has a coefficient of  $0.393 > 0$ , with a Thitung value of  $3.888 >$  and sig  $0.000 > 0.05$ . So that a conclusion can be drawn which states that content marketing has a positive and significant effect on buying interest. Which means that if the content marketing variable increases, then buying interest will also increase significantly and vice versa.

Based on the results of hypothesis testing, it is found that content marketing has a value of  $T_{hitung} > T_{tabel}$  ( $3.137 > 1.678$ ), so the results of this study prove that content marketing has a positive influence on buying interest in the prayoga art creative industry.

Respondents stated that prayoga art content is easy to attract attention for consumers, this can happen because it is supported by the existence of prayoga art content that has diversity. In addition, prayoga art content also has visuals in the form of good pictures and videos. These visual elements and fashion styles have had a positive impact on fostering visual interest and consumer plans to buy products. (Irawan, Haswanto, and Ratri 2021)

It is also known that prayoga art content is very easy to find on various platforms and social media, ranging from instagram, facebook, whatsapp business, tik-tok, as well as through marketplaces such as shopee, lazada, tokopedia, blibli, and buka lapak. Not only that, consumers are also easy enough to contact the prayoga art admin, and are equipped with prayoga art shipping package wrappers that have detailed marketplace and social media information.

Prayoga art content is also able to convey detailed information in the form of detailed product information (model, color, shape to the form of paper flower writing) and even convey how to install the product and how to order the product. This is conveyed as clear information as one of the service media if consumers want to ask questions regarding prayoga art's creative industry products.

The results of this study are in line with previous research conducted by (Akbar and Maharani 2018) which states that the strategy of implementing content marketing to date is more effective and has a great influence on company profits. This is because content marketing can trigger consumer buying interest so that sales figures can continue to increase. For this reason, companies must understand the strategy of designing good and correct content marketing thoroughly.

Also research conducted by (Mahendra and Nugroho 2013) whose results also state that content marketing has an influence on the purchase intention of Jakarta area Instagram users for the AuthenticsId brand, so that when companies upload marketing content that is better than before, it will have an impact on consumer buying interest. and also research (Nabillah and Lubis 2023) which results in content marketing partially having a positive and significant effect on Purchase Intention in Marketplace Shopee users. Positive it means that if the Content Marketing variable is better, Purchase Intention will increase.

### **The Effect of Artificial Intelligence and Content Marketing on Consumer Purchase Intention**

Based on the results of the F test, it shows that the calculated F value is 50.627, with a significance value of 0.000. When compared with the specified significance level of 0.05 or 5%, the significance value of F Count is greater than the specified significance level.

Research results from R<sup>2</sup> obtained a value of 0.620 This explains that the independent variable (Variable artificial intelligence and content marketing) is able to explain 62% of the purchase interest variable. While the remaining 38% of other variables not examined in this study. These results influence artificial intelligence and content marketing to be interrelated with buying interest in prayoga art paperflower products.

Based on the factors that influence buying interest, it is supported by the factors stated by Sumawarah (2018) which explain that product introduction is one of the factors to influence buying interest in other words, with the application of artificial intelligence and content marketing as one of the more appropriate promotional efforts to influence buying interest because artificial intelligence is the focus of marketing by reaching a wide range of consumers through advertisements on marketplaces and social media In addition, image or video content that is able to introduce the product is one of the supporting factors to introduce the product.

This is in accordance with the real conditions where consumers both from garut, Jakarta, cilacap, Yogyakarta, solo, kalimatan, malang, maluku papua and even from abroad. This proves that consumers are well acquainted with prayoga set products which are arguably the product of competition in the planetary market is quite tight, this cannot be separated from being supported by promotion through advertising with interesting content and easy for consumers to understand.

### **CONCLUSION**

Artificial Intelligence has a significant influence on buying interest in the prayoga art creative industry. Because the prayoga art creative industry is able to implement promotional strategies by utilizing artificial intelligence that is applied such as using algorithms and hastags to display paperflower products so that they appear in top searches such as on Google, social media to the marketplace. In

addition, prayogo art also uses advertising where advertising itself is also part of artificial intelligence. Advertising itself is carried out on Facebook, Instagram, Shopee and Lazada. This makes the emergence of consumer buying interest in the prayoga art creative industry.

Content Marketing has an influence on buying interest in the prayoga art creative industry. The content of paper flower products in the prayogo art creative industry is able to provide information in the form of interesting content. In addition, prayogo art content is also available on several platforms such as Facebook, Instagram, TikTok, to the market place, so that the many platforms used make it easier for consumers to find prayogo art products. So that the paper flower prayoga art content makes the emergence of consumer buying interest in prayoga art creative industry products.

Artificial Intelligence and Content Marketing simultaneously affect the purchase intention of prayogo art paper flower products. The application of artificial intelligence and content marketing as a promotional effort is more suitable for influencing buying interest because artificial intelligence is the focus of marketing by reaching a wide range of consumers through advertisements in marketplaces and social media. In addition, image or video content that is able to introduce the product is one of the supporting factors to introduce the product. This is in accordance with the real conditions where consumers from both Garut, Jakarta, Cilacap, Yogyakarta, Solo, Kalimantan, Malang, Maluku, Papua and even from abroad. This proves that consumers are well acquainted with prayogo art products which are arguably the product of competition in the planetary market is quite tight, this cannot be separated from being supported by promotion through advertising with interesting content and easy for consumers to understand.

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