

## Analysis of the Influence of Content Creators, Social Media, and Website Quality on Purchasing Decisions at Kyou Hobby Shop

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### Abstract

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#### **Keywords:**

*Content Creator;*  
*Social Media;*  
*Website Quality;*  
*Purchasing Decision;*  
*Generation Z*

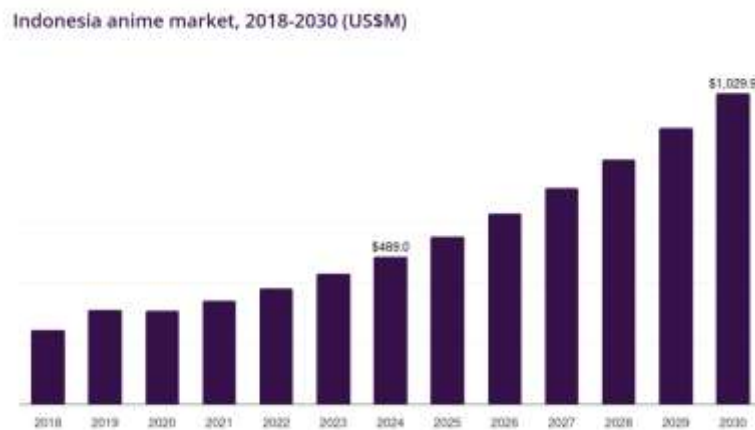
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The rapid growth of Japanese pop culture and the increasing popularity of anime merchandise have significantly influenced consumer behavior, particularly among Generation Z in Indonesia. The development of digital platforms has also transformed marketing strategies, where content creators, social media, and website quality play crucial roles in shaping consumer purchasing decisions. This study aims to analyze the influence of content creators, social media, and website quality on purchasing decisions at Kyou Hobby Shop. This research employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to Generation Z consumers who had purchased products from Kyou Hobby Shop. The minimum sample consisted of 96 respondents selected using purposive sampling. The data were analyzed using multiple linear regression with the assistance of SPSS software. Several statistical tests were conducted, including validity, reliability, classical assumption tests, t-tests, and coefficient of determination analysis. The results indicate that content creators, social media, and website quality all have a positive and significant influence on purchasing decisions. Among these variables, website quality shows the strongest effect on consumer purchasing behavior. The findings also reveal that the three independent variables collectively explain 74.3% of the variation in purchasing decisions. In conclusion, an integrated digital marketing strategy involving effective content creators, active social media engagement, and high-quality website performance is essential for improving consumer purchasing decisions at Kyou Hobby Shop.

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### INTRODUCTION

In recent years, Japanese pop culture has become an inseparable part of the lifestyle of young people in Indonesia. The presence of popular culture contributes to shaping the social communication patterns of society, where the culture is considered interesting and worthy of adoption as part of adapting to the dynamics of increasingly rapid developments (MBA Fariz et al., 2024). This trend is marked by increasing interest in anime, J-Pop music, typical Japanese cuisine, Harajuku-style fashion, idol-style makeup trends, and games with Japanese character themes. The popularity of Japanese culture is not only growing in the realm of personal entertainment consumption, but also encouraging the formation of various fan communities that are active on social media and offline activities. This phenomenon directly contributes to the high consumption of products related to Japanese culture, especially anime.



**Figure 1. Indonesia anime market highlights**

The anime market in Indonesia generated revenue of USD 489.0 million in 2024 and is expected to increase to reach USD 1,029.9 million in 2030. This market growth is projected to experience a compound annual growth rate (CAGR) of 13.2% during the period 2025 to 2030. Seen from its segment, distribution via the internet is the largest contributor to revenue in 2024. This segment is also expected to continue to be the most promising with the fastest growth throughout the period.

Since its appearance in 1963, anime has become one of the main attractions of Japanese culture and continues to maintain its popularity to this day. This Japanese animated work is in demand by various groups throughout the world, including Indonesian society. This anime has succeeded in stealing the attention of many fans, including the anime fan community in Indonesia, with its suspenseful storyline and strong characters (Meilani, 2024). Anime is not only enjoyed as a spectacle, but also becomes part of the identity and self-expression of its fans. This is reflected in the enthusiasm for various anime merchandise, such as action figures, posters, and collections of favorite characters that symbolize love for certain characters and stories (Atikkah & Fitra, 2021). Action figures, as physical representations of anime characters, are now not only considered as toys, but also as high-value collectibles that reflect emotional closeness and prestige among the fan community (Sukarman, 2021). Demand for this product has increased along with the growth of the anime community in Indonesia, especially among Generation Z.

As interest in anime and its derivative products, such as action figures, increases, content creators play a significant role in shaping opinions and driving purchasing interest among fans. Content creators are individuals who create and distribute various types of content, whether visual, video, or written, through various social media platforms (Sitepu & Gunawan, 2025). Through the content they produce, content creators not only act as entertainers or informants, but also as opinion leaders who have a strong influence on audience behavior. Therefore, content creators also play a significant role in shaping opinions and encouraging purchasing interest among fans, especially in the community of Japanese pop culture lovers such as anime and action figures.

In the increasingly advanced digital era, information technology is crucial for increasing the effectiveness and efficiency of various businesses (Marwah et al., 2025). The

development of social media has revolutionized the way individuals and businesses interact (Pratidina & Mitha, 2023). Platforms like Instagram, TikTok, and YouTube are not only places to share information but also serve as effective marketing media. In the context of Japanese pop culture, social media enables the rapid and widespread spread of anime trends and related products, such as toys, action figures, and accessories. Furthermore, through social media, content creators can directly reach fan communities and build relationships that drive engagement and purchasing decisions. This demonstrates the strategic role social media plays in influencing consumer preferences and creating a digital ecosystem that supports the growth of the hobby market in Indonesia.

A website with a good appearance will make it easier for users to navigate the search for the desired product and support the transaction process more efficiently and comfortably (Alghifari, 2021). Kyou Hobby Shop, as a shop specializing in Japanese hobbies and pop culture, also utilizes a website as a sales and promotional medium. On the other hand, perceptions of risk are also believed to influence consumer interest in making online purchases (Achadi et al., 2021). Therefore, it is important for business actors to build trust through a professional website appearance and functionality. In this case, kyou.id as the official platform belonging to Kyou Hobby Shop, strives to provide a safe and reliable online shopping experience through clear product information, an efficient ordering system, and transparent payment and shipping features.

Kyou Hobby Shop is a shop that focuses on Japanese pop culture themed hobby products, with various types of collections such as action figures, nendoroids, and model kits. (Zahra et al., 2023). This shop exists to fulfill the needs of anime and Japanese culture fans in Indonesia, especially in terms of collecting their favorite character items. With the growing digital trends and people's consumption patterns shifting to the online realm, it is important to know to what extent the digital strategies implemented by Kyou Hobby Shop through content creators, social media, and websites can influence consumer purchasing decisions. Therefore, an in-depth analysis is needed to formulate problems related to the effectiveness of each of these media on customer purchasing interest.

In a quantitative study involving 105 Gen Z respondents who use TikTok in Surabaya, it was shown that content creators have a positive and significant influence on purchasing interest in Somethinc products (Putri & Dermawan, 2023). In the study "The Impact of Social Media Marketing, Reviews and Fear of Missing Out on Purchase Intention". Social media as a marketing channel has been shown to encourage purchasing decisions, through wide reach, interactive content, as well as customer reviews and the FOMO phenomenon ("The Impact of Social Media Marketing...", 2024). A quantitative study of 100 respondents who use Lazada Indonesia showed that website quality partially has a positive and significant influence on purchasing decisions. In fact, this variable is proven to be the most dominant factor compared to other variables such as promotions and social media (Nadia et al., 2021).

Although Kyou Hobby Shop has utilized various digital channels such as content creators, social media, and websites in its marketing strategy, challenges remain in consistently optimizing the conversion of interest into purchasing decisions. It is unclear which digital factors are most effective in driving consumer purchasing decisions. Furthermore, it is possible that consumer perceptions of trustworthiness, security, or content relevance may also be barriers. Therefore, it is important to identify the key factors that influence the effectiveness of content creators, social media, and websites in shaping consumer purchasing intentions at Kyou Hobby Shop.

The research objectives of this study are to analyze the influence of content creators on consumer purchase decisions at Kyou Hobby Shop, to determine the extent to which social media influences consumer purchase decisions, to evaluate the role of the website (kyou.id) in building trust and encouraging consumer purchase decisions, and to identify which digital variable—whether content creators, social media, or the website—is the most dominant in influencing consumer interest in purchasing Kyou Hobby Shop products.

In the context of Japanese pop culture and the growth of the anime market in Indonesia, including the high demand for merchandise such as action figures and model kits, an approach is needed that not only focuses on increasing consumption, but also pays attention to sustainability in production, distribution, and digital shopping patterns. This is in line with point number 12 of the Sustainable Development Goals (SDGs), namely Responsible Consumption and Production, which emphasizes the importance of encouraging sustainable consumption patterns (David, 2018). Kyou Hobby Shop, through optimizing digital platforms such as content creators, social media, and websites, has the potential to encourage more efficient, transparent, and needs-based consumption practices based on actual consumer needs. Thus, a careful digital marketing strategy not only increases sales, but can also be directed towards creating a more responsible and sustainable consumption ecosystem.

## **RESEARCH METHOD**

This research used a quantitative method because it is systematic, planned, and structured from the formulation of the problem to the preparation of the research framework. In analyzing the influence of content creators, social media, and website quality on purchasing decisions at Kyou Hobby Shop, a quantitative approach allows for objective measurement of the relationship between variables. Data collection was carried out through instruments such as questionnaires distributed to certain samples or populations, then analyzed statistically to test the established hypotheses. This approach provides a measurable and in-depth picture of the factors that influence consumer purchasing decisions. This research applied statistical data analysis because it involves calculations regarding the number of populations, samples, and the total number of questionnaires filled out which are used as a basis in supporting the data analysis process (Fania & Handayani, 2024). This research used a quantitative approach with research variables in the form of content creators as the independent variable (X1), Social Media (X2) Website Quality (X3) and Purchasing Decision as dependent variables (Y).

A population is a large group consisting of individuals, objects, or other elements that are the focus of attention in a study. Meanwhile, a sample is a small portion of the population selected to represent the whole for data analysis purposes (Renggo & Kom, 2022). In this study, the target population was Generation Z who had purchased products at Kyou Hobby Shop. utilizes two types of data, namely primary data and secondary data. Primary data is collected in a way direct from respondents through online survey, while secondary data obtained from various source literature like books, journals scientific, publications, and results study relevant previous with topic. Data collection was carried out with spread questionnaire via Google Form shared on social media platforms. The number of minimum sample used in study This is 96 respondents, determined based on need analysis statistics.

This study, use the formula Lemeshow with a level of trust of 95% and the level of

error (margin of error) of 10% as a base to determine the amount of samples required.

$$n = \frac{(Z^2) \cdot P \cdot Q}{E^2}$$

1. n is amount minimum sample
2. Z is mark standard from normal distribution according to level desired trust (for example, to level 95% confidence,  $Z = 1.96$ )
3. P is the prevalence of *the outcome* or the proportion of the population that has a particular characteristic (e.g., 50%)
4. Q is complementary from P, namely  $Q = 1 - P$
5. E is level accuracy or the permissible margin of error (for example, 10%)

Through the nonprobability sampling technique, not every individual in the population has the same opportunity to be selected as a respondent in the research [22]. In data collection, the research This use non-probability sampling technique with purposive sampling approach. Through approach said, respondents chosen in a way on purpose based on criteria certain, namely Generation Z who have experience do purchase at Kyou Hobby Shop.

Regression is an analytical method used to determine whether there is a relationship or correlation between the variables being studied. This technique is most effective when applied to linear data, because it will form a straight line relationship pattern when visualized in the form of a plot (Maulana et al., 2024). The linear regression method is divided into into two types, namely simple linear regression and multiple linear regression (Yusuf, 2024). Analysis regression that is method statistics used measure level relatedness between variables certain. One of the analysis the simplest and most common regression used is simple linear regression. In analysis here, there is One variables dependent given symbol Y as well as One or more variables independence symbolized with X. In accordance with name, relationship between second variables the is linear (Azizah & Putri, 2021). Based on this explanation, the multiple linear regression method is considered appropriate for use in this study entitled "*Analysis of the Influence of Content Creators, Social Media and Website Quality on Purchasing Decisions at Kyou Hobby Shop.*" Through this approach, researchers can measure and analyze the extent of the influence of the three independent variables namely content creators, social media, and website quality—on the dependent variable, namely consumer purchasing decisions.

SPSS was used to process data using a statistical approach (Subhan & Noor, 2023). In this study, multiple linear regression tests were used to assess the influence of content creators and content marketing on purchasing decisions. The research instrument was tested for validity and reliability to ensure the accuracy of the measurement tool. Descriptive analysis was used to describe the respondent profile, while t-tests and F-tests examined the influence of independent variables on the dependent variable. Classical assumption tests such as normality, linearity, multicollinearity, heteroscedasticity, and autocorrelation ensured the feasibility of the regression model. The coefficient of determination ( $R^2$ ) was used to see how much the independent variables explain the dependent variable. This entire analysis provides a comprehensive overview of the factors influencing Gen Z purchasing decisions at Kyou Hobby

Shop. After data processing was performed using SPSS, further calculations can be performed using Python to obtain more flexible and efficient results, as well as enabling data visualization and integration of analytical code (Saragih, 2025). In this case, Python is used to perform statistical analysis with a similar approach, using the help of libraries such as *pandas* and *matplotlib* (Az-Zahrani et al., 2025).

*Pandas* was created to simplify the process of data manipulation and analysis, while *NumPy* functions as a supporting tool in performing numerical calculations efficiently (Candra, 2025). *Pandas*' ability to manage data and *NumPy*'s efficiency in numerical calculations make both very relevant for use in this study. *Matplotlib* is used as a tool to visualize data in graphical form, thus facilitating the analysis of relationships between variables in a study (Surbakti et al., 2024). This combination of tools supports a systematic and accurate data analysis process in a study entitled "*Analysis of the Influence of Content Creators, Social Media, and Website Quality on Purchasing Decisions at Kyou Hobby Shop*".

## RESULTS AND DISCUSSION

Validity testing aims to ensure that the questionnaire measures what it is intended to measure, so that the results can be considered valid (Ningsih et al., 2021). This testing is carried out to ensure that the data used in the research has adequate reliability and validity. Thus, the results of the analysis can be used as a basis for drawing accurate conclusions, because the data has been verified to be free from problems that could interfere with the accuracy of the research interpretation.

**Table 1. Results of Validity Test for Research Variables and Indicators**

Variables	Item	R Count	Sig.	Information
Content Creator	X1	0.764	.000	Valid
	X2	0.807	.000	Valid
	X3	0.816	.000	Valid
	X4	0.779	.000	Valid
	X5	0.696	.000	Valid
Social media	X1	0.635	.000	Valid
	X2	0.612	.000	Valid
	X3	0.861	.000	Valid
	X4	0.732	.000	Valid
	X5	0.784	.000	Valid
	X6	0.758	.000	Valid
Website Quality	X1	0.769	.000	Valid
	X2	0.859	.000	Valid
	X3	0.887	.000	Valid
	X4	0.841	.000	Valid
	X5	0.878	.000	Valid
	X6	0.813	.000	Valid
	X7	0.875	.000	Valid
	X8	0.843	.000	Valid
Buying decision	Y1	0.855	.000	Valid
	Y2	0.860	.000	Valid
	Y3	0.901	.000	Valid
	Y4	0.840	.000	Valid

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Y5	0.781	.000	Valid
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The results of the total item validity test show that all statements in the variables Content Creator (X1), Social Media (X2), Website Quality (X3), and Purchase Decision (Y) have a correlation coefficient value greater than the t-table value of 0.198. Thus, all statement items are declared valid.

### Reliability Test

Reliability testing is carried out with the reference that an item or variable is said to be reliable if the Cronbach's Alpha value is more than 0.60. Conversely, if the Cronbach's Alpha value is less than 0.60, then the item or variable is considered unreliable (Aprilia & Susanti, 2022). This indicates that the research instrument can produce consistent results when used to measure the same variables under different conditions. Therefore, the higher the Cronbach's Alpha value, the greater the reliability of an instrument, making the resulting data reliable and suitable for further analysis.

**Table 2** Reliability Test

Variables	Cronbach's Alpha	Condition Reliable	Information
Content Creator (X1)	,820	a>0.60	Reliable
Social Media (X2)	,847	a>0.60	Reliable
Website Quality (X3)	,943	a>0.60	Reliable
Buying decision	,907	a>0.60	Reliable

A research instrument is considered reliable if the Cronbach's Alpha value for each variable exceeds 0.60. In this study, the Cronbach's Alpha value for the Content Creator variable is 0.820, Social Media 0.847, Website Quality 0.943, and Purchase Decision 0.907. All these values are above the minimum standard, so it can be concluded that the questionnaire instrument has good internal consistency and is considered reliable. Thus, the data from these four variables are reliable and suitable for further analysis in testing the influence of Content Creator (X1), Social Media (X2), and Website Quality (X3) on Purchase Decision (Y).

### Classical Assumption Test

Econometric analysis was then conducted to ensure that the multiple linear regression model in this study was free from bias. The evaluation process included four types of tests, namely heteroscedasticity, multicollinearity, normality, and autocorrelation (Herawati & Putra, 2023). These four tests aimed to assess the feasibility of the model in examining the influence of the independent variables Content Creator (X1), Social Media (X2), and Quality (X3) on the dependent variable Purchase Decision (Y). If all classical assumptions are met, the validity of the relationship between variables in the research model will be stronger.

### Normality Test

The normality test is carried out to determine whether the data used in the regression model has a normal distribution or not. This is important because the normal distribution is one of the basic assumptions in regression analysis, which affects the validity of the statistical test results.

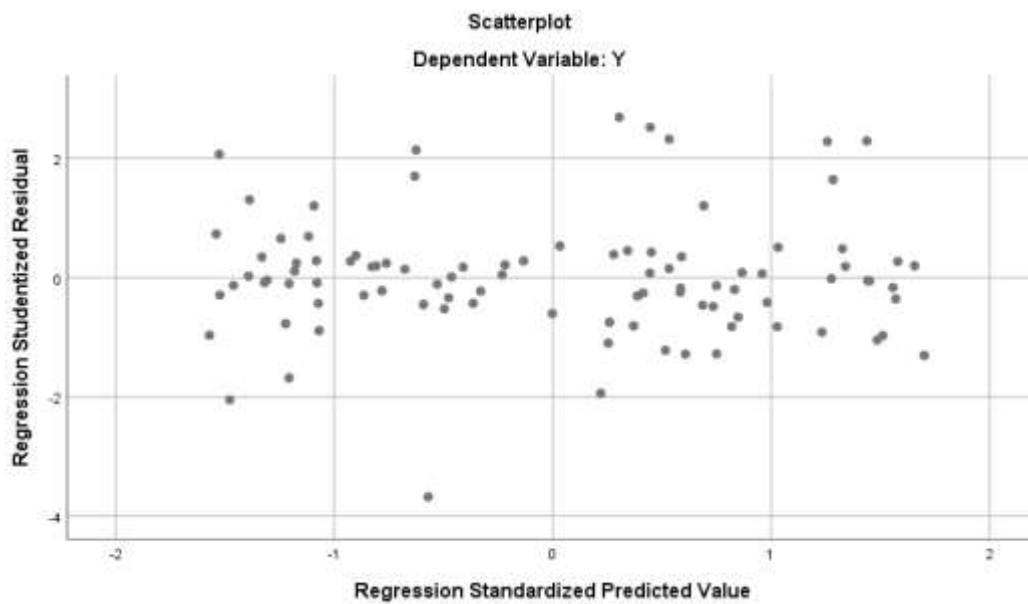
**Table 3.** Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters <sup>a,b</sup>	Mean	-0.000104
	Standard Deviation	0.118441
	Most Extreme Differences	
	Absolute	.089
	Positive	.089
	Negative	-.062
Test Statistics		.089
Asymp . Sig. (2-tailed)		.061 <sup>c</sup>

Based on Kolmogorov-Smirnov test results, obtained mark significance of 0.061 which exceeds the limit of 0.05. This show that the data is normally distributed and meets the requirements normality test provisions. With Thus, the regression model used assessed worthy for analyzed more carry on Because has fulfill one of the assumptions classic, namely residual normality. Conditions this also strengthens validity analysis about connection between Content Creator (X1), Social Media (X2), and Website Quality (X3) variables on Purchasing Decisions (Y).

### Heteroscedasticity Test

The heteroscedasticity test aims to detect whether there is inequality in the error variance (residual) between one observation data and another observation data in a regression model. If the residual variance is not constant, then heteroscedasticity occurs which can affect the accuracy of the model estimation. The presence of heteroscedasticity can cause the estimation results to be inefficient because the standard error becomes biased. This condition has the potential to cause errors in decision making, especially when conducting significance tests. Therefore, detecting and ensuring the absence of heteroscedasticity is an important step to ensure that the regression model used produces valid and reliable estimates.



**Figure 2.** Heteroscedasticity Test

Based on the graph, the data points are randomly distributed without exhibiting any pattern, such as a wavy pattern or a pattern that widens and then narrows. Because no regular pattern is observed, it can be concluded that the regression model in this study does not experience heteroscedasticity.

### Multicollinearity Test

Multicollinearity test is done by using the Spearman coefficient of correlation and the Variance Inflation Factor (VIF) between independent variables. A model is said to be free from multicollinearity if the VIF value is less than 10 and the tolerance value is more than 0.10, which becomes an indicator of general multicollinearity detection (Yanti et al., 2023).

**Table 4** Multicollinearity Test

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	.499	1,249		.399	.691		
X1	.325	.079	.313	4.132	.000	.474	2.108
X2	.203	.067	.249	3,034	.003	.403	2,482
X3	.258	.046	.420	5,652	.000	.490	2,039

Based on the results of the multicollinearity test in Table 5, the Tolerance value for the three variables X1, X2, and X3 is above 0.10, while the VIF value is also below 10. This means that there is no too strong relationship between the independent variables in this model. In other words, X1, X2, and X3 do not influence each other excessively, so all three are safe and can be used as variables in the regression analysis without causing problems in the calculation

results.

### Multiple Linear Regression Test

Multiple Linear Regression is used to determine and measure the level of influence of independent variables on dependent variables. In the context of this research, this method helps to analyze the extent to which Content Creators (X1), Social Media (X2), and Website Quality (X3) influence Purchase Decisions (Y) in the eFootball game, so that a clear picture is obtained regarding the relationship between variables.

**Table 5.** Multiple Linear Regression Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.499	1,249		.399	.691
	X1	.325	.079	.313	4,139	.000
	X2	.203	.067	.249	3,034	.003
	X3	.258	.046	.420	5,652	.000

a. Dependent Variable: Purchasing Decision

Based on the results of the multiple linear regression test in the table above, the three independent variables, namely Content Creator (X1), Social Media (X2), and Website Quality (X3), have been proven to have a positive and significant influence on Purchasing Decisions (Y).

The Content Creator variable has a coefficient of 0.325 with a significance value of 0.000, which indicates that the better the quality of content created by the creator, the higher the purchasing decision will be.

Social media also has a significant influence with a coefficient of 0.203 and a significance value of 0.003, so that effective use of social media can encourage consumers to make purchases.

Website quality has the strongest significant influence with a coefficient of 0.258 and a significance of 0.000, which means that the better the quality of the website, the greater the consumer's tendency to buy.

### T-test

To verify the differences with the statistical calculation results, a t-test was conducted. This test essentially aims to show the extent to which an independent variable individually influences the explanation of the dependent variable. In this study, the t-test was applied to determine whether Content Creator (X1), Social Media (X2), and Website Quality (X3) each have a significant influence on Purchasing Decisions (Y).

**Table 6.** t -test

<b>Coefficients<sup>a</sup></b>						
<b>Model</b>		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1	(Constant)	.499	1,249		.399	.691
	X1	.325	.079	.313	4,139	.000
	X2	.203	.067	.249	3,034	.003
	X3	.258	.046	.420	5,652	.000

a. Dependent Variable: Purchasing Decision

The results of the t-test in the regression table show that each independent variable has a calculated t-value that is much larger than the t-table, and a significance value below 0.05.

In the Content Creator variable (X1), the t-value obtained was 4.139 with a significance value of 0.000, so it can be concluded that Content Creator has a significant influence on Purchasing Decisions.

The Social Media variable (X2) has a t-value of 3.034 and a significance of 0.003, which shows that the use of social media also has a significant influence on Purchasing Decisions.

Furthermore, the Website Quality variable (X3) has the highest t-value of 5.652 with a significance of 0.000, so that Website Quality has a significant influence and is the strongest variable in influencing Purchasing Decisions. Meanwhile, the t-value at the constant is 0.399 with a significance of 0.691, indicating that the constant has no significant effect. Overall, the results of the t-test prove that the three variables X1, X2, and X3 each have a positive and significant influence on variable Y, namely Purchasing Decisions.

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

The coefficient of determination is used to measure the extent to which the independent variable (X) influences the dependent variable (Y). The calculation is done by squaring the coefficient obtained (Utami & Negara, 2021). This value indicates the extent to which the independent variable can explain the dependent variable in the research model.

**Table 7.** Determination Coefficient Test Model Summary

<b>Model Summary</b>				
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Standard Error of the Estimate</b>
1	.867 <sup>a</sup>	.751	.743	1.80879

a. Predictors: (Constant), Content Creator, Social Media, Website Quality

Determination test results on show that mark number Adjusted R Square is 0.743. This is means 0.743 or 74.3% variation from decision purchase can explained by variation from third variables independent in study that is Content Creator, Social Media, and Website Quality whereas the remainder (100% - 74.3% = 25.7%) is explained by other variables that are outside study This.

The results of the study indicate that content creators play a significant role in driving purchasing decisions at Kyou Hobby Shop. The content they produce, such as action figure reviews, unboxing videos, detailed product explanations, and Reels from cosplay community events, is able to attract the attention of anime fans and collectors. Attractive and informative visual content helps potential buyers understand product quality and fosters trust in the store. When the content displayed is creative, consistent, and relevant to the audience's interests, consumers become more confident and encouraged to make a purchase. In other words, the presence of content creators is a strong factor in building purchasing interest at Kyou Hobby Shop. The study entitled "The Influence of Online Customer Reviews, Live Streaming, and Content Creators on Purchasing Decisions through the TikTok Shop Marketplace" found that the presence of content creators has a positive and significant influence on consumer purchasing decisions (Kurniastuti et al., 2022).

Social media also plays a significant role in influencing purchasing decisions at Kyou Hobby Shop. Through platforms like Instagram and TikTok, Kyou is able to build closeness with the community of anime, action figure, and Japanese merchandise enthusiasts. Content containing information on new products, promotions, open orders, and documentation of community activities posted regularly can increase consumer attention and trust. Interactions established through comments, DMs, and quick responses to customer questions further strengthen the relationship between the store and buyers. With active and targeted use of social media, consumers' opportunities to make purchases become much greater. In the study "Analysis of the Influence of Content Marketing, Influencers, and Social Media on Consumer Purchasing Decisions" it was found that social media has a positive and significant influence on purchasing decisions, especially among Instagram and TikTok users in Magelang City (Shadrina & Yoestini, 2022).

Website quality is the most prominent factor in influencing purchasing decisions at Kyou Hobby Shop. A website with a neat appearance, clear product photos, and detailed descriptions ranging from size, character, to brand makes it easier for consumers to understand the products offered. A fast and simple purchasing process also provides a comfortable shopping experience, especially for customers who pre-order. Transparent information regarding prices, shipping estimates, and stock availability further fosters a sense of security and trust. When the Kyou Hobby Shop website is well presented and easy to use, consumers tend to be more confident in making purchasing decisions. In the study "The Effect of Discounts, Website Quality, Risk Perception, and Trust on Purchasing Decisions on the Shopee Online Shop" it is explained that the quality of the website on the Shopee platform also influences consumers in making decisions to shop on the application.

## **CONCLUSION**

The study concludes that Content Creators, Social Media, and Website Quality significantly influence purchasing decisions at Kyou Hobby Shop, with Website Quality being the most impactful factor. Content Creators build consumer interest and trust through engaging, relevant visual content, while Social Media enhances customer relationships via active interaction, timely updates, and consistent messaging. High-quality websites provide a secure and professional shopping experience, particularly important during the pre-order process.

Strengthening an integrated digital marketing strategy is therefore essential for improving consumer purchasing behavior at Kyou Hobby Shop. Future research could explore additional factors such as customer reviews, influencer credibility, and mobile app usability to further understand their impact on purchasing decisions.

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