

The Effect of Content Marketing and Online Advertising on Repurchase Intention with Influencers as Moderating Variables at D'lawu Mountain Cottage

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Abstract. *This study aims to analyze the influence of content marketing and online advertising on consumer repurchase intention with influencers as a moderating variable at D'Lawu Mountain Cottage. This study uses a quantitative approach with an explanatory research type. The study population is consumers who have interacted with D'Lawu Mountain Cottage through digital media, with a sample of 100 respondents selected using a purposive sampling technique. Data were collected through questionnaires using a Likert scale and analyzed using multiple linear regression analysis with Moderated Regression Analysis (MRA). The results showed that content marketing had no significant effect on consumer repurchase intention ($\beta = 0.068$; $p = 0.448$), while online advertising ($\beta = 0.568$; $p < 0.001$) and influencers ($\beta = 0.351$; $p < 0.001$) had a positive and significant effect on consumer repurchase intention. In addition, influencers were shown to significantly moderate the relationship between content marketing and consumer repurchase intention ($\beta = 0.065$; $p = 0.019$), as well as the relationship between online advertising and consumer repurchase intention ($\beta = 0.106$; $p = 0.011$). The research model has excellent explanatory power with an Adjusted R^2 value of 0.920, indicating that 92.0% of the variation in consumer repurchase intention can be explained by the variables in the research model. This research contributes to the development of digital marketing literature by showing that influencers not only have a direct influence on repurchase intention but also strengthen the effectiveness of content marketing and online advertising strategies.*

Keywords: *Consumer Repurchase Intention; Content Marketing; Digital Marketing; Influencer; Online Advertising.*

1. Introduction

Marketing changes to the digital era require marketers to adapt to technological developments and consumer interests, especially among the Millennial and Generation Z generations. The Indonesian Internet Service Providers Association (APJII) announced that the number of Indonesian internet users in 2024 will reach 221,563,479 out of a total population of 278,696,200 in 2023. From the results of the 2024 Indonesian internet penetration survey released by APJII, Indonesia's internet penetration rate reached 79.5%. Compared to the previous period, there was an increase of 1.4%. Based on gender, the contribution of Indonesia's internet penetration comes largely from men (50.7%) and women (49.1%). Meanwhile, in terms of age, the majority of people surfing the internet are Gen Z (born 1997-2012) at 34.40%. Then, the millennial generation (born 1981-1996) at 30.62%. Then next, Gen X (born 1965-1980) as much as 18.98%, Post Gen Z (born less than 2023) as much as 9.17%, baby boomers (born 1946-1964) as much as 6.58% and pre boomers (born 1945 as much as 0.24%. (Association of Indonesian Internet Service Providers, 2024).

So far, many companies have utilized various types of social media.such as Instagram, Facebook, Twitter, and TikTok to present engaging content. These social media platforms have become crucial platforms in marketing strategies.

because it allows companies to reach a wider and more diverse audience. By leveraging the unique features of each platform, companies can convey their marketing messages more effectively and creatively, thereby attracting the attention of the growing number of social media users. One popular marketing strategy on social media is endorsement, which utilizes public figures or celebrities to promote products. These figures, often referred to as Selebgram or Instagram Celebrities, have large followings, thus influencing their followers' purchasing decisions. Endorsements are an effective marketing method because these figures have public recognition, trust, and respect, which can increase brand awareness and sales of the products they promote.

Table The Role of Influencers in Promoting a Brand Based on Their Engagement Increase (June 2022)

Data Name	Engagement Increase Value (%)
Lemonilo - NCT Dream	21.3
Mie Sedaap - Choi Siwon	19.5

McDonald's - BTS	7.6
White Luwak - Lee Min Ho	7.4
Neo Coffee - Lucas	6
Nu Green Tea - NCT Dream	3.8
Mr. Potato - Cha Eun	3
Coca-Cola - BTS	2.2
Cold Brew Coffee - BTS	2

Source: (Databoks, 2022)

Based on the data in Table regarding the role of influencers in promoting a brand based on the increase in engagement in June 2022,

It is clear that collaborations between brands and influencers can significantly impact engagement. For example, Lemonilo, in collaboration with NCT Dream, saw a 21.3% increase in engagement, demonstrating that selecting the right influencer can increase interaction and awareness of the brand. Similarly, Mie Sedaap, in collaboration with Choi Siwon, recorded a 19.5% increase in engagement, highlighting the importance of influencers in digital marketing strategies. Furthermore, the collaboration between McDonald's and BTS resulted in a 7.6% increase in engagement, while Luwak White, in collaboration with Lee Min Ho, saw a 7.4% increase. Other brands, such as Neo Coffee with Lucas and Nu Green Tea with NCT Dream, also saw increases in engagement, at 6% and 3.8%, respectively. Although Coca-Cola and Cold Brew Coffee, in collaboration with BTS, saw smaller increases of 2.2% and 2%, respectively, this data still demonstrates that influencers play a significant role in increasing brand visibility and engagement on social media. Using influencers as part of a marketing strategy can help brands reach a wider audience and increase engagement with consumers.

2. Research Methods

The research method used in this study is explanatory research with a quantitative approach. According to Sekaran & Bougie (2017), explanatory research is a type of research

that examines whether there is a causal relationship between two separate events. This study uses an explanatory research method with a quantitative approach to explain the relationship between content marketing and online advertising on consumer's repurchase intention with influencers as a moderating variable at D'Lawu Mountain Cottage. Data were collected through questionnaires distributed to consumers who had stayed at D'Lawu Mountain Cottage. The variables tested included content marketing, online advertising, influencers, and repurchase intention. Data analysis was carried out using descriptive statistical techniques and linear regression to identify relationships between variables. The results of the study are expected to provide insight for D'Lawu Mountain Cottage in formulating effective marketing strategies.

3. Results and Discussion

3.1. Research Object Overview: D'Lawu Mountain Cottage

D'Lawu Mountain Cottage is a cafe located on Jl. Raya Tawangmangu-Sarangan Kilometer 9, Bulakrejo RT 3 RW 6, Gondosuli Kidul, Gondosuli, Tawangmangu District, Karanganyar Regency, Central Java. D'Lawu Bistro offers accommodation with soothing natural views. This cottage-themed accommodation boasts stunning views and attracts visitors. The restaurant and accommodation are always busy on weekdays and holidays.



Figure D'Lawu Mountain Cottage

Geographically, this area is known as a mountain tourism destination, attracting tourists with its natural panoramas, cool air, and proximity to various prime tourist attractions, such as Grojogan Sewu and the Mount Lawu hiking trail. The cottage's presence is part of the growing ecotourism-based hospitality industry in the area. D'Lawu Mountain Cottage was chosen as the research object because it represents a mountain accommodation model that integrates the concept of residential comfort with a natural tourism experience.

D'Lawu Mountain Cottage is located in the strategic Tawangmangu area, easily accessible by land from Surakarta City and the center of Karanganyar Regency. Its relatively high elevation allows for cooler temperatures than the surrounding lowlands. Access to the site is supported by adequate road infrastructure for both private vehicles and tourist transportation.

From a spatial perspective, the cottage's location on the slopes of Mount Lawu offers added value in the form of mountain views, a key attraction for tourists. The proximity to natural attractions also strengthens D'Lawu Mountain Cottage's position as a destination-based accommodation.

Physically, D'Lawu Mountain Cottage embraces a natural-inspired building concept that blends with the mountain environment. The architectural design generally utilizes wood elements, sloping roofs, and spatial planning that optimizes the natural views. The layout of the area tends to follow the...

land contours, thus reflecting an adaptive approach to topographic conditions.

The facilities generally available include: Cottage units with various room types; Parking area; Restaurant or dining area; Open space or garden; and tourism support facilities (such as photo spots or recreation areas). The completeness of these facilities shows that D'Lawu Mountain Cottage functions not only as a place to stay, but also as a tourism experience space for visitors.

Based on its location characteristics, D'Lawu Mountain Cottage's main market segments generally include: Family travelers; Couples or leisure travelers; Communities or small groups; Domestic travelers seeking natural mountain tourism. Visitation patterns typically increase during weekends, holiday seasons, and national holidays, which are common characteristics of mountain tourism destinations in Central Java. Occupancy rates during these periods tend to be higher than during weekdays.

a. Respondent Characteristics

The respondents in this study were 100 consumers who had become D'Lawu Mountain Cottage's marketing targets. A description of the respondents based on age, gender, work experience, and recent education is shown below:

1. Age

Respondent characteristics based on age provide an overview of the consumer age group that is the target market for D'Lawu Mountain.

Cottage. The age distribution of respondents can be seen in Table below.

Table Description of Respondents by Age

Age	Amount	Percentage
≤ 20 years	14	18.00%
21 years – 30 years	46	46.00%
31 years – 40 years	24	24.00%
41 years – 50 years	10	10.00%
> 50 years	6	6.00%
Amount	100	100.00%

Source: Data processing results, 2026

Based on the data in the table, it is known that the majority of respondents are in the 21–30 age group with a percentage of 46.00%. This is followed by the 31–40 age group at 24.00%, the age group ≤20 years at 18.00%, the age group 41–50 years at 10.00%, and the age group above 50 years at 6.00%. This shows that D'Lawu Mountain Cottage consumers are dominated by the productive age group, especially young adults.

2. Gender

Respondent characteristics based on gender aim to determine the proportion of male and female consumers who are D'Lawu Mountain Cottage's marketing targets. The distribution of respondents by gender is presented in Table below.

Table Description of Respondents Based on Gender

Gender	Amount	Percentage
Man	44	44.00%
Woman	56	56.00%
Amount	100	100.00%

Source: Data processing results, 2026

Based on the data in the table above, 44.00% of the consumer respondents who are the marketing target of D'Lawu Mountain Cottage are male and 56.00% are female. The results of the respondent identity data based on gender indicate that the consumers who are the marketing target of D'Lawu Mountain Cottage are mostly female.

3.2. Variable Description

Variable descriptions are used to describe respondents' answers to questions related to the variables of information quality, trust, purchasing decisions, and shopping experience. This assessment uses index analysis to evaluate the tendency of respondents' answers to each variable. Based on the questionnaire that has been given to 100 respondents, to determine the majority of respondents' answers to each item of each variable, namely the variables of Content Marketing, Online Advertising, Influencers, and Consumer Repurchase Intention. The distribution of items is used to determine the frequency and variation of each variable that has been filled in by respondents for each questionnaire statement item.

1. Content Marketing

The Content Marketing variable (X1) in this study is measured using several indicators that reflect the quality and effectiveness of the content delivered by D'Lawu Mountain Cottage to consumers. These indicators include:

X1.1: Clarity of content information regarding the facilities and services offered

X1.2: Level of trust in the information conveyed in the content X1.3: Uniqueness of promotional content compared to other accommodations

X1.4: The ability of content to evoke positive emotions and consumer interest

X1.5: Ease of content to be understood and accessed through various digital platforms.

Based on these indicators, the Content Marketing variable was measured through five questionnaire items. Respondents' answers to each item can be seen in the following table.

Table Content Marketing

Item		Respondents' Answers					Amount
		SS	S	N	TS	STS	
X1.1	Frequency	29	53	8	6	4	100
	%	29%	53%	8%	6%	4%	100%
X1.2	Frequency	26	62	5	3	4	100
	%	26%	62%	5%	3%	4%	100%
X1.3	Frequency	30	59	4	4	3	100
	%	30%	59%	4%	4%	3%	100%
X1.4	Frequency	29	58	5	4	4	100
	%	293%	58%	5%	4%	4%	100%
X1.5	Frequency	26	58	7	5	4	100

	%	26%	58%	7%	5%	4%	100%
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Source: Primary Data Processing Results, 2026

Based on the table above, it shows that the statement items from the Content Marketing variable (X1) obtained the answers from 100 respondents, namely:

- a. In the first statement "The content displayed by D'Lawu Mountain Cottage provides clear information regarding the facilities and services offered" 29.0% of respondents stated that they strongly agreed and 53.0% of respondents stated that they agreed with the clarity of the information content provided. D'Lawu Mountain Cottage. This shows that D'Lawu Mountain Cottage customers consider the information presented in its marketing content to be very good and easy to understand..
- b. For the second statement, "I consider the information conveyed through the D'Lawu Mountain Cottage content to be trustworthy," 26.0% of respondents strongly agreed, and 62.0% agreed. This indicates that the majority of respondents felt confident in the content conveyed by D'Lawu Mountain Cottage.
- c. Regarding the third statement, "D'Lawu Mountain Cottage's promotional content is unique compared to other accommodations," 30.0% of respondents strongly agreed, and 59.0% agreed. This indicates that the majority of respondents acknowledge the uniqueness of D'Lawu Mountain Cottage's content.
- d. In the fourth statement "The content of D'Lawu Mountain Cottage is able to arouse positive emotions and my interest" 29.0% of respondents stated that they strongly agree and 58.0% of respondents stated that they agree. This shows that most respondents feel interested in the content of D'Lawu Mountain Cottage.
- e. Regarding the first statement, "D'Lawu Mountain Cottage's digital content is easy to understand and accessible through various technology platforms," 26.0% of respondents stated yes, and 58.0% of respondents agreed. This indicates that the majority of respondents felt that D'Lawu Mountain Cottage's content was easy to access and understand.

2. Online Advertising

The Online Advertising variable (X2) in this study is measured through several indicators that describe the effectiveness of online advertising conducted by D'Lawu Mountain Cottage in attracting attention and influencing consumers. These indicators include:

X2.1: The ability of online advertising to provide consumers with the information they need about products/services

X2.2: Ability advertisement on line in convincing consumer For considering reordering

X2.3: The ability of online advertising to help consumers recall the existence and offerings of D'Lawu Mountain Cottage

X2.4: Added value provided by online advertising compared to information from other sources

Based on these indicators, the Online Advertising variable was measured through several statement items in the questionnaire. Respondents' answers to each item can be seen in the following table.

Table Online Advertising

Item		Respondents' Answers					Amount
		SS	S	N	TS	STS	
X2.1	Frequency	29	53	8	6	4	100
	%	29%	53%	8%	6%	4%	100%
X2.2	Frequency	29	59	5	4	3	100
	%	29%	59%	5%	4%	3%	100%
X2.3	Frequency	27	62	4	4	3	100
	%	27%	62%	4%	4%	3%	100%
X2.4	Frequency	28	62	3	3	4	100

	%	28%	62%	3%	3%	4%	100%
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Source: Primary Data Processing Results, 2025

Based on the table above, it shows that the statement items of the variables

Online Advertising(X2) the results of the answers obtained from 100 respondents were:

- a. In the second statement, "D'Lawu Mountain Cottage's online advertisements provide the information I need about the product/service," 29.0% of respondents strongly agreed and 53.0% agreed. This indicates that most D'Lawu Mountain Cottage respondents feel that online advertisements are able to provide clear, complete, and relevant information about the facilities, services, and offers available, thus fulfilling their information needs before making a decision.
- b. In the third statement, "D'Lawu Mountain Cottage's online advertisement was able to convince me to consider making a reservation again," 29.0% of respondents strongly agreed, and 59.0% agreed. This indicates that most D'Lawu Mountain Cottage respondents felt that online advertisements were able to build their confidence and interest in using the service again, through persuasive and attractive messages.
- c. In the fourth statement, "D'Lawu Mountain Cottage's online advertisement helps me remember their existence and offers," 27.0% of respondents stated that they strongly agree and 62.0% stated that they agree. This shows that the majority of D'Lawu Mountain Cottage respondents feel that D'Lawu's advertisement helps them to increase brand recall, so that they remember its existence and the various offers provided.
- d. In the first statement, "D'Lawu Mountain Cottage's online advertisement provides added value compared to information from other sources," 28.0% of respondents stated that they strongly agreed and 62.0% stated that they agreed. This indicates that the majority of D'Lawu Mountain Cottage respondents felt that information from D'Lawu's online advertisement provided advantages, such as more interesting, interactive, or more easily accessible information presentation compared to other information sources.

3. Influencer

The Influencer variable (Z) in this study is measured through several indicators that reflect the influencer's role in influencing consumer perceptions and decisions regarding D'Lawu Mountain Cottage. These indicators include:

Z.1: Influencer credibility in promoting D'Lawu Mountain Cottage Z.2: Clarity and ease of understanding of the message conveyed by

influencer

Z.3: The influencer's ability to describe a stay experience that suits consumer needs and behavior.

Based on these indicators, the Influencer variable is measured through

Several statement items in the questionnaire. Respondents' answers to each item can be seen in the following table.

Table Influencers

Item		Respondents' Answers					Amount
		SS	S	N	TS	STS	
Z.1	Frequency	27	61	5	3	4	100
	%	27%	61%	5%	3%	3%	100%
Z.2	Frequency	28	62	3	4	3	100
	%	28%	62%	3%	4%	3%	100%
Z.3	Frequency	29	61	3	3	4	100
	%	29%	61%	3%	3%	4%	100%

Source: Primary Data Processing Results, 2025

Based on the table above, it shows that the statement items of the variables *Influencer*(Z) the results of the answers obtained from 100 respondents were:

- a. The second statement, "Influencers promoting D'Lawu Mountain Cottage appear to have good credibility," showed that 27.0% of respondents strongly agreed and 61.0%

agreed. This indicates that the majority of D'Lawu Mountain Cottage respondents felt that influencers were honest in conveying information, that what was conveyed matched reality, and that they possessed competence or experience in relevant fields.

- b. The third statement, "The influencer's promotion felt focused, clear, and easy to understand," showed that 28.0% of respondents strongly agreed and 62.0% agreed. This indicates that the majority of D'Lawu Mountain Cottage respondents felt the influencer's message was easily understood by consumers. This includes the use of simple language, structured information delivery, and an engaging and unambiguous communication style. A clear and easy-to-understand message will help consumers grasp information more quickly.
- c. The fourth statement, "Influencers are able to describe a stay experience that aligns with consumer needs and behavior," showed that 29.0% of respondents strongly agreed and 61.0% agreed. This indicates that the majority of D'Lawu Mountain Cottage respondents felt that influencers were able to describe the atmosphere, facilities, and service benefits in detail, helping them imagine the experience they would have. Furthermore, the alignment between the experience conveyed and consumer preferences and lifestyles will increase interest and confidence in using the service.

4. Consumer Repurchase Intention

The Consumer Repurchase Intention (Y) variable in this study is measured using several indicators that reflect consumers' tendency to repeat purchases of D'Lawu Mountain Cottage services. These indicators include:

Y.1: Level of consumer satisfaction with the experience of using the service
Y.2: Perception of good and consistent product/service quality

Y.3: Level of consumer trust in reputation and service

Y.4: Consumer intention to use the service again in the future

Based on these indicators, the Consumer Repurchase Intention variable was measured through several items in the questionnaire. Respondents' answers to each item can be seen in the following table.

Table Consumer Repurchase Intention

Item	Respondents' Answers	Amount

		SS	S	N	TS	STS	
Y.1	Frequency	19	63	11	4	3	100
	%	19%	63%	11%	4%	3%	100%
Y.2	Frequency	27	59	5	5	4	100
	%	27%	59%	5%	5%	4%	100%
Y.3	Frequency	27	62	4	4	3	100
	%	27%	62%	4%	4%	3%	100%
Y.4	Frequency	29	61	3	4	3	100
	%	29%	61%	3%	4%	3%	100%

Source: Primary Data Processing Results, 2025

Based on the table above, it shows that the statement items from the Consumer Repurchase Intention (Y) variable obtained the answers from 100 respondents, namely:

- The first statement, "I feel satisfied with my experience using D'Lawu Mountain Cottage services," showed that 19.0% of respondents strongly agreed and 63.0% agreed. This indicates that most D'Lawu Mountain Cottage respondents felt satisfied after using D'Lawu Mountain Cottage services. This satisfaction arose from comparing their expectations before using the service with the actual experience they felt. This satisfaction is an important factor that encourages them to return to use the service in the future.
- The second statement, "I consider the quality of D'Lawu Mountain Cottage's products/services to be good and consistent," showed that 27.0% of respondents strongly agreed and 59.0% agreed. This indicates that the majority of D'Lawu Mountain Cottage respondents rated the quality of service provided favorably, both in terms of facilities, service, and perceived comfort.

- c. The third statement, "I trust D'Lawu Mountain Cottage's reputation and service," showed that 27.0% of respondents strongly agreed, and 62.0% agreed. This indicates that the majority of D'Lawu Mountain Cottage respondents have confidence in D'Lawu Mountain Cottage, both in terms of reputation and the service provided. This trust is formed through previous experiences, information received, and the positive image of the service provider.
- d. The fourth statement, "I intend to use D'Lawu Mountain Cottage services again in the future," showed that 29.0% of respondents strongly agreed and 61.0% agreed. This indicates that the majority of D'Lawu Mountain Cottage respondents are likely to make repeat purchases in the future. This intention is typically influenced by positive experiences, satisfaction levels, and established trust.

4. Conclusion

Based on the results of data analysis and discussion regarding the influence of Content Marketing, Online Advertising, and Influencers on Consumer Repurchase Intention at D'Lawu Mountain Cottage, the following conclusions can be drawn:

1. *Content Marketing* No influential significant to *Consumer Repurchase Intention*.
2. *Online Advertising* has a significant positive effect to *Consumer Repurchase Intention*.
3. Influencers significantly moderate the relationship between Content Marketing on Consumer Repurchase Intention.
4. Influencers significantly moderate the relationship between Online Advertising on Consumer Repurchase Intention.

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