The Influence of Content Marketing and Brand Image on Satisfaction of Purchasing Pekanbaru *Event Organizer Services*

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ARTICLE INFO	ABSTRACT
	The MICE (Meeting, Incentive, Convention, and Exhibition) industry encourages the growth of *event organizer* (EO) business as a professional service provider in the design, management, and implementation of events. The city of Pekanbaru as the capital of Riau Province shows a positive development of this industry, marked by the increasing number of EOs that offer a variety of services according to market needs. The use of *social media* as a marketing channel also affects consumer perception and trust, where Instagram visual content and online reviews on *google reviews* are important considerations in decision-making. This study aims to determine the influence of content marketing and brand image on the purchase decision of Pekanbaru *Event Organizer* services. This study uses a quantitative method with data collection techniques through the distribution of questionnaires to 43 respondents who are Pekanbaru Event Organizer clients from 2022 to 2024. The data analysis technique used was multiple linear regression with the help of SPSS software. The results showed that partially, content marketing had a positive and significant effect on purchase decisions with a significance value of 0.037 Meanwhile, brand image did not have a significant effect partially, with a significance value of 0.093. However, simultaneously, both variables had a significant effect on purchasing decisions, with a Fcal value of 7.304 and a significance of 0.002. A determination coefficient value (R^2) of 0.231 indicates that content marketing and brand image together are able to explain 23.1% of the variation in service purchase decisions in the company, while the remaining 76.9% is explained by other variables not studied in this study.

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1. INTRODUCTION

The development of the service sector in the modern era has increased significantly, in line with changes in people's lifestyles and the demands for efficiency in the implementation of various activities.

One of the service subsectors that shows rapid growth is the MICE (*Meeting, Incentive, Convention, and Exhibition)* industry. The demand for MICE services is increasing as the public, government institutions, and private companies increase in need to organize organized, effective, and memorable events.

In Indonesia, the MICE industry has also encouraged the growth of *the event organizer* (EO) business, which plays an important role as a professional service provider in designing, managing, and executing various forms of events. The city of Pekanbaru as the capital of Riau Province shows a positive dynamic for this industry, characterized by an increasing number of *event organizer* companies that offer a variety of services according to market needs. However, the rapid growth of *event organizer* business actors in Pekanbaru is inseparable from the challenges of increasingly fierce competition. Each company is required to be able to create an effective marketing strategy to maintain its existence and attract consumer interest.

While there are many *event organizers* that offer similar services in Pekanbaru, loyalty levels and purchasing decisions are often influenced by social media exposure and online reputation. Many consumers, especially the younger generation and professionals, tend to look for *event organizers* through *platforms* such as *Instagram* and *Google reviews* before making a decision. Visual content, event documentation, and customer reviews are the main references. In fact, it is not uncommon for consumers to choose services based on how attractive the promotional content is displayed, not just from the price or type of services offered.

In this context, content marketing becomes a very relevant strategy. Content marketing is an approach that focuses on creating and distributing consistently valuable and relevant content to attract and retain audiences. For *event organizer* companies, published content, especially on social media, is not only a means of promotion, but also a medium to show the company's credibility, creativity, and track record.

One of the companies that has actively implemented a content marketing strategy is Pekanbaru *Event Organizer*, which is located on Jalan Taman Sari, Pekanbaru City. Here is the Instagram account of the event organizer pekanbaru *:*

Figure 1. Pekanbaru Event Organizer Instagram Account
Source: Instagram pekanbaru event organizer

Since 2022, the company has used the official Instagram account @pekanbaru.eo as a means of documentation as well as marketing. Until now, the account has 1,369 followers with 143 uploads. In supporting the sustainability of the digital strategy, Pekanbaru *Event Organizer* also has a special content team that is in charge of designing, scheduling, and managing content publications according to the event calendar and the company's brand identity. The presence of this team makes the content

marketing strategy more directed, consistent, and professional. Here is the content of the Pekanbaru *event organizer* on Instagram social media:

Figure 2. Pekanbaru *event organizer content*
Source: Instagram pekanbaru event organizer

The type of content used by Pekanbaru *Event Organizer* focuses on event documentation content and behind the scene *(BTS)* content**.** One of the uploads in 2023 even exceeded 41,900 impressions and obtained 586 likes on the documentation content of the KPM *Auto Show* Panin Bank Pekanbaru event. The event documentation content presents the results of the *event* in the form of professional photos and videos to show the quality of work and aesthetics of the event. Meanwhile, *the behind-the-scenes content* shows the atmosphere and process behind the implementation of the event, such as the installation of decorations, team coordination, and work dynamics. These two types of content play an important role in building credibility, demonstrating transparency, and strengthening emotional closeness to the audience.

However, not only content marketing plays an important role**,** brand image is also a crucial factor in the service industry such as *event organizers*. Brand image is the public's perception of the reputation and quality of services offered. In the digital age, brand image can be seen directly through customer testimonials and reviews. Here is the *Pekanbaru* event organizer *google page*:

Picture 1. Google page pekanbaru *event organizer*
Source: *Google* business pekanbaru *event organizer*

In this case, Pekanbaru *Event Organizer* has 58 *Google Reviews* with a perfect five-star rating**,** which indicates a high level of customer satisfaction and forms a positive perception of the brand in the eyes of the public. This reflects the importance of *online*   reputation in shaping consumer trust and

encouraging them to make a purchase of services. Here is a review on *the google* page of the new event *organizer*:

Picture 2. Google Business Pekanbaru Page *Event Organizer*
Source: Google business pekanbaru *event organizer*

In addition to positive customer reviews, Pekanbaru Event Organizer also consistently carries out various strategies to strengthen the brand image. The company emphasizes the value of services oriented to professionalism, creativity, and client satisfaction. This value is reflected in the way the company maintains intensive communication, provides flexible services according to consumer needs, and presents innovative and memorable event concepts.

Pekanbaru Event Organizer has been trusted to handle a number of major events in the city of Pekanbaru, such as the KPM Auto Show Panin Bank Pekanbaru 2023, various corporate gatherings, and government events. The success of organizing this large-scale event contributed to the formation of the company's reputation as a credible and experienced service provider.

In addition, the brand image is strengthened through a consistently positive online reputation. By obtaining 58 Google Review reviews with a perfect score of five stars, Pekanbaru Event Organizer has succeeded in building public perception as a professional, communicative, friendly, and highly initiative EO. This achievement sets the company apart from some local competitors, who generally have varying review rates and have not been fully able to maintain customer satisfaction on digital platforms.

When compared to competitors, Pekanbaru Event Organizer has a competitive advantage in the form of consistency in building branding through social media and open public reviews. While some other EOs in Pekanbaru only highlight the standard pricing or service aspects, Pekanbaru Event Organizer prioritizes the quality of digital content presentation, professional documentation, and transparency in customer reviews.

Previous studies have been conducted on a national scale or in the product sector, so more focused research is needed to look at this phenomenon on a more specific local scale.

The number of events that have been held by the Pekanbaru *event organizer* in 2022-2024 is as follows:

Table 1. Event Organizer Pekanbaru Event Organizer 2022-2024

Year	Number of Events
2024	21
2023	22
2022	14
Total	**57**

Source: Pekanbaru Event Organizer

Based on the table above, it can be seen that the number of events has increased, which shows the growth of purchase decisions for the services offered by Pekanbaru Event Organizers since implementing content marketing from 2022 to 2024.

From the explanation of the phenomenon above, the author is interested in exploring the factors that affect purchasing decisions on *event organizer* services   at Pekanbaru Event Organizer by considering the perception of content marketing and brand image. Therefore, the author raises the title

"The Influence of Content Marketing and Brand Image on the Decision to Purchase Pekanbaru *Event Organizer Services*"

2. METHODS

This research was conducted by distributing questionnaires to respondents *online*, with the aim of explaining the influence of content marketing and brand image on the decision to purchase event organizer *services* at Pekanbaru *Event Organizer* within a period of six months from February to July 2025. The population in this study is individuals who have used the services of Pekanbaru Event Organizer from 2022 to 2024 who know information about the company through Instagram content and through reviews available on google**.** The sampling technique used is *purposive sampling***,** which is a sampling technique with certain considerations or criteria that have been determined by the researcher. In this study, the researcher will take a sample of 43 respondents using saturated samples. The type of data consists of primary data obtained by the researcher directly through observation or research directly to the research location in the form of the results of questionnaires that have been distributed to respondents, namely Clients who have used the services of Pekanbaru *Event Organizer* in 2022-2024. Secondary data obtained through research based on literature studies, books and journals related to the discussion of this research. There are several data collection techniques carried out in this study such as questionnaires and literature studies. In this study, the data processing techniques used are quantitative descriptive techniques, then the data is analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis tests, and determination coefficients with the help of SPSS software.

3. FINDINGS AND DISCUSSION

1) Data Quality Test
   a. *Validity Test*

Table 2. Validity Test Results

Statement	Calculated r-value	Table r values	Information
Content Marketing (X_1)			
x1.2	0,555	0,361	Valid
x1.3	0,607	0,361	Valid
x1.4	0,529	0,361	Valid
x1.5	0,646	0,361	Valid
x1.6	0,553	0,361	Valid
x1.7	0,766	0,361	Valid
x1.8	0,625	0,361	Valid
x1.9	0,583	0,361	Valid
x1.10	0,634	0,361	Valid
x1.11	0,843	0,361	Valid
x1.12	0,786	0,361	Valid
x1.13	0,627	0,361	Valid
x1.14	0,724	0,361	Valid
x1.15	0,791	0,361	Valid
x1.16	0,683	0,361	Valid
x1.17	0,655	0,361	Valid
x1.18	0,575	0,361	Valid

	Brand Image (X₂)		
X2.1	0,616	0,361	Valid
X2.2	0,618	0,361	Valid
X2.3	0,758	0,361	Valid
X2.4	0,677	0,361	Valid
X2.5	0,798	0,361	Valid
X2.6	0,740	0,361	Valid
X2.7	0,787	0,361	Valid
X2.8	0,578	0,361	Valid
X2.9	0,814	0,361	Valid
	Purchase Decision (Y)		
Y1	0,828	0,361	Valid
Y2	0,521	0,361	Valid
Y3	0,689	0,361	Valid
Y4	0,657	0,361	Valid
Y5	0,749	0,361	Valid
Y6	0,739	0,361	Valid
Y7	0,901	0,361	Valid
Y8	0,738	0,361	Valid
Y9	0,734	0,361	Valid
Y10	0,780	0,361	Valid
Y11	0,853	0,361	Valid
Y12	0,849	0,361	Valid

Source: Data Processing Results (2025)

Based on the table above, the value of the table with a significance level of 0.05 is 0.361 can be seen in the appendix. The comparative value of the validity test is the correlation coefficient that gets a value greater than the $r_{of\ the\ table}$ = 0.361. Based on the results of the validity test in the table, it is known that all statements are valid.

b. *Reliability Test*

Table 3. Reliability Test Results

Variabel	Nilai Cronbach's Alpha (α)	Ketentuan Cronbach's Alpha (α)	Information
Content Marketing (X₁)	0,917	>0,060	Reliabel
Brand Image (X₂)	0,846	>0,060	Reliabel
Purchase Decision (Y)	0,924	>0,060	Reliabel

Source: Data Processing Results (2025)

Table 3, shows that the value of the variable (X.1) Content Marketing is 0.917, (X.2) Brand Image is 0.846, and Purchase Decision (Y) is 0.924. This shows all studies are reliable because Croanbach's Alpha > 0.60. The results of this study show that the measurement tool in this study has met the reliability test for Nakula *Event* Promosindo.

2) Classical Assumption Test

a. *Normality Test*

Table 4. *Kolmogorov-Smirnov Test Results*
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		43
Normal Parameters[a,b]	Mean	,0000000
	Hours of deviation	5,03680618
Most Extreme Differences	Absolute	,088
	Positive	,088
	Negative	-,053
Test Statistic		,088
Asymp. Sig. (2-tailed)		,200c,d

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
Source: SPSS Data Processing Results, 2025

Based on table 4, it can be seen that the value of Asymp. Sig. (2-tailed) is 200 > 0.05 so it can be concluded that the residual variable is normally distributed which means that the basis of normality has been met. The normality test in this study also uses graph analysis that is detected by analyzing the distribution of data (points) on the diagonal connection line of the graph or histogram from the residual. The results of the normality test with histogram and P-Plot graph analysis can be seen in the following figure:

b. *Multicollinearity Test*

Table 5. Multicollinearity Test Results
Coefficientsa

| Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Itself.	Tolerance	BRIGHT
1 (Constant)	20,330	8,567		2,373	,023		
Content Marketing	,225	,104	,333	2,154	,037	,766	1,305
Brand Image	,377	,219	,266	1,723	,093	,766	1,305

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results, 2025

Based on table 5, it can be concluded that the VIF value of all independent variables < 10 and the tolerance value > 0.1 This means that there is no multicollinearity.

c. *Heteroscedasticity Test*
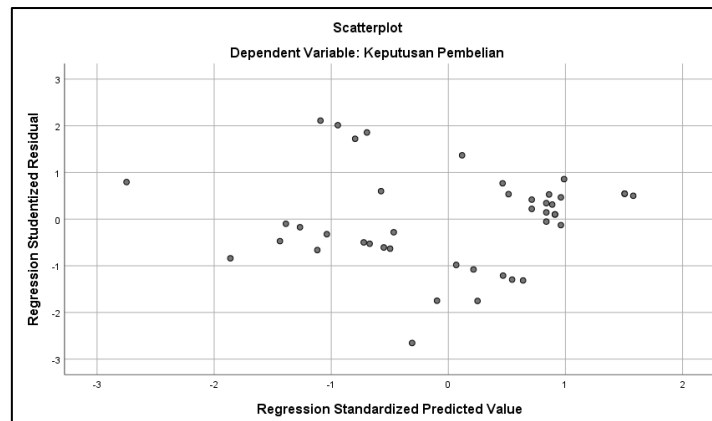
Figure 5. Scatterplot Graphics
Source: SPSS Data Processing Results (2025)

Based on figure 5, it can be seen that there is clearly no specific pattern and the point spreads randomly and irregularly both above and below the number 0 on the Y axis.

3) Multiple Linear Regression Analysis Test

Table 6. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Itself.
1	(Constant)	20,330	8,567		2,373	,023
	Content Marketing (X₁)	,225	,104	,333	2,154	,037
	Brand Image (X₂)	,377	,219	,266	1,723	,093

a. Dependent Variable: Y

Source: SPSS Data Processing Results (2025)

Based on table 6, the following linear equations can be obtained:

$$Y = a + b_1X_1 + b_2X_2$$
$$Y = 20.880 + 0.225 \; X_1 + 0.377 \; X_2$$

From the above statement, it can be seen that the variables of Content Marketing (X1) and Brand Image (X2) have a positive influence on the decision to purchase *event organizer services* at Pekanbaru *Event Organizer*. Based on the results of the multiple linear regression analysis, it can also be seen that the value of a of 20.330 is a constant or state when the purchase decision variable has not been influenced by other variables, namely the Content Marketing (X1) and Brand Image (X2) variables. If an independent variable does not exist, then the purchase decision variable does not change.

B1X1 of 0.225, shows that the content marketing variable has a positive influence on the purchase decision which means that every increase of 1 unit of content marketing variable will affect the purchase decision by 0.225 assuming that other variables are not studied in this study.

B2X2 of 0.377 shows that the brand image variable has a positive influence on the purchase decision which means that every increase of 1 unit of the brand image variable will affect the purchase decision by 0.377 assuming that other variables are not studied in this study.

Therefore, it can be seen that the most dominant variable influencing purchasing decisions is brand image (X2) with a regression coefficient value of 0.377 and the content marketing variable (X1) with a regression coefficient value of 0.225.

4) Hypothesis Test
   a. *Partial Significance Test (t-test)*

Table 7. Partial Significance Test Results (t-Test)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	20,330	8,567		2,373	,023
	Content Marketing	,225	,104	,333	2,154	,037
	Brand Ideals	,377	,219	,266	1,723	,093

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results (2025)

Based on the table above, it can be concluded as follows:

a. The calculated value for the Marketing Content variable was 2.154 with a significance of 0.037. While the t table at $\alpha = 0.05$ is 2.021. This shows that if t_{counts} (2.154) > t_{table} (2.021) and the probability value (0.037) < (0.05), then H1 is accepted and H0 is rejected.

It can be concluded that Content Marketing has a significant partial effect on the decision to purchase the services of Pekanbaru *Event Organizer.*

b. The calculated t-value for the Brand Image variable is 1.723 with a significance of 0.093. While the t_{table} at $\alpha = 0.05$ is 2.021. This shows that if t calculates (1.723) < r table (2.021) and the probability value (0.093) > (0.05), then H0 is accepted and H2 is rejected.

Therefore, it can be concluded that Brand Image does not have a significant partial effect on the decision to purchase the services of Pekanbaru *Event Organizer.*

   b. *Simultaneous Significance Test (F test)*

Table 8. Results of Simultaneous Significance Test (F Test)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	389,136	2	194,568	7,304	,002b
	Residual	1065,515	40	26,638		
	Total	1454,651	42			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Ideals, Content Marketing

Source: SPPS Data Processing Results, (2025)

Based on table 8, it can be concluded that the results of the F test show that the F value is calculated as 7.304 with a significant of 0.002 while the F of the table at $\alpha = 0.05$ is 2.44. Since F_{counts} (7.304) > F_{table} (2.44) and significance value (0.002) < 0.05, H0 is rejected and H1 is accepted. Thus, the free variables, namely Content Marketing and Brand Image, simultaneously have a significant effect on the Decision to Purchase Services at the Pekanbaru *Event Organizer.*"

   c. *Determination Coefficient Test (R Square)*

Table 9. Determination Coefficient Test Results (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,517a	,268	,231	5,161

a. Predictors: (Constant), Brand Ideals, Content Marketing

Source: SPSS Data Processing Results (2025)

Based on table 9, the results of the R2 determination coefficient test value are located in the Rsquare column. It is known that the value of the determination coefficient is $R^2 = 0.231$. This value is all independent variables (Content Marketing and Brand Image) influencing purchasing decisions by

23.1% and the remaining 76.9% can be explained by other variables or factors that were not studied in this study.

Discussion

The Influence of Content Marketing on Purchase Decisions

Based on the results of the partial test (*t-test*), a *t-calculated* value for the Content Marketing variable was obtained of 2.154 with a significance value of 0.037. Meanwhile, the *t-table* value at the significance level of $\alpha = 0.05$ is 2.021. Since *the t-count* (2.154) > *the t-table* (2.021) and the significance value (0.037) < 0.05, H0 is rejected and H1 is accepted. This means that Content Marketing has a significant partial effect on the decision to purchase services at the Pekanbaru Event Organizer. These results show that the content marketing strategy carried out by the company is able to have a direct impact on consumers' decisions in choosing services. The better and more effective the content delivered, the more likely consumers are to make a purchase decision.

This finding is in line with the opinion of Urrahmah (2024) who states that content marketing is a digital strategy that focuses on creating and distributing relevant, interesting, and valuable content to build long-term relationships with consumers. This strategy is considered more effective than conventional advertising which is starting to be less popular. Support also comes from Fiitriyani (2024:81) who argues that today's consumers tend to avoid direct advertising, and are more interested in content that presents information in a subtle, communicative, and entertaining way, thus influencing purchasing decisions without the impression of being forceful.

In the context of this research, Pekanbaru Event Organizer has utilized Instagram accounts as the main channel for marketing its content, through uploading event documentation and *behind-the-scenes* content. The content is not only visually appealing, but also shows professionalism and quality of service, thus strengthening trust and a positive image in the eyes of potential consumers.

Referring to the content marketing indicators from Milhinhos in Amalia (2020), namely *relevance, accuracy, valuable, understandable, easy to find*, and *consistency*, the majority of respondents consider that the content displayed is relevant, accurate, useful, easy to understand, but not presented consistently, can be seen in table 4.5 Respondents' Answers Regarding Content Marketing (X1) as many as 10 people or 23% and strongly disagree (STS) as many as 5 people or 12%.

This research is also in line with the results of previous studies by Agatha (2023) and Rahman & Ibrahim (2019) which showed that content marketing has a significant effect on purchasing decisions, as it is able to increase consumer trust and create added value in the decision-making process.

Based on the direct observation of the researchers, the Instagram account @pekanbaru.eo is actively used to build communication with the audience. Uploaded content, such as documentation of major events (e.g. KPM Auto Show Panin Bank), shows a high level of engagement, which reflects the success of the content in attracting attention and building positive interactions. In addition, researchers also found that Pekanbaru Event Organizer has a special division that is responsible for planning and managing content. However, there are obstacles in the sustainability of content production because the number of events held in one month is only around 1-3 events on average. This condition causes a limited stock of content that can be uploaded consistently, so sustainability strategies in content management are still a challenge for companies.

Thus, it can be concluded that Content Marketing has an important role in driving consumer purchase decisions for event organizer services, and therefore this strategy needs to continue to be developed by Pekanbaru Event Organizer to strengthen competitiveness and build customer loyalty, but the sustainability of content production still faces obstacles because the average number of events held in one month only ranges from 1–3 Activities. This limitation has an impact on the lack of content stock that can be uploaded consistently, so that sustainability strategies in content management are a challenge that needs to be overcome by companies.

The Influence of Brand Image on Purchase Decisions

Based on the results of the partial test (*t-test*), it was obtained that the Brand Image variable had a *t-calculated* value of 1.723 with a significance value of 0.093. Meanwhile, the *t-table* value at the significance level of $\alpha = 0.05$ is 2.021. Since *the t-count* (1.723) < *the t-table* (2.021) and the significance value (0.093) > 0.05, H_0 is accepted and H_2 rejected. Thus, it can be concluded that Brand Image does not have a partial significant effect on the Decision to Purchase Services at the Pekanbaru Event Organizer. These results show that respondents' perception of the brand image of Pekanbaru Event Organizer is not strong enough to influence purchasing decisions independently. Although the company has a good reputation in general, the brand image formed in the minds of consumers has not been sufficiently different or prominent compared to competitors.

This is in line with the results of the questionnaire which showed that the majority of respondents did not agree with the following uniqueness indicator statements :

1. X2.7 : Pekanbaru Event Organizer has unique advantages that distinguish it from other service providers.
   Where of the 43 respondents who were more dominant stated that they strongly agreed (SS) as many as 17 people or 40%, while 16 people or 37% expressed agreement (S), and those who stated that they did not agree (KS) as many as 6 people or 14% who stated that they disagreed (TS) as many as 4 people or 9% and strongly disagree (STS) did not exist.

2. X2.8 : The services offered by the Pekanbaru Event Organizer brand are not owned by other competitors.
   Where of the 43 respondents who were more dominant, 17 people or 40% said they strongly agreed (SS), while 8 people or 19% said they agreed (S), and 5 people or 12% disagreed (KS) with 5 people or 12% who disagreed (TS) and strongly disagreed (STS) as many as 8 people or 19%.

3. X2.9 : I chose the Pekanbaru Event Organizer brand because it has characteristics that other event organizers don't have.
   Where of the 43 respondents who were more dominant, 21 people or 49% said they strongly agreed (SS), while 9 people or 21% agreed (S), and 3 people or 7% who disagreed (TS) as many as 8 people or 19% and strongly disagree (STS) as many as 2 people or 5%

Respondents' disagreement with these statements indicates that the element of "uniqueness" or "distinctiveness"—which is an important part of the uniqueness indicator in brand image according to Kotler and Keller (2016)—has not been truly embedded in the minds of consumers.

This research is also in line with the results of a previous study by Puspa (2023) regarding the purchase of Madame Gie products on TikTok, Puspa found that content marketing had a significant effect on purchase decisions, but brand image had a partial effect, although simultaneously the two variables had an effect. These results are in line with current research, where content marketing has proven to be significant, and brand image is not only partially significant but simultaneously significant. In addition, this study is also in line with the results of a previous study by Nanda (2018) In the context of Wrangler fashion products, Nanda found that brand image only had an influence of 11.5% on purchase decisions, and the rest was influenced by other variables. These results are in line with the findings of the current research, where brand image does not have a significant influence partially on the purchase decision of Pekanbaru Event Organizer services. This suggests that brand image, while important, is not necessarily the dominant factor, especially if the uniqueness or strength of the brand association has not been firmly established in the minds of consumers.

These findings corroborate the results of statistical tests that partially, brand image has not had a significant influence on service purchase decisions. Consumers seem to be driven more by other factors such as the effectiveness of marketing content, promotions, or personal experiences than by perceptions of brand image excellence.

The researchers also found that while Google reviews were mostly positive, the prominent aspects of the testimonials revolved more around professional service and smooth communication, rather than on the unique identity or advantages that set this EO apart from the competition.

Thus, it can be concluded that the brand image of Pekanbaru Event Organizer is not prominent enough in terms of uniqueness, and this has an impact on the insignificance of the influence of the brand image partially on the purchase decision. Therefore, companies need to strengthen brand differentiation, for example through *unique selling propositions*, consistent visual branding, and stronger brand identity narratives, so that the perception of the company's distinctive advantages can be formed more clearly in the minds of consumers.

The Influence of Content Marketing and Brand Image on Purchase Decisions

Based on the results of the simultaneous test (F test) in Table 4.14, the Fcal value of 7.304 was obtained with a significance value of 0.002. Meanwhile, the Ftable value is 2.44 at a significance level of 0.05 (with df1 = 2 and df2 = 40). Because Fcal (7.304) > Ftabel (2.44) and Sig. (0.002) < 0.05, it can be concluded that Ha is accepted, which means that the variables of Content Marketing and Brand Image simultaneously have a significant effect on the Decision to Purchase Services at the Pekanbaru Event Organizer. Thus, the third hypothesis (H3) is accepted.

The R-Square value of 0.231 (which can be seen in the *Model Summary* output) indicates that 23.1% of the variation in Purchase Decisions can be explained by the two independent variables together, namely Content Marketing and Brand Imagery. Meanwhile, the remaining 76.9% was influenced by other factors that were not studied in this study. Based on the determination coefficient value of 23.1%, it is included in the low or weak category**.** This indicates that while Content Marketing and Brand Image have an influence on Purchase Decisions, their contribution is still limited. In other words, there are other factors that are more dominant in influencing consumer decisions, such as price, service quality, previous experience, and recommendations from other parties, which were not the focus of this study.

Although the contribution of these two variables is not dominant, these results still reinforce the view that Purchasing Decisions in the context of services are influenced by a combination of a communicative marketing strategy and a strong brand reputation. Effective content marketing can increase the appeal of information and the initial interest of consumers, while a positive brand image fosters trust and a tendency to make a purchase.

These findings are also in line with the theory from Kotler and Keller (2016) that purchasing decisions are influenced by the combination of information consumers receive and perceptions of brand reputation. In services such as *event organizers,* where products cannot be physically seen before use, trust in service providers is very important.

This research is strengthened by several previous studies, including: Agatha (2023) which found that Content Marketing and Brand Image simultaneously had a significant effect on the purchase decision of Noera Collagen Drink through TikTok. Puspa (2023) stated that digital marketing combined with brand image can significantly increase purchasing decisions. Rahman & Ibrahim (2019) mentioned that trust in brands and the quality of digital information directly influence consumers' purchasing decisions.

Based on direct observations of researchers in the field, it is known that consumers not only consider the visual aspect of the digital content uploaded by the Pekanbaru Event Organizer on Instagram, but also pay attention to online reputation, such as user reviews on Google. The combination of engaging content and a positive brand image is the main attraction that shapes consumer trust.

The majority of Google reviews describe that Pekanbaru Event Organizer has a professional, communicative, and friendly service, according to the impression built through their social media. This shows that the real customer experience also plays an important role in forming a strong brand image, which ultimately influences purchasing decisions.

Thus, it can be concluded that Content Marketing and Brand Image, while only partially explaining the factors influencing purchase decisions (23,1%), remain two important elements that companies need to pay attention to. Therefore, the development of consistent and quality content, as well as the maintenance of a positive brand reputation, need to be continuously improved in order to increase consumer trust and loyalty to the services offered.

4. CONCLUSION

Based on the results of the research on the Influence of Content Marketing and Brand Image on Service Purchase Decisions at Pekanbaru *Event Organizer*, the following can be concluded:

1. Content Marketing has a significant partial effect on Purchase Decisions. This is shown by the tcount value of 2.154 > ttable 2.021 with a significance of 0.037 < 0.05. These findings show that relevant, engaging, informative, and consistent marketing content, especially through platforms like Instagram, can influence consumers' decision to choose *event organizer services.*

2. Brand Image does not have a significant partial effect on the Purchase Decision. The results of the calculation of 1.723 < table 2.021 and the significance of 0.093 > 0.05 show that the brand image of Pekanbaru Event Organizer is not strong enough or noticeably different from competitors. The perception of brand uniqueness is still low, so it has not been able to influence purchasing decisions independently.

3. Simultaneously, the variables of Content Marketing and Brand Image have a significant effect on the decision to purchase services at the Pekanbaru Event Organizer. This is evidenced by the Fcal value of 7.304 which is greater than Ftabel of 2.44 and the significance value of 0.002 which is smaller than 0.05. The R-Square value of 0.231 indicates that 23.1% of the variation in Purchase Decisions can be explained by the two variables together, while the remaining 76.9% is influenced by other variables outside of this study.

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