

# Determination of Social Media, Content Marketing, and Brand Image on Purchase Intentions of KYOTO Helmet Consumer

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**Abstract:** This research aimed to examine the impact of social media marketing, content marketing, and brand image on consumer purchase intentions towards KYOTO helmets. The target population for this study comprised individuals residing in the Daerah Khusus Ibukota Jakarta region. A quantitative descriptive approach was employed to gather and analyze data. Data analysis was performed using Structural Equation Modeling (SEM) with Smart PLS version 4.0. The sampling technique utilized was purposive sampling, which involved selecting respondents based on specific criteria, including residents of Daerah Khusus Ibukota Jakarta who were familiar with KYOTO helmets and social media, aged 17 to 40 years. A total of 165 respondents participated in the study. The data collection method was a questionnaire distributed via Google Forms. The findings of this study reveal that social media marketing significantly and positively influences purchase intentions, content marketing significantly and positively affects purchase intentions, and brand image has a significant and positive impact on consumer purchase intentions.

**Keywords:** Social Media Marketing, Content Marketing, Brand Image, Purchase Intention.

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## I. INTRODUCTION

Indonesia, a nation with a population of approximately 272 million people, continues to experience rapid demographic growth alongside increasing economic and work-related activities. This dynamic environment necessitates fast and efficient mobility solutions to support daily activities. Among the various modes of transportation available, motorcycles have emerged as one of the most popular choices due to their practicality and affordability. The motorcycle industry in Indonesia has witnessed remarkable growth, particularly in the years following the 1998 monetary crisis, with the total number of motorcycles in circulation surpassing 25 million units.

The expansion of the motorcycle industry has accelerated significantly in the wake of rapid industrial development. According to data from the Indonesian Motorcycle Industry Association (AISI), domestic motorcycle sales in 2022 reached 5.22 million units, surpassing the initial target of 5.1 million units. This figure represents a 3.2% increase compared to the previous year's sales, which stood at 5.06 million units. While this impressive growth has brought numerous economic benefits, it has also introduced several challenges, particularly regarding road

safety. A significant portion of motorcycle-related accidents is linked to inadequate safety measures, with head injuries posing the highest risk. Consequently, the rising demand for motorcycles has directly influenced the expansion of the helmet industry in Indonesia (Indonesian Motorcycle Industry Association, 2022).

Moreover, the growing reliance on motorcycles stems from their efficiency, cost-effectiveness, and suitability for navigating urban traffic, especially in major cities like Jakarta. The continuous rise in public mobility and improvements in economic conditions have further fueled this trend. As a result, motorcycles have become an integral part of daily transportation for many Indonesians. The following section presents statistical data on motorcycle usage trends in DAERAH KHUSUS IBUKOTA Jakarta from 2019 to 2022.

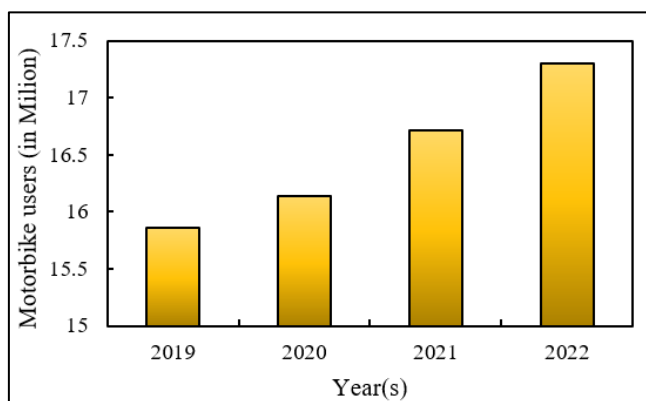


Fig 1: Motorbike Users in Daerah Khusus Ibukota Jakarta Province

Source: BPS Daerah Khusus Ibukota Jakarta

The phenomenon of this research, in Figure 1, shows that motorbike users in the Daerah Khusus Ibukota Jakarta province have increased from year to year. In 2022 motorbike users will reach 17.3 million compared to the previous year 2021, namely 16.7 million. The development of the helmet business in Indonesia is experiencing rapid growth, in line with the increase in users of two-wheeled motorized vehicles. The motorbike market industry is experiencing an increase, because motorbikes have become an alternative choice for driving because of their effectiveness and efficiency in navigating daily life. Apart from being influenced by the growth of the motorbike market, the growth of the helmet industry is also influenced by public awareness of safety when driving which is also an indication of the growth of the helmet market in Indonesia.

POLRI as the institution responsible for traffic problems has required all motorbike riders to wear helmets of Indonesian National Standard. The helmet specifications that are commonly used are two types, first open face and full face. Apart from that, there are other obligations that are mandatory for helmets, namely that they must have a recognized helmet brand.

Motorcycle users are required to use helmets which have the function of protecting the head in the event of a traffic accident. First initiated by the Chief of Police of the Republic of Indonesia Hoeng and then officially stipulated in Law Number 14 of 1992. The implementation of this proclamation was made because of the large number of traffic accidents involving two-wheeled motorized vehicle users who did not use head protection (NTB Provincial Hospital, 2022).

This research phenomenon, based on statistical data from the Ministry of Transportation in 2008, states that traffic accidents that occur in Indonesia are dominated by motorbikes, namely around 73 percent. To minimize the impact of accidents and improve the safety of motorbike users, the government then made a mandatory regulation on the use of Indonesian national standard helmets as stated in Law of the Republic of Indonesia Number. 22 of 2009 concerning Road Traffic and Transportation article 57 paragraphs 1 and 2, which requires that every motorized

vehicle user on the road must be equipped with motorized vehicle equipment in the form of an Indonesian national standard helmet or SNI (NTB Provincial Hospital, 2022). Based on the provisions above, if it is violated, the threat of the violation is regulated in Article 291 of Law no. 22/2009 which reads:

- Any individual operating a motorcycle without wearing a helmet that meets the Indonesian National Standard (SNI), as stipulated in Article 106, Paragraph (8), shall be subject to a maximum imprisonment of one (1) month or a fine not exceeding IDR 250,000.00 (two hundred and fifty thousand rupiah).
- Likewise, any motorcyclist who permits their passenger to ride without wearing a helmet in accordance with Article 106, Paragraph (8) shall face a penalty of up to one (1) month of imprisonment or a monetary fine of no more than IDR 250,000.00 (two hundred and fifty thousand rupiah).

Meanwhile, the mandatory implementation of wearing a helmet when riding a motorbike has caused an increase in demand for helmet products by the public. This behavior drives the demand for helmets to increase significantly. The high demand and need for helmets from the public has attracted companies to compete in meeting consumer purchasing interest. The majority of companies now use technology and digital marketing, especially social media, as a means to introduce or promote their goods or services. This is done because technological developments make people more interested in searching for all information via the internet.

The phenomenon of the shift in the industrial era causes world competition to become tighter. Nowadays the internet is not only used to connect people to digital media but is also used to connect sellers and consumers. With a very broad scope, the industrial era 4.0 reaches all individuals in the world who make significant improvements. Tight competition in the business world triggers business people to develop the best strategies to get and retain consumers. One of them is carrying out digital marketing communications functions which enable companies to provide information and market their products through various online media.

Many helmet brands compete in business in Indonesia, such as KYOTO, INK, BMC, GM, NHK, MDS, ARAI, and AGV. This situation creates intense competition among competitors in the riding equipment industry. In this competition, there are companies providing helmet products that continue to experience increasing sales every year. However, there are also companies that continue to experience a decline in sales every year. For example, the KYOTO brand helmet. Consumers certainly know the helmet brand. However, as researchers know, currently KYOTO helmets continue to decline every year.

KYOTO is one of the helmets produced by PT Tarakusuma Indah. With national and international standard certification, KYOTO helmets provide maximum protection for the wearer in anticipating and reducing the rate of fatal

head injuries resulting from impacts in traffic accidents involving motorbikes. KYOTO offers various helmet products that use the latest technology at very affordable prices to attract the attention of potential consumers. Helmets that come from within this country are no less great than foreign helmets because KYOTO has passed the requirements of DOT (Department of Transportation) or United States transportation standards and also standards in Indonesia, namely SNI.

The KYOTO helmet brand itself was originally born not as a helmet, but as a motorbike spare part brand in 1980. Henry Tedjakusuma, Director of PT Tarakusuma Indah said that the name KYOTO has the meaning of Kyoto because it was inspired by a city in Japan called Kyoto. When introducing helmet products, PT Tarakusuma Indah has branded it as a racing DNA product. Since then KYOTO was born with this idealistic philosophy. KYOTO's main philosophy is to produce helmets and replicate the best quality of premium racing helmets in the world. Therefore, every KYOTO helmet must have standards for use from daily driving to racing.

As time goes by, innovation continues to be carried out with more focus on helmets that can provide optimal protection. As a result of innovations that continue to be developed, consumers can now use various types of KYOTO helmets for various needs. With quality that cannot be doubted, KYOTO helmets have also been used by motorbike racers in MotoGP events.



Fig 2: Aleix Espargaro MotoGP racer

Source : <https://www.freepik.com/>

In Figure 2 Aprilia Racing Team Gresini racer, Aleix Espargaro is loyal and believes in using KYOTO helmet products. World racers in the MotoGP class themselves no longer doubt the level of safety of these Indonesian-made helmets. Celebrating Indonesian-made helmets in the world's biggest racing sports event like MotoGP is a source of pride in itself. Because this is proof that the safety quality of sports equipment produced in Indonesia is also taken into account by the world.

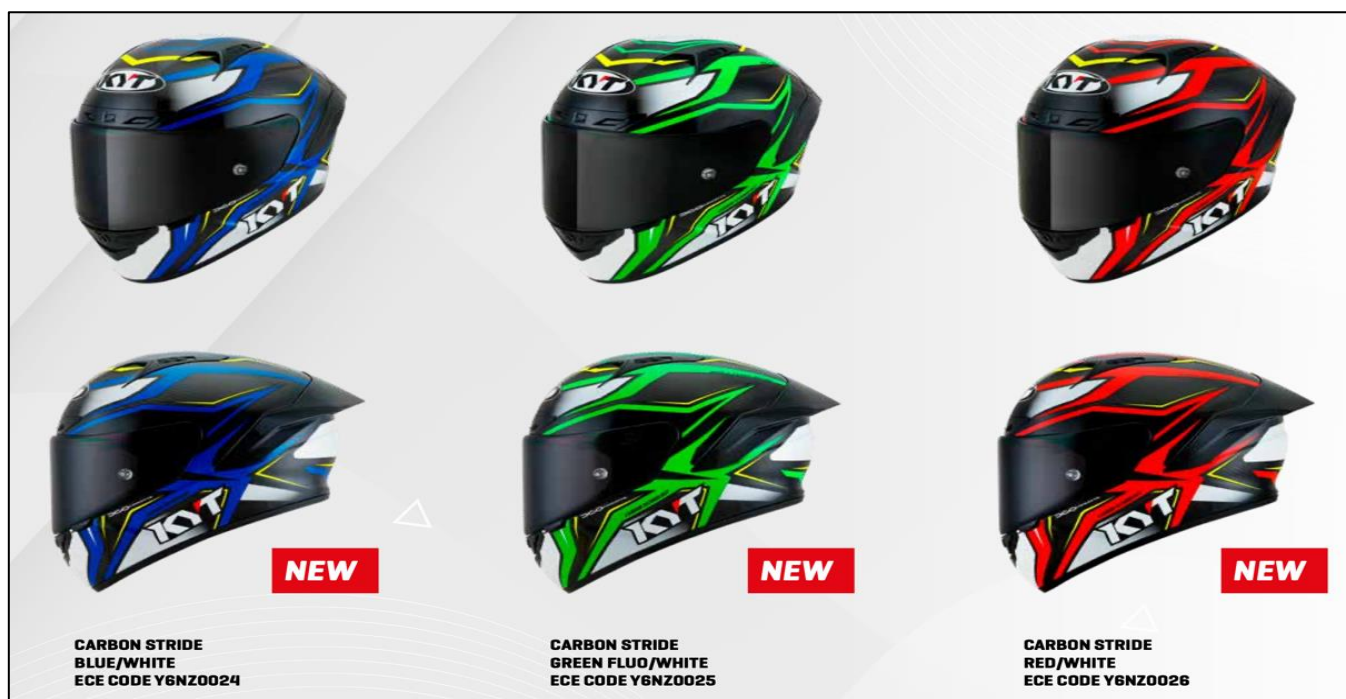


Fig 3: KYOTO Helmet Products

Source: <https://kytasia.com/>

In Figure 3 the KYOTO helmet offers a variety of attractive designs, with a variety of graphic and color choices. This allows riders to choose a helmet that suits their personal

style and preferences. KYOTO helmets generally provide good protection for the rider's head. KYOTO helmets are equipped with strong protective materials and an effective



shock absorption system. The price of the KYOTO brand helmet itself is in the affordable and expensive price category compared to other competitors. The price of an open face KYOTO brand helmet is priced at IDR 200,000 – 1,000,000 depending on the design. Meanwhile, the full-face KYOTO helmet is priced at IDR 395,000-10,000,000. But the high price is directly proportional to the quality of the KYOTO helmet. A product that has good quality is certainly able to influence consumer buying interest, where the quality of a product is an important attribute that is often taken into consideration by consumers when choosing a product.

In marketing its products, Helm KYOTO offers social media account features such as Instagram, Facebook and Tiktok which make it possible to upload various types of content (such as text, images, videos), interact through comments, likes and shares, as well as following or being followed by other users. , which aims to provide a space for consumers to connect, share information and build relationships in an interactive and dynamic online environment.

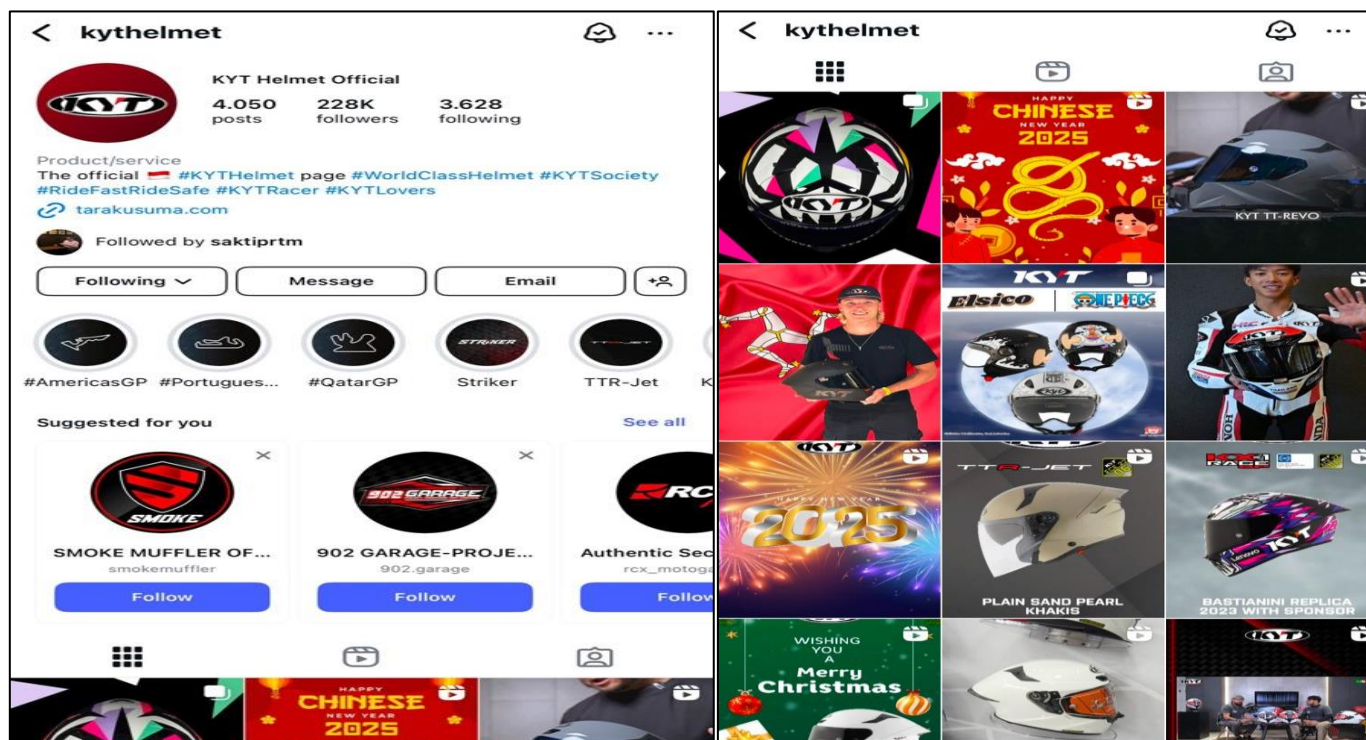


Fig 4: KYOTO Helmet Social Media  
Source: <https://www.instagram.com/Kyotohelmet>

In Figure 4 you can see the KYOTO helmet Instagram and TikTok accounts showing the advantages of various KYOTO helmet models which include aspects of comfort, material quality and overall value. Then there is a video that shows the helmet features in detail, including a demonstration of how the helmet is used in real situations.

Based on data from the top helmet brand index in Indonesia in 2022 regarding helmet market share data in Indonesia, the KYOTO brand is included in the top sales of the best helmets and is in first place. The following are the best helmet brands in Indonesia in 2022 according to the top brand award which is included in the top brand index:

Brand	TBI	
KYT	20.20%	TOP
INK	17.60%	TOP
GM	15.00%	TOP
BMC	12.70%	
Caberg	5.60%	
HIU	4.20%	
AGV	3.10%	
NHK	2.10%	
JPN	1.20%	

Fig 5: Top Brand Index Helm 2022  
Source: Data Top Brand Index Helm

Based on Figure 5, it can be seen that the KYOTO brand is in first place with a top brand index of 24.20% and INK is in second place with a top brand index of 14.40%, then BMC is in third place with a top brand index of 10.10 %. INK is KYOTO's biggest rival. Meanwhile, rankings three to five are occupied by BMC, GM and NHK brand helmets, with index values ar below KYOTO. This proves that KYOTO helmets have strong brand equity, meaning that consumers have high brand awareness and a brand image that is embedded in the minds of consumers, so that consumers can perceive quality and create loyalty to the product.

The reason researchers chose KYOTO brand helmet products was based on the 2022 top brand index, apart from KYOTO helmets having strong brand equity. KYOTO helmets are also a helmet brand that has been on the market since 1998 and is known for its quality and durability, KYOTO helmets have even become the trusted helmets of several MotoGP racers. The advantage of the KYOTO helmet

is that the KYOTO helmet is made by the nation itself or what could be said to be local pride. This KYOTO helmet uses premium materials, starting from the shell, foam, color, design and there is also a choice of full face or half face models. KYOTO helmets have become a helmet brand that is quite respected in Indonesia. One of the provisions is through a strict manufacturing process with a high level of precision and the latest technology in every product produced. In fact, currently KYOTO has research and design development facilities located in Italy. KYOTO helmets are well known in various countries in the world.

The Top Brand Index survey uses three criteria consisting of top of market share, top of mind share, top of commitment share. The results of the top brand index can be used as a reference for whether a product circulating on the market has a good marketing and sales reputation. The following is a picture and table regarding the development of the Top Brand Index for KYOTO helmets:

Table 1: Development of the Top Brand Index for KYOTO helmet

Brand Name	2018	2019	2020	2021	2022
BMC	8.30	8.20	6.40	10.60	10.10
GM	8.90	9.40	7.50	6.60	8.00
INK	19.60	19.60	18.70	18.20	14.40
KYOTO	34.60	30.30	25.90	27.10	24.20
NHK		7.30	4.80	3.90	4.40

Source: Data top Brand index helm

Referring to Table 1, the Top Brand Index for KYOTO helmets has exhibited a fluctuating trend over the years. From 2019 to 2020, the index showed a consistent decline before experiencing a notable increase of 27.10% in 2021. However, this positive momentum was short-lived, as 2022 saw a significant drop of 24.20%. These fluctuations highlight a lack of stability in KYOTO's market positioning, suggesting that its marketing performance—measured through market share, mind share, and commitment share—has yet to reach an optimal level.

Several contributing factors may have driven this decline. The intensified competition from rival helmet brands, which have continuously strengthened their sales strategies, branding efforts, product innovation, and quality enhancements, could have affected KYOTO's market standing. Moreover, the entry of international helmet brands into the Indonesian market has further complicated the competitive landscape, providing consumers with a broader array of options, even though these alternatives often come at higher price points. The increasing variety of choices available to consumers ultimately influences their decision-making process, as purchasing preferences are shaped by multiple factors that differ from one individual to another. These consumer behavior dynamics play a crucial role in determining which products attract greater buying interest. Several academic studies have examined key factors affecting consumer purchasing interest. Sinaga & Aziz (2023) explored the impact of social media marketing and the endorsement of brand ambassador Sehun on consumer interest in Whitelab products, concluding that social media

marketing significantly enhances buying interest. Likewise, Kamanda (2024) investigated the role of content marketing in influencing purchasing interest in Cimory products at Sinar Mart, revealing that content-driven promotional strategies positively affect consumer attraction toward products. Additionally, Fernanda & Nurfebriaraning (2022) analyzed the influence of advertising and brand image on KYOTO helmets through Instagram promotions on @Bandunghelmetgallery, demonstrating that brand perception plays a crucial role in driving consumer interest in SNI-certified helmets.

To further assess consumer purchasing behavior, a preliminary survey was conducted by distributing questionnaires to respondents who were familiar with KYOTO helmets. Each statement in the pre-survey table was designed to measure different variables associated with consumer buying interest. A total of 31 respondents participated in the survey, and the findings are summarized as follows:

Table 2: Pre-Survey Results

No.	Variable	Question	Yes	No
1	Social Media Marketing	Helm KYOTO's social media provides information search and tailored services across various platforms.	9	22
2	E-word of Mouth	Knowing and wanting to buy Helm KYOTO based on recommendations from friends	23	7
3	Content Marketing	Helm KYOTO has good, relevant, and educational content for its consumers	8	23
4	Price	Helm KYOTO's price is affordable.	24	7
5	Quality	Helm KYOTO has excellent quality and is comfortable to use.	23	7
6	Brand Image	Helm KYOTO's company image is very good in my eyes and is easily recognized in the community.	12	19
7	Promotion	I very often see and hear promotions for Helm KYOTO.	19	12
8	Brand Trust	I trust that Helm KYOTO is currently produced following good safety standards.	23	7

Source: Researcher, Processed Data (2024).

Based on the findings from the pre-survey conducted by the researchers, as presented in Table 2, three key factors influencing consumer purchase interest were identified. One of the lowest-scoring variables was social media marketing. In the pre-survey, 30 respondents participated, with 22 indicating a negative response ("No"). This suggests that KYOTO helmets currently lack sufficient social media marketing efforts, particularly in offering information searches and providing personalized services across various platforms. The pre-survey indicates that when consumers encounter relevant and engaging product information on social media, it sparks their interest and drives them to proceed with the purchase.

The second factor identified was content marketing. Out of 30 respondents, 23 answered "No," pointing to a gap in the relevance and consistency of the content presented by KYOTO helmets. The lack of engaging and informative content has hindered consumer education about the products. The findings show that consumers are more likely to develop a purchase interest when marketing content is both interesting and aligned with their needs, thus generating stronger interest in the product offerings.

The third variable relates to brand image. In this case, 19 out of the 30 respondents answered "No," suggesting that the KYOTO brand image is not yet strong enough in the public's perception. There is a need to reinforce the brand's identity by highlighting its product strengths, maintaining high product quality, and distinguishing it from competitors. A stronger brand image in the consumer's mind boosts confidence in the product, which directly impacts their willingness to make a purchase. Therefore, the brand image plays a crucial role in shaping consumer purchase intentions.

The analysis of these findings forms the basis for the researcher's decision to investigate the factors influencing consumer purchase interest. The study will focus on exploring the roles of Social Media Marketing, Content Marketing, and Brand Image in shaping consumer behavior, under the research title: "Exploring the Influence of Social Media Marketing, Content Marketing, and Brand Image on

Purchase Intentions: Evidence from KYOTO Helmet Consumers"

## II. THEORETICAL REVIEW

### A. Marketing Management

Kotler, Keller, and Chernev (2022) describe marketing as a social and managerial process in which individuals and groups satisfy their needs and desires by creating, offering, and exchanging valuable products with one another. Through this process, companies create value for their customers, establish strong relationships, and aim to capture value from customers in return. The core purpose of marketing lies in fostering mutually beneficial exchanges that enhance the relationship between the business and its customers.

As stated by Bunyamin (2021), marketing is a social and administrative process that enables individuals and groups to obtain what they need and want. This is accomplished by creating, offering, and exchanging goods and services that hold value for all parties involved. Marketing can also be seen as a process that motivates individuals or groups to meet their needs through the creation and exchange of valuable products, thereby involving the flow of goods and services from producers to consumers.

According to Priansa (2021), marketing is viewed as a process that encompasses the planning of concepts, pricing strategies, promotions, and the distribution of goods and services to create exchanges that meet the goals of both individuals and organizations. It is a fundamental organizational function that facilitates the creation, communication, and delivery of value to consumers. Through these efforts, marketing helps build relationships that not only benefit the organization but also all parties invested in its success.

Furthermore, Setiawan and Rahmawati (2022) emphasize that marketing serves as a key driver in shaping the expectations and behaviors of consumers. They argue that successful marketing involves understanding consumer needs, delivering products that provide value, and creating



communication strategies that resonate with target audiences. Marketing is ultimately a dynamic process that adapts to shifting market conditions and consumer preferences, ensuring long-term success for businesses

### *B. Purchase Intention*

As explained by Kurniawan (2020), a product is considered consumed by the consumer once it has been chosen for purchase. A consumer's intention to buy is shaped by their evaluation of the product's value. When the perceived benefits outweigh the effort or sacrifice required to acquire the product, the likelihood of purchasing increases. However, if the benefits fall short of the sacrifices, consumers are likely to reject the product and consider alternatives instead.

According to Kotler, Keller, and Chernev (2022), purchasing interest refers to the likelihood that a consumer will decide to buy a brand or service, or even switch between different brands. If the perceived advantages of the product outweigh its cost or effort to obtain it, the consumer's intent to purchase increases. This reflects the fundamental consumer decision-making process where value plays a crucial role in driving interest and purchasing actions.

Priansa (2021) further expands on the concept of purchasing interest by describing it as an intense focus on a product that is accompanied by positive feelings or desire. This emotional engagement fosters a sense of conviction about the product's benefits, leading to a desire to own the product. As a result, the individual is willing to exchange money for it, reflecting a shift from mere interest to actual intent to purchase.

Additionally, Halim and Sari (2023) discuss how purchasing interest can be influenced by external factors such as advertising, peer recommendations, and brand reputation. These factors can either strengthen or weaken the desire to purchase, shaping consumer behavior. In this context, understanding how purchasing interest develops allows companies to better design their marketing strategies to align with consumer expectations and preferences.

### *C. Social Media Marketing*

As Kurniawan (2023) describes, social media marketing refers to the use of social media platforms to promote and sell products or services. In addition to search engines, many consumers now turn to social media to explore and discover products and services. Interacting with potential customers through social media can significantly influence business growth and development, as it provides a direct line of communication with the target audience.

The Big Indonesian Dictionary (KBBI) defines social media as platforms or applications that enable users to create, share, and engage with content, fostering social connections. On the other hand, marketing is described as the process or activity involved in promoting and selling products or services. Therefore, social media marketing can be understood as the strategic use of these platforms to reach and

engage consumers, ultimately promoting a company's offerings (Kurniawan, 2023).

Social media marketing involves using various online platforms such as Facebook, Instagram, and Twitter to connect with consumers and facilitate sales. These platforms, which enable interactive and two-way communication, are specifically designed to enhance social interactions and foster engagement between businesses and their audiences. Murdani and Merta (2023) emphasize that this form of digital marketing creates a dynamic environment for businesses to market products in a more personalized and engaging way.

Furthermore, Sari and Nasution (2024) argue that social media marketing fosters a unique opportunity for businesses to build brand identity and increase consumer loyalty. By utilizing platforms for direct communication, businesses can tailor their messaging to the needs and preferences of their audience, creating a more interactive and responsive marketing approach. The combination of accessibility, engagement, and personalized content makes social media a powerful tool in contemporary marketing strategies.

### *D. Content Marketing*

As noted by Kurniawan (2023), content marketing refers to the process of distributing valuable and relevant content to attract, engage, and convert target consumers. The content—whether it be photos, videos, stories, articles, or audio—plays a central role in the success of this marketing method. The key to an effective digital marketing strategy lies in the creation of content that resonates with audiences, combined with clear metrics to assess its impact on marketing efforts. Monitoring these metrics helps companies determine whether the content is achieving its intended purpose.

Content marketing is a strategy designed to create and distribute meaningful, relevant, and consistent content to capture the attention of target audiences. Its goal is not only to engage consumers but also to build enduring relationships over time. As highlighted by Arifin et al. (2023), it is essential that the content produced is aligned with the audience's interests, fostering a sense of need and establishing emotional connections between the audience and the brand.

This marketing approach involves a comprehensive process of planning, creation, and distribution of content that captivates the target audience. The ultimate goal is to attract visitors and convert them into customers. Azizah and Rafikasari (2021) emphasize that content marketing enables companies to interact with consumers by delivering relevant, engaging, and valuable content that inspires action. This fosters a stronger relationship with potential customers, motivating them to engage with the brand and ultimately make purchasing decisions.

In essence, content marketing is a dynamic strategy that goes beyond simple promotion. It is about offering valuable and consistent content that creates long-term engagement and emotional bonds with the audience, driving both customer loyalty and conversions.

### E. Brand Image

As stated by Firmansyah (2019), brand image reflects the impressions and emotions that consumers associate with a brand upon encountering it, whether through visuals or sounds. When consumers hold a positive view of a brand, they are more likely to make a purchase. Additionally, a strong brand acts as a fundamental element in establishing a favorable company image, which further enhances consumer trust and engagement.

In a similar perspective, Murdani and Merta (2023) argue that brand image is a depiction of a brand formed from information and previous experiences with the brand. This concept aligns with the definition presented by Management Study Guide, which defines brand image as a consumer's perception of a specific brand at any given moment, or as a unique collection of associations embedded in the minds of target customers (Murdani & Merta, 2023).

In addition, Racellita and Megawati (2021) describe brand image as the overall perception that people have about a company. This perception is shaped by multiple factors, including the company's name, its product diversity, its traditions, its underlying ideology, and the quality of interaction its employees have with customers. These elements together influence how the company is viewed in the public's eye.

Collectively, these definitions emphasize the critical role that a positive brand image plays in shaping consumer behavior and decision-making. A carefully cultivated brand image not only attracts customers but also builds long-term trust and loyalty, ensuring that a company remains competitive and successful in the marketplace.

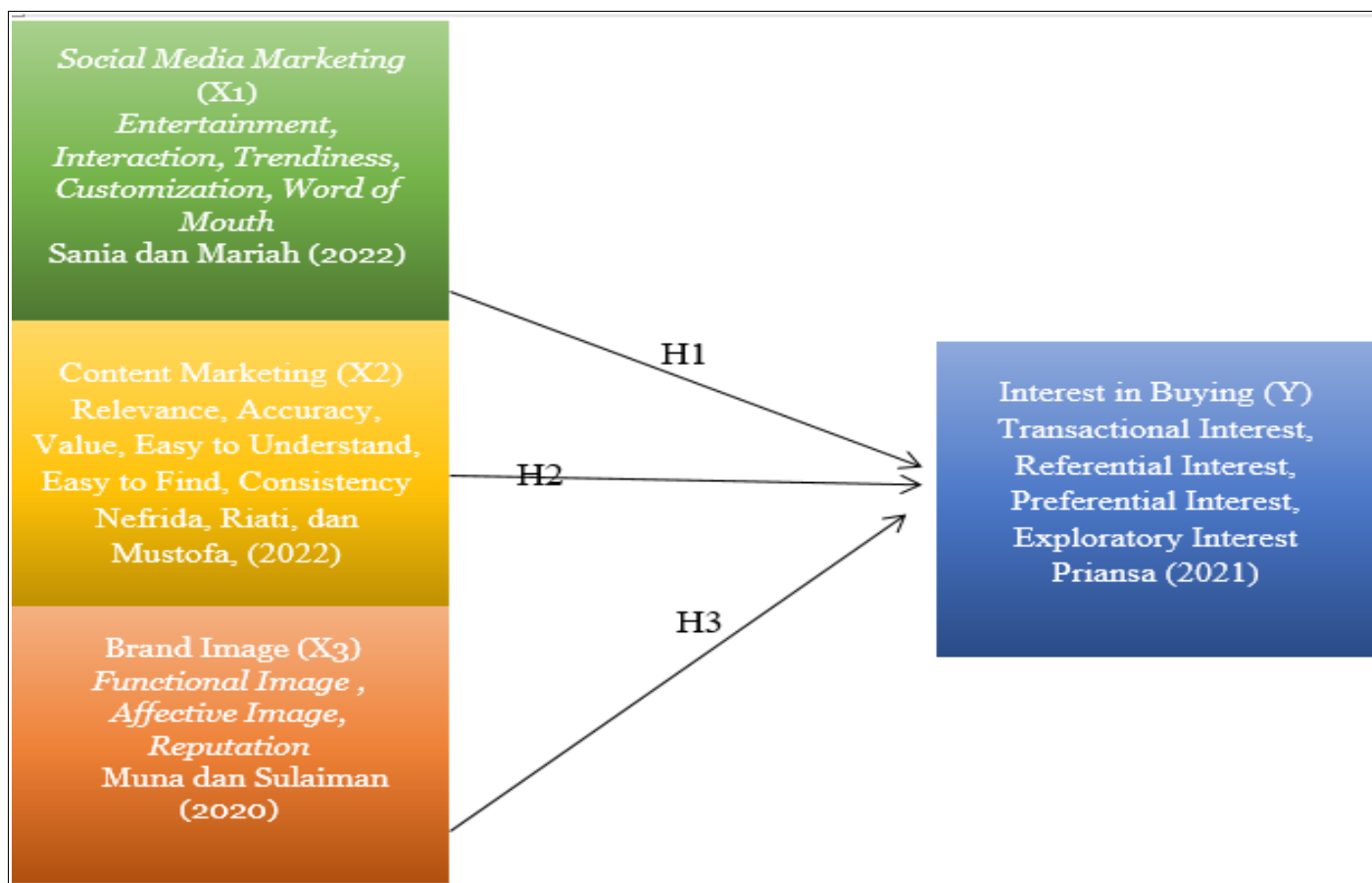


Fig 6: Conceptual Framework  
Source: Researcher, data processed (2024)

- H1: Social Media Marketing has a positive and significant effect on Consumer Purchase Interest
- H2: Content Marketing has a positive and significant effect on Consumer Purchase Interest
- H3: Brand Image has a positive and significant effect on Consumer Purchase Interest.

### III. RESEARCH METHODS

#### A. Time and Place of Research

This research begins by identifying existing problems, formulating the problem, and collecting basic theory to strengthen the basis of each variable. Next, data collection methods, instrument preparation, data processing, and results report writing are carried out, and the overall results are presented. This research begins in March 2023 to September



2024. This research was conducted in the DAERAH KHUSUS IBUKOTA Jakarta area.

### B. Research Design

The research was carried out using a quantitative approach. The definition of quantitative research is a systematic method that collects data in the form of numbers, which can be analyzed mathematically or statistically (Sekaran & Bougie, 2019).

### C. Skala Pengukuran Variabel

According to Sekaran & Bougie (2019) measuring variables within a theoretical framework is an important component in research and plays an important factor in research design. The Likert scale is the variable measurement scale used in this research. The Likert scale is a measurement tool that assesses the level of agreement and disagreement with a given statement (Sekaran & Bougie, 2019).

Table 3: Likert Measurement Scale

Code	Answer Criteria	Score
SS	Strongly Agree	5
S	Agree	4
N	Neutral	3
TS	Disagree	2
STS	Strongly Disagree	1

Source: Sekaran & Bougie (2019)

### D. Population and Sample

Sekaran & Bougie (2019) argue that a population is a collection of different individuals, events or objects that researchers wish to study and form views using sample statistics. Population can also be defined as the entire group from which data will be taken. The population used in the research is the people of DAERAH KHUSUS IBUKOTA Jakarta aged 17-40 years who are familiar with KYOTO helmets.

According to Hair et al. (2021) suggested having a sample size ranging from 100-300 to estimate SEM (Structural Equation Modeling) parameters. It is recommended to have a minimum sample size of 5-10 observations. In this research, the number of research indicators is 33 so the minimum sample size is 5 times the number of indicators or  $5 \times 33 = 165$  and the maximum sample is  $10 \times 33 = 330$ . In this research, researchers used a minimum sample of 165.

### E. Method of Collecting Data

This research uses a questionnaire as the main instrument for collecting data. According to Sekaran &

Bougie (2019), a questionnaire is defined as a way of collecting primary data by providing a series of questions for respondents to answer. The distribution of the questionnaire was carried out online, namely via the Google Form digital application site. Respondents were given a list of statements distributed via social media platforms such as WhatsApp, Instagram and Facebook.

## IV. RESULTS AND DISCUSSION

### A. R-Square Value Test Results

Table 4: R2 Value of Endogenous Variables

Variabel Endogen	R Square
MB	0.668

Sumber: Output SmartPLS 4.0 (2024)

The model of the influence of independent latent variables (SMM, CM, CTM) on MB gives an R-square value of 0.668 which can be interpreted as meaning that the variability of the MB construct that can be explained by the variability of the SMM, CM and CTM constructs is 66.8% while 33.2% is explained by other variables outside those studied.

### B. Goodness of Fit Model Test Results

$$Q^2 = 1 - (1 - R_1)(1 - R_p)$$

$$Q^2 = 1 - (1 - 0,668)$$

$$Q^2 = 1 - (0,332)$$

$$Q^2 = 0,668 \times 100\% = 66,8\%$$

The calculation results above show a predictive-relevance value of 0.668, which is greater than 0 (zero). This means that 66.8% of the variation in the MB variable (dependent variable) is explained by the independent variable used. Thus the model is said to be worthy of having relevant predictive value.

### C. Hypothesis Testing Results (Path Coefficient Estimates)

To find out whether it is significant or not significant, look at the t-table at alpha 0.05 (5%) = 1.97, then the t-table is compared with the t-count (t-statistics). T-value > 1.96 with alpha < 0.05, then the hypothesis is accepted and the influence of the variable is declared significant

Table 5: Hypothesis Testing Results

	Original Sample	Mean	Standard Deviation	T Statistics	P Values	Description
SMM → MB	0,331	0,348	0,106	3,117	0,002	Positive - Significant
CM → MB	0,260	0,253	0,113	2,305	0,022	Positive - Significant
CTM → MB	0,311	0,299	0,097	3,195	0,001	Positive - Significant

Source: Output Smart PLS 4.0 (2024)

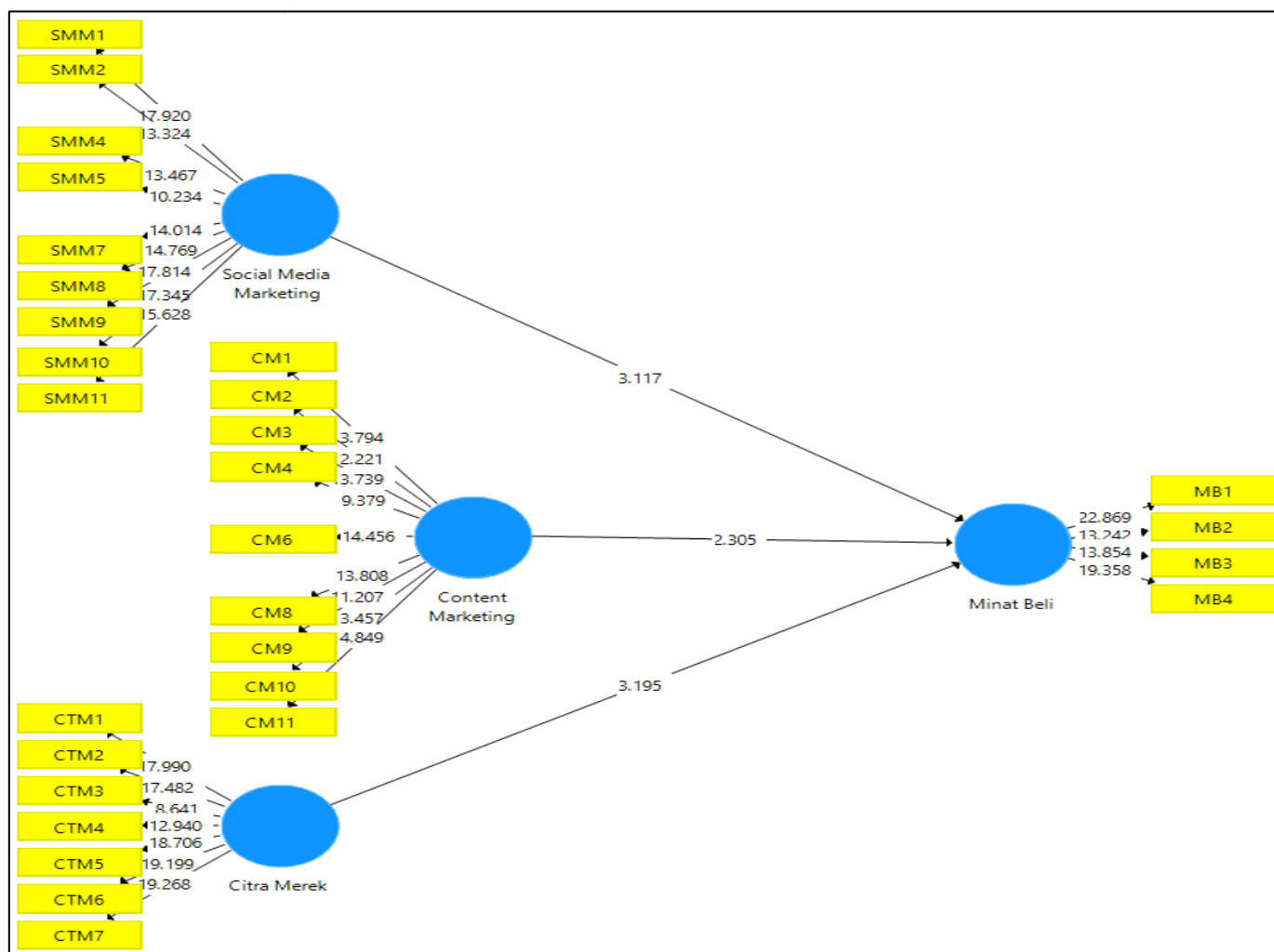


Fig 7: Result Framework  
Source: Output SmartPLS 4.0 (2024)

## V. CONCLUSION

This study explores the factors influencing consumer interest in purchasing KYOTO helmets among residents of DAERAH KHUSUS IBUKOTA Jakarta. Based on the research findings, several key conclusions can be drawn:

- The Influence of Social Media Marketing Social media marketing exerts a positive and significant impact on consumer interest in purchasing KYOTO helmet products. The more intensively KYOTO utilizes social media platforms for marketing purposes, the greater the level of consumer engagement and purchase intention. Social media serves as an effective tool for expanding brand reach, enhancing product awareness, and fostering interactions with potential buyers. Through these digital channels, users can share experiences, provide testimonials, and offer direct recommendations, all of which contribute to shaping consumer perceptions and purchase decisions. By leveraging user-generated content and online word-of-mouth marketing, KYOTO can strengthen consumer trust and solidify its position in the marketplace.
- The Role of Content Marketing Content marketing also demonstrates a strong and positive correlation with consumer interest in KYOTO helmet products. The more KYOTO emphasizes high-quality, informative, and educational content, the higher the likelihood of attracting potential buyers. Well-crafted content not only provides consumers with valuable insights into the product but also enhances their understanding of the functional benefits, safety features, and quality assurance offered by KYOTO helmets. By consistently delivering relevant and insightful content, KYOTO can build credibility, establish authority in the industry, and foster deeper consumer trust. When consumers feel well-informed and assured that a product can effectively meet their needs, their inclination to make a purchase significantly increases.
- A strong brand image is essential in shaping consumer interest in KYOTO helmets. The more positive the perception of KYOTO among consumers, the greater their enthusiasm and willingness to purchase its products. A brand's image is built on the associations, reputation, and trust it establishes with the public. When KYOTO is seen as a reliable, high-quality, and safety-focused brand, consumers are more likely to trust its products.

Furthermore, a positive brand image fosters word-of-mouth recommendations and customer testimonials, which further boost purchase interest. By maintaining effective brand positioning and consistent quality assurance, KYOTO can strengthen customer loyalty and sustain its competitive edge in the market.

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