

The Influence of Content Marketing, Viral Marketing and Influencers on Repurchase Intention and Customer Satisfaction: (Case Study on Monsieur Spoon Bakery)

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ABSTRACT

This study aims to determine the effect content marketing, viral marketing, influencers on repurchase intention and customer satisfaction at Monsieur Spoon which is one of the first Bakery stores that sell Cromboloni in Indonesia, especially in Bali and Jakarta. The population of this study was 163 thousand, with a sample of 200 people. The data collection method uses a questionnaire distributed to 200 respondents from Monsieur Spoon's Instagram followers with the criteria of Monsieur Spoon's Instagram followers, who had bought Monsieur Spoon cromboloni. The analysis technique used in this study is the Structural Equation Model (SEM) with the help of the SmartPLS (Analysis Partial Least Square) program. The results of the study concluded that there is a positive and significant effect of content marketing, viral marketing, content marketing, viral marketing, influencers have a positive and significant effect on customer satisfaction. And there is a positive and significant influence of customer satisfaction on repurchase intention.

INTRODUCTION

In the rapidly evolving digital era, traditional marketing strategies are beginning to be replaced by more effective and efficient digital marketing methods. One of the businesses that is feeling the impact of this change is the food and beverage industry sector, including bakery. Monsieur Spoon Bakery, as one of the business players in this industry, where Monsieur Spoon needs to adjust its marketing strategy in order to compete and maintain customer loyalty (Deni A. T., et al. 2024) One of the bakeries from Monsieur Spoon (cromboloni) is going viral on various social media quoted from myindibiz, which states that this bakery has been viral since September 2023, this viral food comes from America where this unique food is able to steal the attention of bakery lovers because of its unique appearance and taste variants, this bakery is viral because of a successful marketing strategy, The key to the success of Monsieur Spoon's marketing strategy lies in marketing innovation on social media platforms. Some of the factors that support the success of the marketing strategy using social media are the creation of creative content, collaboration with influencers, and community participation. This dish is a combination of croissants and bomboloni that has become a word of mouth among culinary lovers in various countries including Indonesia. After going viral, many bakery shops that sell cromboloni include Harvest, Holland bakery, Roti O, and many more stores that are not yet famous that provide additional cromboloni menus in their business fields. The food went viral after being spread by several influencers and celebrities such as Tasya Farasya, Atta Halilintar, and Aurel Hermansyah. According to bake.co.id, the interesting review videos from the influencers managed to steal the attention of millions of viewers, and proved the unique appeal of this pastry. With proven quality and support from influencers, cromboloni from Monsieur Spoon has become an inevitable culinary phenomenon in Indonesia. A proof that uniqueness and deliciousness remain the main key in arousing the taste buds of culinary lovers in the country.

Based on the myindibiz quote, Monsieur Spoon uses product marketing by conducting content marketing, viral marketing, influencer marketing strategies. Where by increasing the value of cromboloni viral, which is reviewed by several people to influencers, making cromboloni a food that all people want to try. Based on a writing from kompas.id cromboloni from Monsieur Spoon has been available since the end of 2022, sales of this bakery are so good that it went viral in November 2023. This virality is of course the fruit of the marketing strategy work carried out by Monsieur Spoon. This certainly adds a considerable turnover for the bakery business, so that according to a survey conducted the highest sales have reached around 30,000 pieces per day in all branches. In addition to going viral on various social media such as Instagram and Tiktok, Monsieur Spoon also takes advantage of the modern era and today's digitalization. Or the public's resilience which is often called FOMO (fear of missing out), where FOMO is interpreted as fear or worry about missing something or trends. This is caused by social factors, which cause a high feeling of anxiety and fear (Hodkinson 2019)The current attitude of the Indonesian people opens a great opportunity for a business that is going viral, with the

attitude of the audience not wanting to be left behind with the existing trend, so this is temporary. According to chef Ragil who wrote in the kompas.id review, he estimates that the trend that is going viral due to the attitude of the Indonesian people will usually dim after six months to one year. He also added that it would be nice if the taste could also be equivalent to 100% not beyond 100% with the hope that business owners can innovate on the taste of existing food. With content marketing created by several people until it finally went viral and increased the selling value and market of this cromboloni, Monsieur Spoon tried to use influencers as marketers for their products, the lure was not endorsed. Every content done by influencers goes viral and fyp. One example of influencer and beauty vlogger Tasya Farasya, with a cromboloni review post made by Tasya managed to make the tiktokers want to try the cromboloni from Monsieur Spoon, posted on November 30, 2023 on @Tasya Farasya's tiktok account with 786.9K likes, 8296 comments, with reposts made by the public or shared to people in the amount of 24.2K with the success of content marketing carried out by influencers made Monsieur Spoon viral for cromboloni products so that the company's goals were achieved, the market value of cromboloni increased.

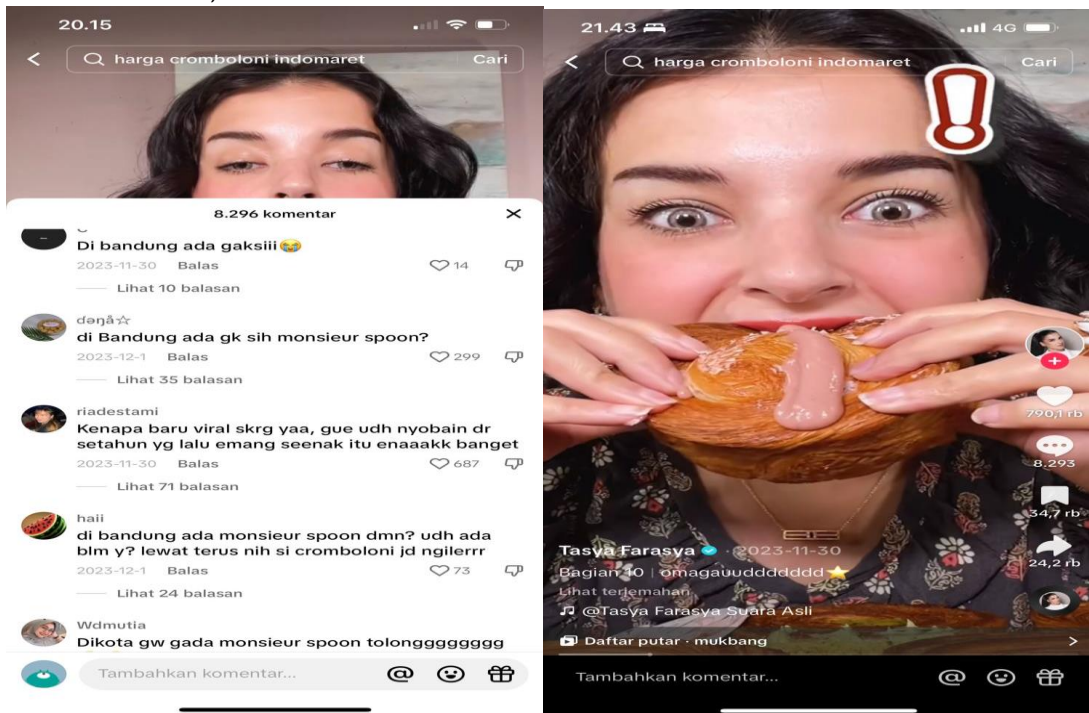


Figure 1. Cromboloni review by influencer Tasya Farasya (Source: Tasya farasya's tiktok account)

Based on this background, the author is interested in researching the topic "The Influence of Marketing Marketing Strategies, Viral Marketing, Influencers on Repurchase Intention and Customer Satisfaction (Case Study on Bakery Cromboloni Monsieur Spoon). This study refers to previous research, but what distinguishes this research from previous research is that this research researches in the field of bakery and has never been researched before.

LITERATURE REVIEW

Content marketing and Repurchase Intention

Content marketing is a marketing action that focuses on creating and disseminating valuable and relevant content that is constantly updated in an effort to attract and retain loyal customers so as to produce reliable relationships (Sangen et al. 2018) Effective content marketing can increase repeat purchase intentions, by building a strong relationship between the brand and the customer, increasing loyalty, and providing the sustainable value needed by the customer presented through relevant content, useful and relevant content can provide customer satisfaction where the content can provide solutions to their problems and meet their information needs.

H1 : Content marketing has a positive and significant effect on repurchase intention

Viral marketing and Repurchase Intention

Is a marketing strategy that utilizes social networks and online media to spread marketing messages quickly from one individual to another. This technique relies heavily on the ability of messages to grab attention and encourage people to share with their network. According to Kaplan and Haenlein (2011), successful viral marketing can significantly increase brand exposure in a short time at a relatively low cost. Viral marketing has a significant influence on repurchase intention for several main reasons where viral marketing increases consumer awareness of a brand through the rapid and wide dissemination of information and in viral marketing there tends to be a strong emotional response between viral content and consumers so that this encourages repurchase behavior (Rosyihuddin et al. 2022)

H2 : Viral marketing has a positive and significant effect on repurchase intention

Influencer marketing and Repurchase Intention

According to Daimi and Tolunay (2021) Influencer marketing is a brand promotion strategy using well-known brand ambassadors, who influence their followers, to benefit from their large network, as well as increase brand awareness and sales. Influencer marketing has a significant influence on repurchase intention, this is due to several reasons, namely influencers are often considered experts and trusted figures in recommending product brands needed by consumers, and the use of influencer marketing can increase consumer repurchase intention.

H3 : Influencer marketing has a positive and significant effect on repurchase intention

Customer Satisfaction and Repurchase intention

Khaldun et al. (2016) in their research stated that satisfaction is a feeling that arises from performance and expectations, if the performance is below expectations, consumers are not satisfied and vice versa. If the performance meets expectations, then the consumer is satisfied, while when the performance exceeds expectations, the consumer is happy or very satisfied and generates

purchase interest. According to research conducted by Banjarnahor (2018) customer-related treatment will increase the likelihood of buying again and also give a positive impression.

H4 : Customer satisfaction has a positive and significant effect on repurchase intention

Content Marketing and Customer Satisfaction

Where content marketing has a significant effect on customer satisfaction is supported by several content factors, namely content content provides valuable information, increases the involvement of this such as reviews or comments from consumers, builds consumer trust, and provides solutions from reviews or consumer comments, this supports the positive influence on customer satisfaction (Weerasinghe et al. 2018).

H5: Content marketing has a positive and significant effect on customer satisfaction.

Viral Marketing and Customer Satisfaction

Effective viral marketing can expand brand reach and increase understanding of a product, which will increase customer satisfaction, as well as social influence where recommendations from relatives involved in viral campaigns are often more trusted and appreciated, which can increase customer trust and satisfaction (Muala 2018)

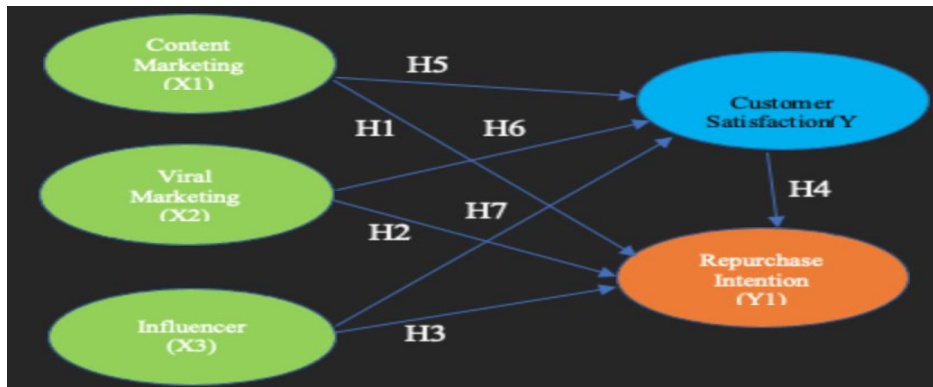
H6 : Viral marketing has a positive and significant effect on customer satisfaction

Influencer Marketing and Customer Satisfaction

Influencers are often considered as trusted figures or people in terms of recommending products, recommendations from them can increase customer confidence in the product, influencers also have a style of communication language that makes recommendations made by them on social media credible compared to traditional advertisements, and influencers provide detailed reviews of the product, this can help consumers or customers in understanding the product better. both this can create or support customer satisfaction, so that influencers have a positive effect on customer satisfaction (Ao et al., 2023).

H7: Influencer marketing has a positive and significant effect on customer satisfaction.

Theoretical Framework

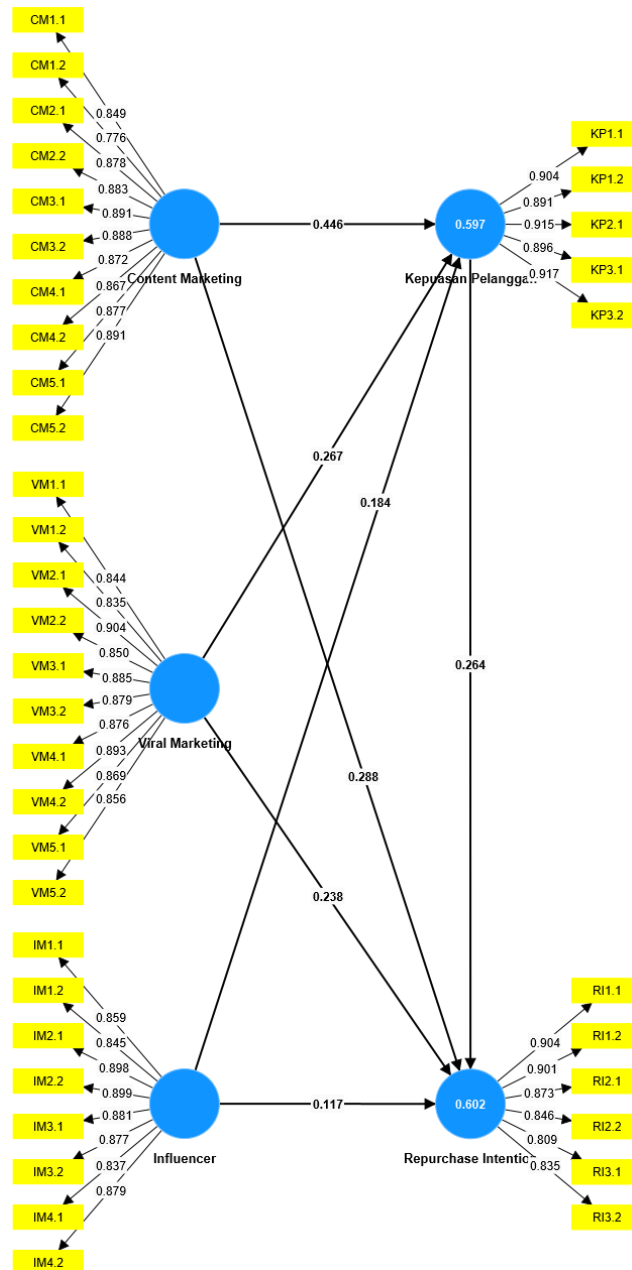


Picture 2. Research Framework

METHODOLOGY

This study uses a quantitative research method with an associative type and with primary data as a source of data obtained from the questionnaire results. This penelitian is collected online. The analysis method used is a validity, reliability test, The type of data in this study uses the Structural Equation Modeling (SEM) approach based on Partial Least Square (PLS). PLS is an alternative model of SEM based on coarianism.

RESEARCH RESULT



Picture 3. Full outer Model

Based on picture 3 the following shows that the outer loading value of each indicator has an outer loading value > 0.7 . So, all indicators can be used in research.

Tabel 1. Output Model Fit

	Saturated Model	Estimated Model
SRMR	0,052	0,052
d_ULS	2,097	2,097
d_G	1,044	1,044
Chi-Square	1174,281	1174,281
NFI	0,866	0,866

From the data in table 1. listed in the table above, it can be seen that the SRMR value in the saturated model is $0.052 < 0.08$, while in the estimated model it is $0.052 < 0.08$. Based on this comparison, it can be concluded that the model that has been made meets the model feasibility standards and can be said to be fit.

Construct	Original Sample (O)	T Statistics (O/STDEV)	P Values	Hipotesis	Description
<i>Content Marketing -> Repurchase Intention</i>	0,288	2,439	0,015	H1	Accepted
<i>Influencer -> Repurchase Intention</i>	0,117	2,143	0,032	H2	Accepted
<i>Viral Marketing -> Repurchase Intention</i>	0,238	3,545	0,000	H3	Accepted
<i>Customer Satisfaction-> Repurchase Intention</i>	0,264	2,910	0,004	H4	Accepted
<i>Content Marketing -> Customer Satisfaction</i>	0,446	6,374	0,000	H5	Accepted
<i>Viral Marketing -> Customer Satisfaction</i>	0,267	4,113	0,000	H6	Accepted
<i>Influencer -> Customer Satisfaction</i>	0,184	3,096	0,002	H7	Accepted

DISCUSSION

Based on the output of SmartPLS above, the following conclusions can be drawn:

1. The influence of Content Marketing on Repurchase Intention had an original sample value of 0.288 with P Values of $0.015 < 0.05$, and a statistical t-value of $2.439 > 1.96$. Therefore, Content Marketing has a significant positive effect on Repurchase Intention and H1 is accepted.
2. The influence of influencers on Repurchase Intention had an original sample value of 0.117 with P Values of $0.032 < 0.05$, and a statistical t value of $2.143 > 1.96$. Therefore, Influencers have a significant positive effect on Repurchase Intention and H2 is accepted.
3. The influence of Viral Marketing on Repurchase Intention has an original sample value of 0.238 with P Values of $0.000 < 0.05$, and a statistical t value of $3.545 > 1.96$. Therefore, Viral Marketing has a significant positive effect on Repurchase Intention and H3 is accepted.
4. The effect of Customer Satisfaction on Repurchase Intention had an original sample value of 0.264 with P Values of $0.004 < 0.05$, and a statistical t value of $2.910 > 1.96$. Therefore, Customer Satisfaction has a significant positive effect on Repurchase Intention and H4 is accepted.
5. The influence of Content Marketing on Customer Satisfaction has an original sample value of 0.446 with P Values of $0.000 < 0.05$, and a statistical t value of $6.374 > 1.96$. Therefore, Content Marketing has a significant positive effect on Customer Satisfaction and H5 is accepted.
6. The influence of Viral Marketing on Customer Satisfaction has an original sample value of 0.267 with P Values of $0.000 < 0.05$, and a statistical t-value of $4.113 > 1.96$. Therefore, Viral Marketing has a significant positive effect on Customer Satisfaction and H6 is accepted.
7. The influence of influencers on customer satisfaction had an original sample value of 0.184 with P Values of $0.002 < 0.05$, and a statistical t value of $3.096 > 1.96$. Therefore, Influencers have a significant positive effect on Customer Satisfaction and H7 is accepted

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis that has been carried out previously, several conclusions were obtained from this study, including, Content marketing has a significant effect on repurchase intention, where the results of the study show that the t-statistic value is $2.439 > 1.96$ and the P value is $0.015 < 0.05$ and this hypothesis is declared accepted. Viral marketing has a significant effect on repurchase intention, where the results of the study show that the t-statistic value is $2.143 > 1.96$, and the P value is $0.032 < 0.05$ and this hypothesis is accepted. Influencer marketing has a significant effect on repurchase intention, where the results of the study show that the t-statistic value is $3.545 > 1.96$, and the P value is $0.000 < 0.05$ and this hypothesis is accepted. Customer satisfaction has a significant effect on repurchase intention, where the results of the study show that the t-statistic value is $2.910 > 1.96$ and the P value is $0.004 < 0.05$ and this hypothesis is declared accepted. Content marketing has a significant effect on customer satisfaction, where the results of the study show that the t-statistic value

is $6.374 > 1.96$, and the P value is $0.000 < 0.05$ and this hypothesis is accepted. Viral marketing has a significant effect on customer satisfaction, where the results of the study show that the t-statistic value is $4.113 > 1.96$, and the P value is $0.000 < 0.05$ and this hypothesis is declared accepted. And influencer marketing has a significant effect on customer satisfaction, where the results of the study show that the t-statistic value is $3.096 > 1.96$, and the P value is $0.002 < 0.05$ and this hypothesis is declared accepted.

ADVANCED RESEARCH

In this study, the researcher has limitations, the limitations in this study are as follows, the distribution of the questionnaire is not wide, only limited to Monsiuer Spoon's social media followers. The number of respondents is also still small, the research model and characteristics carried out are still fairly common and often done by previous researchers. Previous research that supports this research is still very limited and still uses the results of national research as a reference and reference in this study. Some suggestions that can be input in the next research are, content marketing variables, the indicator with the highest negative answer is the statement "I can easily find the content I need about Monsiuer Spoon", selected 1.5% "Strongly disagree". So it can be concluded that the content marketing distributed by Monsiuer Spoon is not completely easy to find by consumers. So this must be improved, so that in the future the content about Monsiuer Spoon products can be spread evenly so that every content that is disseminated can be easily found by consumers on social media.

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