



## **The Influence of Content Marketing and Search Engine Optimization (SEO) on Interest in Using Services at N'You Salon Medan**

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### **Abstract**

*This study aims to determine the effect of content marketing and Search Engine Optimization (SEO) on Interest in Using Services at N'You Salon Medan. The research population to be used in the study is prospective female consumers of Medan Sunggal city who will use the services of N'You Salon with a total of 68,772 people. By using the slovin sampling technique with an error rate of 5%, the sample used amounted to 398 customers. The results of the research analysis show that content marketing and Search Engine Optimization (SEO) has a significant effect on Interest in Using Services at N'You Salon Medan based on partial hypothesis testing. The results showed that content marketing and Search Engine Optimization (SEO) had a positive and significant effect on Interest in Using Services at N'You Salon Medan based on the results of simultaneous hypothesis testing. The results of this study are supported by the value of R Square ( $R^2$ ) = 0.294 or 29.4%, which means that Content marketing and Search Engine Optimization (SEO) simultaneously have an influence of 29.4% on Interest in Using Services at N'You Salon Medan. While the remaining 70.6% is influenced by other factors that come from outside this research model.*

**Keyword:** Content Marketing, Interest in Using, Search Engine Optimization

**INTRODUCTION**

The beauty industry in Indonesia has experienced rapid growth in recent years. Public awareness of the importance of self-care, particularly hair care, has become an inseparable part of everyday life. According to Awaliyah (2024), revenue for the beauty and personal care industry is expected to reach US\$9.17 billion, or approximately Rp 142 trillion, in 2024, with an annual growth rate of 4 percent.

Based on research conducted by Nawiyah et al. (2023), developing countries like Indonesia contribute 51% to the global beauty industry. This growth is supported by the continued growth in the number of cosmetics companies in Indonesia, estimated to reach over 1,000, with 89.2 percent of them being Small and Medium Enterprises (SMEs) (Awaliyah, 2024).

The following content marketing implementations were implemented during 2023 and 2024:

**Table 1. N'You Salon Content Marketing Performance 2023 - 2024**

<i>Platform</i>	<b>Follower Growth 2023</b>	<b>Follower Growth 2024</b>
Instagram	45%	37%
TikTok	120%	92%

Source: N'You Salon (2025)

Based on the data above, it can be seen that the number of N'You followers decreased from 2023 to 2024, indicating that consumer interest in N'You salons is also decreasing. Purchase intention refers to an individual's tendency or desire to purchase a particular product or service after considering their needs and desires (Jamaluddin et al., 2020). Various factors can contribute to low consumer purchase intention, including content marketing and search engine optimization. Content marketing is a marketing strategy focused on creating, delivering, and distributing valuable and relevant content to attract, engage, and retain a specific audience (Amrita et al., 2024). Meanwhile, SEO, which stands for Search Engine Optimization, is a way to acquire quality visitors, both free and paid. To attract more visitors, your business website needs to implement an SEO strategy by improving its design and content (Agusfianto et al., 2023).

Based on research, it can be seen that content marketing has a significant influence on purchase intention (Agustini et al., 2022). Similarly, research shows that search engine optimization significantly influences consumer purchase intention (Khairunnisa et al., 2023). Marketing content that is unattractive and irrelevant to the needs of the target market can lead to a decline in consumer interest in visiting Salon N'You. Boring promotions that don't follow trends, lack creativity, or don't showcase the salon's superior services can make consumers less interested. Furthermore, a lack of content variety or promotions that fail to provide emotional appeal or added value to consumers can make Salon N'You lose out to

other salons with more innovative marketing strategies. As a result, consumers tend to seek alternatives that better meet their needs and expectations.

The success of a digital marketing strategy is measured not only by metrics like followers and engagement, but also by conversions to actual sales. Research by Maulana (2022) revealed that Search Engine Optimization (SEO) influences interest in using a service. According to Yusnanto et al. (2021), Search Engine Optimization (SEO) is a systematic method that utilizes search engine algorithms on websites to improve the quality of traffic on search pages and sentences that match keywords. Meanwhile, Gunawan (2022) defines SEO as a fundamental strategy for increasing website traffic through keyword and technical optimization. In the context of social media, particularly Instagram and TikTok, SEO implementation has specific characteristics. According to Bridestory (2021), including hashtags in posts can increase engagement by up to 12% compared to not using hashtags. Research conducted by Alkatili et al. (2022) shows that using hashtags can increase business insight.

**Table 2. Effectiveness of Hashtag Use on Instagram**

Total Hashtag	Engagement Rate Average
5-10	3.8%
11-15	4.2%
16-20	3.9%
20	3.1%

Source: N'You Salon (2025)

For the TikTok platform, Rania (2024) emphasized the importance of optimizing video titles and descriptions with relevant keywords. This is supported by research by Chandra (2023), who found that TikTok videos with optimized titles are 71% more likely to appear on the For You Page (FYP). Additional supporting data for N'You Salon's Search Engine Optimization (SEO) can be seen in the table below:

**Table 3. N'You Salon Content Marketing Performance 2022-2024**

Year	Website Search
2022	Traffic 85%
2023	Traffic 72%
2024	Traffic 69%

Source: N'You Salon (2025)

The decline in Salon N'You website traffic, from 85% in 2022 to 72% in 2023, and then again to 69% in 2024, indicates that search engine optimization (SEO) is not being implemented optimally. Irrelevant content, ineffective keyword usage, and a lack of efforts to increase online visibility can make a website difficult for potential customers to find. Consequently, consumer interest in visiting the website decreases, which in turn leads to a decrease in overall salon visits. Without improved SEO strategies, the potential to reach more consumers through online searches becomes increasingly limited. The challenges in optimizing SEO and content marketing strategies were also highlighted by Yunita et al. (2021), who stated that poor content quality can weaken marketing objectives by not maximizing impact. This is reinforced by the findings of Qomariah et al. (2024), who

demonstrated that contemporary and easily understood content can attract customer purchase interest.

## **LITERATURE REVIEW**

### ***Content Marketing***

Content marketing is a marketing strategy focused on creating, delivering, and distributing valuable and relevant content to attract, engage, and retain a specific audience (Amrita et al., 2024). Content marketing involves disseminating quality website content that provides benefits and solutions. Not only offering products, but also sharing tips based on concern will significantly increase conversions compared to offering products directly (Yunani & Kamilla, 2023). According to Ramli et al., 2024, indicators of content marketing include improving social media performance, website and blog development, enhancing email marketing, optimizing paid advertising platforms, collaborating with influencers, and analyzing and adjusting search results.

### ***Search Engine Optimization (SEO)***

SEO, short for Search Engine Optimization, consists of various methodologies implemented to make websites more accessible to people searching for information through search engines, particularly Google (Rahman, 2022). SEO, or search engine optimization, is a method for acquiring quality visitors, either at no cost or at a cost. To attract more visitors to your business website, it's crucial to implement SEO by improving its design and content (Agusfianto et al., 2023). According to Alimudin & Purwantoro (2022), indicators of search engine optimization include URL structure. The first thing to consider is creating a correct URL structure that aligns with the topic being discussed. The use of SSL/TLS (with SSL/TLS and a certificate, the URL will begin with HTTPS). Determining content topics, where search intent is the division of keywords based on the desired business objectives, creating a good content structure that adheres to the principles of good article writing, and adding meta titles and descriptions. The more backlinks you acquire, the more credible your website will be perceived by Google. The faster your website is, the easier it will be to rank on search engine results pages.

### ***User Intent***

Purchase intent refers to an individual's tendency or desire to purchase a product or service, arising from an assessment of their needs and expectations. This process involves several steps, from need recognition, information search, evaluation of options, purchase decision, and post-purchase actions. Consumers who show purchase interest will also exhibit behaviors such as considering the product more deeply and comparing it with other options (Jamaluddin, 2020). According to Jamaluddin (2020), indicators of purchase interest include considering purchasing the product, intending to try the product, planning to acquire the product, and showing interest in using the product.

**METHODS**

The location of this research is at N'You Salon & Beauty Care located on Jalan Taman Setia Budi No. 20, Medan. The research period starts from February 2025 to April 2025. The research population that will be used in the study is prospective female consumers of Medan Sunggal city who will use N'You Salon services with a total of 68,772 people. Because the population used is 68,772 consumers, the population will be reduced using the Slovin sampling technique with a 95% confidence level and a 5% error rate, resulting in a sample of 398 respondents. The sampling technique is using purposive sampling where according to Amruddin et al. (2022), purposive sampling is a sample selection process according to the researcher's objectives. Where the criteria used in sample selection are residents aged 25-45 years with an income between Rp. 3,000,000 - Rp. 8,000,000 per month.

**RESULTS**

**Validity Test**

According to (Priyatno, 2020), testing for item validity aims to assess how accurately an item measures what is being evaluated. The results of the validity test for the content marketing aspect show that all Corrected Item - Total Corrected values are higher than the rtable which reaches 3.610, so that all question items in the content marketing questionnaire are considered valid. The results of the validity test for the search engine optimization (SEO) variable show that each Corrected Item - Total Corrected value is greater than the rtable which is 3.610 so that all questions in the search engine optimization (SEO) questionnaire are considered valid. The results of the validity test for the purchase interest variable, where each Corrected Item - Total Correlation value is higher than the rtable which is 3.610, so that all question items in the questionnaire regarding purchase interest are categorized as valid.

**Reliability Test**

According to (Priyatno, 2020), reliability tests are used to determine the reliability or consistency of measuring instruments which usually use questionnaires.

**Tabel 4. Reliability Test**

Variabel	Cronbach's Alpha	N of Items
Content Marketing (X <sub>1</sub> )	0,968	12
Search Engine Optimization (X <sub>2</sub> )	0,884	14
Minat Beli (Y)	0,812	8

Source: Research results (2025)

Based on the information in table 4, it can be concluded that the indicators applied in the research for the variables content marketing (X<sub>1</sub>), search engine optimization (X<sub>2</sub>), and purchase interest (Y) have values above 0.6, so the acceptability of the reliability of these variables can be considered good.

## ***Classical Assumption Test***

### ***Normality Test***

According to Marsam (2020), normality can be assessed in two ways: using histograms and regression normal probability plots. The decision-making criteria are as follows:

1. When data clusters around the diagonal line and aligns with it, both the histogram and the regression normal probability plot will reflect a normal distribution pattern, indicating that the regression model meets the normality assumption.
2. Conversely, if the data deviates significantly from the diagonal line and/or is not aligned with its direction, the histogram and regression normal probability plot will not display a normal distribution pattern, indicating that the regression model does not meet the normality assumption. According to Enterprise (2020), one test for normality is the Kolmogorov-Smirnov test with the following criteria:
  1. If the Asymp. Sig. value is  $> 0.05$ , the data is normally distributed.
  2. If the Asymp. Sig. value is  $< 0.05$ , the data is not normally distributed.

The normality test using the Kolmogorov-Smirnov method yielded a significance value of 0,200, which is greater than 0.05. Therefore, this result indicates that the data is not normally distributed.

### ***Multicollinearity Test***

According to (Supriadi, 2020), the multicollinearity test aims to determine whether there is a significant or perfect relationship between the independent variables in a regression model. The multicollinearity test showed that the value for each independent variable, content marketing (X1) and search engine optimization (X2), was 0,870, which is greater than 0.01. On the other hand, the VIF value for the independent variables, content marketing (X1) and search engine optimization (X2), was 1,149, which is less than 10. Therefore, it can be concluded that this study does not have multicollinearity issues.

### ***Heteroscedasticity Test***

According to (Priyatno, 2020), heteroscedasticity is a condition in which in a regression model there is inequality in residual variance between one observation and another, whereas an ideal regression model should be free of heteroscedasticity. The heteroscedasticity test in a scatterplot shows that the scatterplot shows data scattered in an irregular pattern, both above and below zero (0) on the Y-axis. The data is not concentrated in a single location. Therefore, the scatterplot can be concluded that there is no heteroscedasticity in the regression model used in this study.

### ***Multiple Linear Regression Analysis***

According to (Purnomo, 2020), regression analysis is a method for creating equations and using these equations to make projections. Therefore, regression analysis is

often identified as predictive analysis. As a form of prediction, predicted values do not always equal actual values. The lower the error rate between predicted and actual values, the more accurate the resulting regression equation. A multiple linear regression equation is a linear regression equation model that has more than one independent variable. The general-form of this equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Description:

Y = Purchase Intention (dependent variable)

X<sub>1</sub> = Content Marketing (independent variable)

X<sub>2</sub> = Search Engine Optimization (independent variable)

a = Constant

b<sub>1,2</sub> = Regression coefficient

e = Percentage error (5%)

The multiple linear regression analysis can be seen in Appendix 13, where the regression equation obtained is

$$\text{Purchase Interest} = -0.209 + 0.102 \text{ Content Marketing (X}_1\text{)} + 0.473 \text{ Search Engine Optimization (X}_2\text{)} + e$$

The equations are explained as follows:

1. -0.209 indicates that when the studied purchasing interest remains the same, purchasing interest at N'You Salon & Beauty Care is at -0.209.
2. 0.102 indicates that each unit increase in the content marketing variable (X<sub>1</sub>) increases purchasing interest by 0.102 units, taking into account the Search Engine Optimization (X<sub>2</sub>) factor.
3. 0.473 indicates that each unit increase in the Search Engine Optimization (X<sub>2</sub>) variable results in a 0.473 unit increase in purchasing interest, taking the content marketing (X<sub>1</sub>) factor as the reference.

### **Partial Hypothesis Testing (t-Test)**

According to (Mulyono, 2020), the t-test is used to determine whether the independent variable has a significant individual impact on the dependent variable. The significance level applied is 0.05. If the significance value is below the confidence level, the alternative hypothesis is accepted, stating that the variable has a partial effect on the dependent variable. The t-test statistic, essentially, reveals the extent to which the independent variable influences the dependent variable separately. Here's how to implement it:

H<sub>0</sub> is accepted if:  $t_{table} > t_{count}$

H<sub>a</sub> is accepted if:  $t_{count} > t_{table}$

The results of the individual hypothesis testing show that the calculated t value is (3.319), which is greater than the t table (1.966), and the significance value is recorded at 0.001, which is less than 0.05. Thus,  $H_0$  is rejected and  $H_a$  is accepted, indicating that individually, content marketing (X1) has a significant influence on purchasing interest at N'You Salon & Beauty Care. Furthermore, the results of individual hypothesis testing for the search engine optimization variable (X2) showed a calculated t value of 12,482, which was also greater than the t table (1.966), and a significance value of 0.000, which is less than 0.05. Therefore,  $H_0$  was rejected and  $H_a$  was accepted, meaning that individually, search engine optimization (X2) significantly contributes to purchase intention at N'You Salon & Beauty Care.

### ***Simultaneous Hypothesis Testing (F Test)***

According to (Priyatno, 2020), the F test, or regression coefficient test, aims to evaluate whether independent variables contribute significantly to the dependent variable simultaneously. In this context, the primary objective is to assess the simultaneous influence of independent variables on the dependent variable. The testing process uses a 5% significance level. In this study, the calculated F value will be compared with the F table value, with a significance level ( $\alpha$ ) of 5%. The evaluation criteria for the F-test hypothesis are:

$H_0$  is accepted if:  $F\text{-calculated} < F\text{-table}$

$H_a$  is accepted if:  $F\text{-calculated} > F\text{-table}$

The results of the simultaneous hypothesis testing show that the F-calculated value (113.042) is greater than the F-table (3.02) with a significance level of 0.000, which is less than 0.05. Therefore,  $H_0$  is rejected and  $H_a$  is accepted, indicating that, simultaneously, content marketing (X1) and search engine optimization (X2) have an impact on purchasing interest at N'You Salon & Beauty Care.

### ***Coefficient of Determination (R<sup>2</sup>)***

According to (Rachbini et al., 2020), the coefficient of determination is a statistical measure that can be applied to identify whether there is a relationship between two variables. The coefficient of determination represents the percentage of variation in the dependent variable that can be explained by the obtained regression model. The remainder, minus 100%, indicates how much of the variation in the dependent variable's value is influenced by factors outside the model. According to Kurniawan & Yuniarto (2020), the higher the R<sup>2</sup> value, the better the quality of the model. However, it is important to remember that each additional independent variable in the model can increase the R<sup>2</sup> value, potentially leading to errors in understanding the optimal regression model. The ideal model exhibits a high R<sup>2</sup> value but with a small number of independent variables.

The results of the coefficient of determination test can be found in Appendix 16, which shows that the coefficient value based on the R-square calculation is 0,364. This implies that content marketing (X1) and search engine optimization (X2) influence N'You Salon & Beauty Care's purchase intention by 36.4%, while the remaining 73.6% is influenced

by factors outside the scope of this study, such as service quality, customer satisfaction, and product quality. The low value of the coefficient of determination is caused by the presence of more dominant variables that were not included in this study and the possibility of changes in the relationship between the independent and dependent variables that can differ over time or under certain conditions.

## **DISCUSSION**

The results of this study reveal that both content marketing and search engine optimization (SEO) significantly influence the interest in using services at N'You Salon Medan, both partially and simultaneously. These findings provide valuable insights into how digital marketing strategies affect consumer decision-making in the beauty industry.

### ***The Influence of Content Marketing***

The t-test results show that content marketing has a positive and significant effect on purchase intention, with a t-value of 3.319 ( $p = 0.001 < 0.05$ ). This finding is consistent with the study by Agustini et al. (2022), which emphasizes that compelling and relevant content fosters emotional engagement and increases consumers' likelihood of trying services. In the case of N'You Salon, a decline in Instagram and TikTok follower growth (as shown in Table 1) indicates that recent content might lack relevance or creativity. This suggests that content marketing at N'You Salon must be revitalized to align with audience preferences—by using engaging visuals, storytelling, and consistent branding to increase consumer attraction.

### ***The Influence of Search Engine Optimization (SEO)***

SEO demonstrates a stronger effect on purchase intention, with a higher t-value of 12.482 and regression coefficient of 0.473, indicating it plays a more dominant role than content marketing. This aligns with studies by Maulana (2022) and Khairunnisa et al. (2023), which confirmed SEO's critical role in increasing visibility and online engagement. The consistent decrease in N'You's website traffic from 85% in 2022 to 69% in 2024 (Table 3) highlights the underperformance of their SEO strategies. Ineffective keyword targeting, poor content structure, and lack of metadata optimization have likely made it harder for consumers to find relevant services online. As consumers rely more on search engines and social platforms for service discovery, optimizing SEO—through quality backlinks, keyword-rich content, and mobile-friendly interfaces—is essential to regaining traction.

### ***Simultaneous Influence and Strategic Implications***

The F-test result of 113.042 ( $p < 0.001$ ) and an  $R^2$  of 36.4% indicate that content marketing and SEO jointly account for a significant portion of consumers' purchase interest. However, the relatively moderate  $R^2$  suggests that other influential factors—such as service quality, pricing, brand image, or word-of-mouth—may also be contributing to consumer behavior. This underscores the importance of integrating digital marketing with operational excellence and personalized customer experiences to create a holistic consumer journey.

## CONCLUSION

Based on the research results and discussion, the authors draw the following conclusions:

1. Based on the results of the hypothesis testing, it can be concluded that content marketing has a partial positive and significant effect on purchase intention.
2. Based on the results of the hypothesis testing, it can be concluded that search engine optimization has a partial positive and significant effect on purchase intention.
3. Based on the results of the hypothesis testing, it can be concluded that content marketing and search engine optimization simultaneously have a positive and significant effect on purchase intention.

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