THE INFLUENCE OF CONTENT MARKETING, BRAND AMBASSADORS, AND BRAND AWARENESS OF BUYING INTERESTS OF FASHION MATERNAL DISASTER BRAND CUSTOMERS

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ABSTRACT
This research focuses on the influence of Content Marketing, Brand Ambassador, and Brand Awareness marketing strategies on Buying Interests of Maternal Disaster fashion brand customers. The purpose of this study is to determine the effect of Content Marketing, Brand Ambassador, and Brand Awareness on Buying Interests of Maternal Disaster fashion brand customers either partially or simultaneously. This study uses a Quantitative Descriptive method. As for how to collect data using questionnaires distributed to respondents who meet the criteria. The sample used in this study was 124 respondents who were taken using the Maholtra formula with purposive sampling method. For data analysis using multiple linear regression analysis techniques and tested using the SPSS version 25 program.

Keywords: Content Marketing, Brand Ambassador, Brand Awareness, Purchase intention

INTRODUCTION

The rapid development of technology, information and communication today makes various businesses, from small to large, need to take advantage of the developments that occur in their business activities. Technological developments like this help achieve strategic plans to achieve the vision and mission goals. The industry also follows the presence of technology. The Industrial Revolution 4.0 which is echoed at this time makes technology their backbone for its development (Septiadi, 2019). In particular, the development of the world of fashion, especially local clothes, has developed greatly so that local products can be appreciated more, and the quality of local products is better, not inferior to foreign brands. The development of the local clothing industry is inseparable from the marketing strategy carried out by local clothing industry companies actively on social media platforms such as Instagram, Facebook, Twitter, TikTok and YouTube, because these social media platforms have become platforms that are often used (Pham and Gammoh , 2015). This was not spared from the We Are Social report which showed that the number of active social media users in Indonesia was 191 million people in January 2022. That number had increased by 12.35% compared to the previous year of 170 million people. This article has been published on Dataindonesia.https:/dataindonesia.id/.com,2022).

Content Marketing is a marketing technique to create and distribute relevant and valuable content to attract, acquire, and engage a clear and comprehensible audience with the goal of driving profitable customer action (Lieb, 2012). Apart from the content marketing side, the factors that support consumers in their interest in buying a product are brand ambassadors (Mardiani & Wardhana, 2018). Kotler and Armstrong (2021) state that a brand ambassador is an individual who disseminates information about a company's products. Another driving factor that influences purchase intention is brand awareness (Hayati & Dahrain, 2022). Kotler et al (2019) stated that brand awareness is the ability of consumers to recognize and identify brands in their minds. Researchers use the Maternal Disaster fashion brand as the object of research because of its uniqueness that distinguishes it from other fashion brands with various considerations, the first from the content marketing side, the second from the brand ambassador, and the third from the customer brand awareness side of the Maternal Disaster fashion brand in Malang City. Quoted from the official website www. maternaldisaster.com, Maternal Disaster is a fashion

brand from Indonesia that has consumers among young people who are synonymous with black and are better known by their Winston Smith / Dead Kennedys homage logo.

The research location was chosen in Malang City for the reason that it is one of the cities which is included in the official expansion branch of Maternal Disaster which is located on Jl. Soekarno Hatta, Griya Shanta K-407, Malang. Not only that, the density of Malang City by students as an Education City provides many potential opportunities to encourage the development of Maternal Disaster. The city of Malang is increasingly advanced in the world of fashion as evidenced by the frequent holding of fashion festival bazaars such as Malang Mode, Indie Cloth, MFM (Malang Fashion Movement), and Kickfest (Kreative Independent Clothing Community Festival), which at the same time Maternal Disaster took part in the festival's bazaar. This proves that fashion in Malang has developed and to be able to make Malang a fashion city. (Pradita, 2017).

LITERATURE REVIEWS

Content Marketing
According to Rebecca Lieb, content marketing is a process in marketing strategy by producing content through social media that aims to provide information to consumers so that they can attract and encourage them to buy the products being marketed (Pertiwi and Gusfa, 2018). Based on research from Fauzi & Maharani (2018) Content marketing has a significant effect on purchase intention by paying attention to several aspects such as design, containing the latest information or news, providing an experience for consumers when reading, and consistent upload times. This is in line with research from Abdurrahim & Sangen (2019) which explains that content marketing has a significant influence on buying interest among consumers at the Biuti Hotel in Banjarmasin.

Brand Ambassadors
Doucett (2008) in his book says that a brand ambassador is someone who has a passion for the brand, wants to introduce it, and even voluntarily provides information about the brand. According to Lea-Greenwood (2012) Brand ambassadors are tools used by companies to communicate and relate to the public, with the hope that they can increase sales. Based on research by Mardiani & Wardhana (2018) brand ambassadors have an influence on buying interest in Bandung Kunafe Cake consumers. The results of this study are in line with the research of Hendayana & Afifah (2019) which explains that brand ambassadors have a significant effect on the intention to buy online shopping through the Tokopedia marketplace.

Brand Awareness
According to Aaker (1991) brand awareness brand awareness is the ability of someone who is a potential buyer to recognize or recall a brand as part of a product category. to communicate and relate with the public, with the hope that they can increase sales. The variables of brand awareness, price perception, and design have an influence on purchase intention in the research of Repi et al (2017). All hypotheses give positive results and can be said to influence the buying interest of Bukalapak consumers.

Interest to buy
Purchase intention is a consumer action in consuming a brand with the possibility that the consumer will buy the brand Hasan (2013).

METHODS

The type of research that the author did in this study was research with a descriptive approach. Quantitative research is a method based on the philosophy of positivism which is intended to carry out research in a special sample, the data analysis is quantitative or statistical, in order to propose the proposed hypothesis (Sugiono, 2013). In this study, the sample was determined using Malhotra's opinion (2009), namely the number of variable items and indicators multiplied by 4 or 5. The reason for using Malhotra's opinion is because the number of population to be drawn is not known with certainty. This reason is due to the

purchase of products made in various different places, such as the previous exposure. The variables used in this study consisted of 3 independent variables and 1 dependent variable. The total research items are 31 items, so it can be obtained that the sample in the study is 124 samples (31 items multiplied by 4).

Content Marketing (X1)According to Rebecca Lieb, content marketing is a process in marketing strategy by producing content through social media that aims to provide information to consumers so that they can attract and encourage them to buy the products being marketed (Pertiwi and Gusfa, 2018). With indicators 1: Relevance, 2: Accuracy, 3: Value, 4: Easy to understand, 5: Easy to find. 6 : Consistent, 7 : Transference

Brand Ambassador (X2) According to Lea-Greenwood (2012) Brand ambassadors are tools used by companies to communicate and relate to the public, with the hope that they can increase sales. With indicators 1: Congruence, 2: Credibility, 3: Attraction, 4: power

Brand Awareness (X3)according to Shimp (2003) Brand awareness is a basic dimension in brand equity. From this point of view, a brand has no equity until consumers are aware of the brand's existence. With indicators 1: Brand recall, 2: Brand Recognition, 3: Purchase decision, 4: Consumption

Buying interest (Y)According to Kotler & Keller (2016: 181), buying interest is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another. With indicator 1: Transactional Interest, 2: Referential Interest, 3: Preferential Interest, 4: Explorative Interest.

RESULTS

Based on the validity test of the results of data processing using SPSS presented in the following table:

Table 1. Validity Test

Variable	Items	R count	R table	Information
Content marketing (X1)	x1.1	0.694	0.175	Valid
	x1.2	0.642	0.175	Valid
	x1.3	0.693	0.175	Valid
	x1.4	0.724	0.175	Valid
	x1.5	0.763	0.175	Valid
	x1.6	0.788	0.175	Valid
	x1.7	0.705	0.175	Valid
	x1.8	0.631	0.175	Valid
	x1.9	0.702	0.175	Valid
	x1.10	0.808	0.175	Valid
	x1.11	0.764	0.175	Valid
	x1.12	0.778	0.175	Valid
brand ambassadors (X2)	x2.1	0.578	0.175	Valid
	x2.2	0.454	0.175	Valid
	x2.3	0.565	0.175	Valid
	x2.4	0.602	0.175	Valid
	x2.5	0.545	0.175	Valid
	x2.6	0.608	0.175	Valid
	x2.7	0.581	0.175	Valid
	x2.8	0.454	0.175	Valid

Variable	Items	R count	R table	Information
	x3.1	0.552	0.175	Valid
	x3.2	0.454	0.175	Valid
Brand awareness	x3.3	0.442	0.175	Valid
(X3)	x3.4	0.510	0.175	Valid
	y1.1	0.501	0.175	Valid
	y1.2	0.335	0.175	Valid
	y1.3	0.407	0.175	Valid
Interest to buy	y1.4	0.275	0.175	Valid
(Y)	y1.5	0.384	0.175	Valid
	y1.6	0.449	0.175	Valid
	y1.7	0.583	0.175	Valid

Source: Processed data

Based on the table above, that r table is determined at 0.1750 and the results of this validity test indicate that all variables (X1, X2, X3, and Y) are declared valid because they get a score higher than r table (> r table) so that the variables in this study valid distribution and may conduct further research.

Based on Reliability Testthe results of data processing using SPSS are presented in the following table:

Table 2. Reliability Test

No	Variable	*Cronbach Alpha*	Information
1	*Content Marketing*(X1)	0.917	Reliable
2	*Brand Ambassadors*(X2)	0.910	Reliable
3	*Brand Awareness*(X3)	0.757	Reliable
4	Buying interest (Y)	0.893	Reliable

Source: Processed data

Based on the table above, the Cronbach Alpha value for variable X1 (Content Marketing) has a value of 0.917 > 0.60, which means that the instrument variable X1 (Content Marketing) is declared reliable. X2 (Brand Ambassador) has a value of 0.910 > 0.60 which means that the instrument variable X2 (Brand Awareness) is declared reliable, X3 (Brand Awareness) has a value of 0.757 > 0.60 which means that the instrument variable X3 (Brand Awareness) is declared reliable, and the variable Y (purchasing intention) has a value of 0.893 > 0.60 which means that the instrument variable Y (purchasing interest) is declared reliable.

Based on the normality testthe results of data processing using SPSS are presented in the table 3. Based on the table 3 the table shows a significance value of > 0.05, which means that the data can be normally distributed. And it can be concluded that the regression model meets the normality test assumptions. Based on the results of the Multicollinearity Test the results of data processing using SPSS are presented in the table 4. Based on table 4, it shows that there are no symptoms of multicollinearity in all independent variables. The regression model used is content marketing, brand ambassador, and brand awareness because all independent variables successfully show tolerance values > 0.10 and VIF < 10.00.

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		124
Normal Parameters, b	Means	0.0000000
	std. Deviation	3.38317391
Most Extreme Differences	*absolute*	0.138
	Positive	0.082
	Negative	-0.138
Test Statistics		0.138
asymp. Sig. (2-tailed)		.000c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed data

Table 4. Multicollinearity Test

Coefficient								
Model		*Unstandardized Coefficients*		*Standardized Coefficients*	*Q*	*Sig.*	*Collinearity Statistics*	
		B	std. Error	Betas			*tolerance*	VIF
1	*(Constant)*	0.593	2,302		0.257	0.778		
	content marketing	0.146	0.077	0.198	1,881	0.062	0.341	2,928
	brand ambassadors	0.269	0.114	0.274	2,359	0.020	0.282	3,552
	brand awareness	0.646	0.195	0.332	3,302	0.001	0.374	2,674

Source: Processed data

Figure 1 Heterodasicity Test
Source: Processed data

Table 6. Multiple Linear Regression Test

Coefficient								
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	0.593	2,285		0.257	0.778		
	content marketing	0.146	0.077	0.198	1,881	0.062	0.341	2,928
	brand ambassadors	0.269	0.114	0.274	2,359	0.020	0.282	3,552
	brand awareness	0.646	0.195	0.332	3,302	0.001	0.374	2,674

Source: Processed data

Table 7. T Test (Partial)

Coefficient								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	std. Error	Betas			tolerance	VIF
1	(Constant)	0.593	2,302		0.257	0.797		
	content marketing	0.146	0.077	0.198	1,881	0.062	0.341	2,928
	brand ambassadors	0.269	0.114	0.274	2,359	0.020	0.282	3,552
	brand awareness	0.646	0.195	0.332	3,302	0.001	0.374	2,674

Source: Processed data

Table 8. F Test (Simultaneous)

ANOVAa						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1690,707	3	563,569	48,037	.000b
	residual	1407,641	120	11,732		
	Total	3098,548	123			
a. Dependent Variable: buying interest						
b. Predictors: (Constant), brand awareness, content marketing, brand ambassadors						

Source: Processed data

Based on the results of the Heterodasicity Testthe results of data processing using SPSS are presented in the figure 1. Based on the results of the picture above, it can be seen that the residual points spread randomly between 0, have a regular pattern and do not form a widened or wavy pattern, meaning that the regression model in this study did not show symptoms of heteroscedasticity.

Based on the results of multiple linear regression teststhe results of data processing using SPSS are presented in the table 6.

Table 9. Determinant Coefficient Test

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.739a	0.546	0.534	3,425
a. Predictors: (Constant), brand awareness, content marketing, brand ambassadors				
b. Dependent Variable: buying interest				

Source: Processed data

DISCUSSION

Hypothesis testing can be seen in the T test which shows that content marketing has a positive but not significant effect on customer buying interest for the Maternal Disaster fashion brand, it can be seen from the sig value of 0.062 > 0.05. This is also supported by the calculated T value of 1.881 > T table of 1.657. This means that the hypothesis testing can be seen in the T test which shows that content marketing has a positive but not significant effect on the buying interest of Maternal Disaster fashion brand customers.

Based on the results of the research, the content marketing variable has a positive and significant influence on buying interest. The results of the research also support research by Abdurrahim and Sangen (2019) which explains that content marketing, sales promotion and advertising have a significant influence on purchase intention. Hypothesis testing can be seen in the T test which shows that brand ambassadors have a significant effect on customer buying interest of the Maternal Disaster fashion brand, this can be seen from the sig value of 0.0.020 <0.05. This is also supported by the calculated T value of 2.3589 > T table of 1.657.

Based on the partial research results, Brand Ambassadors have a significant influence on purchase intention, which means that this influence increases slowly with positive results due to the influence of the selected brand ambassadors. Maternal Disaster's ability to select brand ambassadors significantly influences customer perceptions of Maternal Disaster brand products. Hypothesis testing can be seen in the T test which shows that brand awareness of customer buying interest for the Maternal Disaster fashion brand has a significant effect, it can be seen from the sig value of 0.0.020 <0.05. This is also supported by the calculated T value of 2.302 > T table of 1.657. Thus, it can be interpreted that brand awareness has a positive and significant effect on the buying interest of Maternal Disaster fashion brand customers.

CONCLUSION

Based on the research results, content marketing has a positive but not significant influence on the purchase intention of Maternal Disaster customers in Malang city. This result is because the content that is distributed pays attention to quantity by updating it regularly which is said to be less effective for consumers.
Based on the research results, brand ambassadors have a positive and significant effect on the buying interest of Maternal Disaster customers in the city of Malang. Through the results of the brand ambassador research, Burgerkill has the highest number of voters as one of the most recognized brand ambassadors from other brand ambassadors such as Billfold and Darksovls. In addition, the majority of Maternal Disaster respondents in this study were male so that the characteristics of Maternal Disaster are in accordance with Burgerkill.

Brand awareness has a positive and significant effect on the buying interest of Maternal Disaster customers in the city of Malang. These results can be concluded that the better the level of brand awareness that is owned, the more it can increase buying interest. Directly Content Marketing, Brand Ambassador, and Brand Awareness have a significant

influence on purchase intention, and the most influential variable in this research is brand awareness.

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