



Research Article

The Influence of Content Marketing in Efforts To Improve Firm Performance of Msmes in Purworejo District, Moderated By Price Strategy and Customer Relationship Management

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Abstract: This study aims to examine the influence of marketing content on business performance with moderation in price strategy and CRM. This research design is quantitative research with primary data in the form of the calculation of assets, turnover, and capital owned by MSMEs in Purworejo Regency. The data collection technique uses library research and documentation techniques. The population in this study is MSMEs that are members of the Purworejo Regency MSME Forum in 2025, amounting to 1,819 business actors. The sampling technique used is the Slovin formula so that the sample for this study is 67 business actors. The results of the study show that marketing content and CRM have an impact on business performance, Price Strategy has no impact on business performance and both price strategy and CRM strengthen the relationship between marketing content and business performance. Future studies may explore the deeper dynamics of these variables in other regions or sectors to gain further insights into effective business management practices.

Keywords: Business Performance; Content Marketing; Customer Relationship Management; MSMEs; Price Strategy.

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1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) contribute significantly to the national economy and significantly impact Gross Domestic Product (GDP) and employment. However, the challenges facing MSMEs are increasing, particularly in the digital era, which demands rapid adaptation to market and technological changes. Information and communication technology (ICT), particularly social media and digital marketing, offers opportunities for MSMEs to improve their performance by expanding market reach and enhancing relationships with consumers. With the advancement of the digital era, social media platforms such as Instagram, Facebook, and WhatsApp have become effective marketing tools. Social media provides MSMEs with the opportunity to promote more effectively at a lower cost than conventional marketing. Furthermore, social media facilitates direct communication and engagement with customers, enabling these MSMEs to build relationships, receive feedback, and adapt their products to effectively meet market demand (Drummond et al., 2023). Research conducted by Hidayanti et al. (2023) shows that social media utilization significantly impacts the business and non-financial performance of MSMEs in South

Tangerang, particularly with a focus on improving customer relationships and promotional effectiveness.

Firm performance is one indicator used by companies to measure their business success. The success or failure of a business is greatly influenced by how entrepreneurs market their products. Digital marketing is currently the key to success for MSMEs in facing global challenges and competition. By using digital strategies, MSMEs can strengthen their branding, increase consumer engagement, and participate in digital commerce ecosystems such as e-commerce. A study by Rusdi et al. (2022) on weaving MSMEs in Central Lombok found that integrating social media, e-commerce, and websites can improve business performance, although its impact is limited by other external factors. This demonstrates that successful digital marketing requires a combination of effective marketing strategies and support from various other business elements.

The COVID-19 pandemic has provided momentum for MSMEs to accelerate their adoption of digital technology. Physical restrictions have forced consumers and businesses to shift to online platforms. This is evident in the increasing trend of online shopping and the use of social media as a means of communication and marketing. However, not all MSMEs have been able to immediately adapt to these developments. Several studies have shown that a lack of technological knowledge, budget constraints, and low digital skills hinder MSMEs from optimally utilizing social media and digital marketing. According to Hutomo et al. (2020), content marketing is a series of static content that forms website pages, as well as dynamic multimedia content, such as podcasts, videos, user-generated content, and interactive product selection, that not only engage but also act as a driving force in influencing consumers as a whole. Mukarromah et al. (2022) stated that content marketing has a positive and significant impact on purchase intention. In their research, Gasawneh & Adamat (2020) also found that content marketing has a positive and significant influence on purchase intention. Contrary results were found, where content marketing partially had a negative and insignificant influence on consumer purchase intention (Sadr & Madiawati, 2023).

However, the effectiveness of content marketing does not stand alone. Price strategy serves as a competitive pricing tool, and Customer Relationship Management serves as an approach to managing customer relationships. According to Gilbert (in Shabastian, 2013), price is the selling price set by the seller for something purchased, sold, offered, or transacted by the buyer, based on the buyer's willingness to pay for the product. In general, consumers prefer to buy from retail stores that offer a wide variety of products at competitive prices, or can be said to be cheap, at least according to the products they want to consume. According to Shabastian (2013), price has a significant impact on consumer satisfaction. Therefore, marketers must be realistic (appropriate) in setting the selling price of products and services. Mistakes in setting the selling price will have an impact on consumer perceptions of the product, service, and company name negatively. Price contains value, which is said to be the majority of consumers who seek value when they will buy a product, namely the value obtained from the quality of the product and the price itself, so that it can add value to the image or brand of the product and the company name (Gilbert in Shabastian, 2013). Devanny et al.'s (2022) research states that content marketing and price jointly influence purchasing decisions. Successful content typically engenders consumer desire to try the product, and the content created and published by a product or brand can influence a consumer's level of purchase

intention. This aligns with consumer theory, which states that the more unique a product is presented to consumers through content, the more likely it is to encourage purchase. Previous research by Purwanto & Sahetapy (2022), Ridha (2022), Rahayu & Mulyaningsih (2022), Kim (2022), Costa & Aziz (2021), and Ceyhan (2019) indicates that content marketing has a positive and significant influence on consumer purchase intention.

In addition to determining pricing strategies, according to Wijaya et al., (2024) every company or business has its own and different marketing strategies, where this is an effort to create a relationship between the business and customers known as Customer Relationship Management (CRM) which is a strategy that can be used to continue to attract the attention of consumers and not make purchases from competitors. According to Kotler and Armstrong in Widyana and Firmansyah, (2021), "Customer Relationship Management is the overall process of building and maintaining profitable customer relationships by delivering customer value and satisfaction. It deals with all aspects of acquiring, keeping, and growing customers." which means Customer Relationship Management is the process of managing and maintaining profitable customers by providing value to consumers with the aim of maximizing consumer loyalty. In determining the success of a successful CRM implementation, the thing that must be done is to integrate the main dimensions or components of CRM. In research (Carissa, Anatasha Onna, 2014) according to Utami, the explanation of the process of Customer Relationship Management (CRM) is collecting customer data, analyzing customer data and target customer identities, developing CRM programs, and implementing CRM programs. Customer Relationship Management (CRM) allows companies to provide services to customers directly and optimally, namely by developing relationships with each valuable customer through the use of customer information or databases owned by the company. In this case, the company uses a Customer Relationship Management (CRM) strategy with the aim of keeping the company focused on customers based on the information or customer databases owned. A consumer's involvement in marketing will spark curiosity in other consumers. This attachment will lead to loyalty and purchase intention for a product or service. A consumer's involvement in the promotional process for a product will significantly influence the intentions of other consumers. The strong positive perception and image shared by a consumer of a product to the public will attract the interest of potential new consumers. This aligns with consumer behavior theory, which states that product or brand recognition through consumers will foster trust and arouse curiosity in potential new consumers, ultimately leading to a desire to purchase the product. This statement is supported by research by Widyana and Firmansyah (2021), which states that effective and efficient use of CRM significantly improves company performance, particularly business, marketing, and operational performance. Emotional connections and audience engagement can arise from encouragement through content deliberately distributed by companies to encourage consumers to purchase their products or services. Increased consumer purchase intention can be influenced by both content and consumer involvement. A brand's product content, reinforced by consumer engagement, can convince potential new customers to purchase. This aligns with consumer behavior theory, which states that consumer expectations regarding content, supported by reviews from existing customers, will further strengthen the perception that the product delivers the desired results and influence consumer purchasing behavior. Based on data collected through interviews with the Head of the Purworejo Regency MSME Forum, at the

end of 2024, there were 54,959 MSMEs in Purworejo Regency. Of the 1,819 MSMEs registered in the Regency MSME Forum, 81.7% were in the food and beverage sector, and 18.3% were in the fashion, crafts, services, and other sectors. Of those already selling through online platforms, 74% were already using them, while 26% were not. From these results, it is known that the increase in sales turnover after using the online platform can be seen that 59.6% of MSMEs have increased their income, while the other 40.4% have not. MSMEs that experienced an increase are divided into several categories, including those whose turnover increased $<10\% = 9.6\%$. Business actors whose turnover increased $10-20\% = 11.5\%$. Business actors whose turnover increased $20-30\% = 2.7\%$. Business actors whose turnover increased $30-40\% = 17.6\%$. Business actors whose turnover increased $40-50\% = 15\%$ and Business actors whose turnover increased $>50\% = 10.5\%$. Meanwhile, MSMEs whose turnover did not change were 33.1%.

Based on the background of research on the influence of digital marketing usage on business performance, it is important to conduct it because it is to test the consistency of the results of similar studies that have been determined previously. In this study, the researcher adds to the gap research from previous studies by adding moderating variables, namely price strategy and Customer Relationship Management. In addition, the results of this study can provide strategic insights and recommendations for business actors, MSME assistants and the Cooperatives and Small and Medium Enterprises Office of Purworejo Regency regarding the influence of digital marketing implementation on MSME financial performance moderated by Price Strategy and Customer Relationship Management and can be used as one of the recommendations in determining the direction and policies in developing MSMEs in Purworejo Regency in the future.

2. Preliminaries or Related Work or Literature Review

Content Marketing

According to Rahman (2019), content marketing is a digital marketing strategy focused on the production and dissemination of regular and relevant information. The primary goal of content marketing is to build customer trust (Repoviener, 2017). Content marketing functions to entertain and educate audiences (Lindstrom and Jorneus, 2016). According to Kotler (2019), content marketing is a marketing approach that includes creating and publishing content.

Price Strategy

According to Fandy Tjiptono in Dwi Safitri (2020), price is one element of the marketing mix that generates income or revenue for a company, while the others (product, place, promotion) generate expenses. Meanwhile, according to William J. Stanton in Marius, it is the amount of money used to acquire some combination of a product and the services within that product. Pricing Objectives According to Tjiptono in Dwi Safitri (2020), there are four pricing objectives as follows:

Profit-oriented objectives. This objective is known as profit maximization. In an era of global competition, profit maximization is very difficult to achieve because it is very difficult to accurately estimate the number of sales that can be achieved at a given price level.

Volume-oriented objectives: Prices are applied as efficiently as possible to achieve sales volume targets. Volume-oriented objectives are widely applied by airlines, educational institutions, cinema operators, and other entertainment business owners.

Image-oriented objectives: Companies can set high prices to create or maintain an exclusive and classy image. Meanwhile, prices can be used to create a certain value image, for example by guaranteeing the lowest price in a particular region. Price stabilization objectives: Markets with highly price-sensitive consumers will create intense and unstable price competition.

Customer Relationship Management

CRM can be defined as an overall discipline encompassing all functions that directly impact customers throughout their lifetime with your company, focusing on strategic rather than operational impact. Furthermore, CRM is a strategic collection of information, processes, technology, and people to manage customer relationships with your company—including marketing, sales, service, and support—throughout the customer lifecycle. The definition of CRM is quite broad and encompasses many things, but it is limited to activities occurring in customer-facing functions such as marketing, sales, customer service, and product support (Farhan et al., 2018). According to Rachmawati (2022), CRM ideally helps companies understand their customers more deeply and then apply that information and knowledge to make better business strategy decisions.

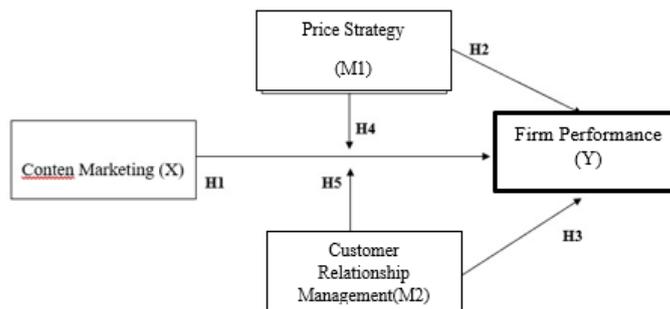
Firm Performance

Business performance is an analysis conducted to determine the extent to which a company has managed its finances effectively and properly (Fahmi, 2012). Business performance is one of the basic assessments of a company's financial condition, based on an analysis of the company's financial ratios (Munawir, 2010). From the various definitions of business performance above, it can be concluded that business performance reflects a company's financial condition and how the company uses its funds, including whether it is efficient enough.

Hypotheses:

1. H1: Content Marketing has an impact on the Firm Performance of MSMEs in Purworejo Regency.
2. H2: Price Strategy has an effect on Firm Performance of MSMEs in Purworejo Regency.
3. H3: Customer Relationship Management has an effect on Firm Performance of MSMEs in Purworejo Regency.
4. H4: Price Strategy moderates the relationship between content marketing and Firm Performance.
5. H5: Customer Relationship Management moderates the relationship between content marketing and Firm Performance.

The development of the framework of thought in this research is explained through the following image:



Picture 1 Thinking Framework Image.

3. Proposed Method

This study aims to examine the influence of marketing content on business performance with moderation in price strategy and CRM. This research design is quantitative research with primary data in the form of the calculation of assets, turnover, and capital owned by MSMEs in Purworejo Regency. The data collection technique uses library research and documentation techniques. The population in this study is MSMEs that are members of the Purworejo Regency MSME Forum in 2025, amounting to 1,819 business actors. The sampling technique used is the Slovin formula so that the sample for this study is 67 business actors. The data analysis techniques used include descriptive statistical tests, multiple correlation tests, multiple regressions, determination tests, hypothesis tests, and model accuracy tests.

4. Results and Discussion

Tabel 1 Data Validity Test Results.

Variabel	Item Pernyataan	Pearson Corelation	Nilai Validitas Minimum	Keterangan
1. Content Marketing (X)	X11	0,828	≥3.00	Valid
	X12	0,743	≥3.00	Valid
	X13	0,388	≥3.00	Valid
	X14	0,736	≥3.00	Valid
	X15	0,713	≥3.00	Valid
	X16	0,727	≥3.00	Valid
	X17	0,734	≥3.00	Valid
2. Price Strategy (M1)	M11	0,479	≥3.00	Valid
	M12	0,770	≥3.00	Valid
	M13	0,559	≥3.00	Valid
	M14	0,577	≥3.00	Valid
	M15	0,769	≥3.00	Valid
3. Customer Relationship Management (M2)	M21	0,892	≥3.00	Valid
	M22	0,758	≥3.00	Valid
	M23	0,760	≥3.00	Valid
	M24	0,544	≥3.00	Valid
	M25	0,588	≥3.00	Valid
	M26	0,783	≥3.00	Valid
	M27	0,626	≥3.00	Valid
4. Firm Performance (Y)	Y11	0,726	≥3.00	Valid
	Y12	0,481	≥3.00	Valid

Y13	0,621	≥3.00	Valid
Y14	0,409	≥3.00	Valid
Y15	0,508	≥3.00	Valid
Y16	0,673	≥3.00	Valid

Based on the validity test in Table 4.1, it can be seen that of the 24 statement items, all were declared valid and could be continued to the next test. All question items were declared valid because they had a validity value ≥ 0.3.

Data Reliability Test

For reliability testing using the Chronbach's Alpha method, if the Alpha value is ≥ 0.6, the measuring instrument is reliable and the questionnaire meets the reliability requirements. The results of the data reliability test in this study can be seen in the following table:

Tabel 2 Data Reliability Test Results.

Variabel	Cronbach's Alpha	Nilai Reliabilitas Minimum	Keterangan
Content Marketing (X)	0,660	≥6.00	Reliabel
Price Strategy (M1)	0,691	≥6.00	Reliabel
Crn (M2)	0,681	≥6.00	Reliabel
Firm Performance (Y)	0,927	≥6.00	Reliabel

Based on the results of the reliability test in table 4.2, it shows that all variables produce a Cronbach's Alpha value ≥0.6 so it can be concluded that the results of the reliability test are reliable, meaning that all questionnaire items have consistency in measuring the research variables.

Regression Linier

Tabel 3 Regression Linier Table.

Model	Unstandardized B	Coefficients Std. Error	Standardized Coessicients Beta	t	Sig.
(Constant)	826	1.624	0.509	0.613	
Content Marketing	1.137	0.421	0.412	1.037	0.028
Price Strategy	0.512	0.352	0.633	1.457	0.15
CRM	1.321	0.392	1.217	3.37	0.001
Moderasi1	0.188	0.093	1.341	2.022	0.048
Moderasi2	0.203	0.101	-1.373	-2.012	0.049

From the results of the multiple regression test in table 4.31 above, the following equation results were obtained:

$$Y = 0.826 + 1.137X + 0.512M1 + 1.321M2 + 0.188XM1 + 0.203XM2 + \epsilon$$

The constant coefficient value obtained is 0.826. This means that if the value of the content marketing, price strategy, and customer relationship management variables is 0 (zero), then the level or magnitude of the firm performance variable is 0.826. The content marketing variable has a coefficient of 1.137. The value of 1.137 means that if the value of the content

marketing variable increases by 1 unit and other variables (price strategy and customer relationship management) are considered constant, the level of firm performance is 1.137. The price strategy variable has a coefficient of 0.512. The value of 0.512 means that if the value of the price strategy variable increases by 1 unit and other variables (content marketing and customer relationship management) are considered constant, the level of firm performance is 0.512. The Customer Relationship Management variable has a coefficient of 1.321. The value of 1.321 means that if the value of the CRM variable increases by 1 unit and other variables (content marketing and price strategy) are considered constant, the level of firm performance is 1.321. The interaction variable between content marketing and price strategy obtained a coefficient value of 0.188, which means that if the variable increases by one unit and other variables remain constant, the firm performance level is 1.188. The interaction variable between content marketing and customer relationship management obtained a coefficient value of 0.203, which means that if the variable increases by one unit and other variables remain constant, the firm performance level is 0.203.

Determination Test

Tabel 4 Determination Test.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917 ^a	.841	.828	.24464

a. Predictors: (Constant), Moderasi2, PriceStrategy, CRM, ContentMarketing, Moderasi1

Based on table 4.4, it is known that the Adjusted R Square value is 0.828, this number is called the coefficient of determination. The value of determination is 0.828 or 83%. This figure means that 83% of the level of business performance can be explained using the variables of content marketing, price strategy and customer relationship management. Meanwhile, the remaining 17% (100% - 83%) is likely influenced by other variables not studied such as marketing strategy, HR management, innovation, and operational efficiency, as well as external factors such as macroeconomic conditions (inflation, interest rates), government policies, technology, competition, and socio-cultural factors.

Model Accuracy Test

Tabel 5 Model Accuracy Test.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.005	5	3.801	63.508	.000 ^b
	Residual	3.591	60	.060		
	Total	22.596	65			

a. Dependent Variable: Kinerja Bisnis
 b. Predictors: (Constant), Moderasi2, PriceStrategy, CRM, ContentMarketing, Moderasi1

To see the results of the model accuracy test, it can be seen through the results of the F value, sig value and R square value in table 4.33 above. Based on the analysis results table above, the calculated F value is 63.508 with a significance probability level of 0.00 where <0.05,

it can be concluded that the variables of content marketing, price strategy, customer relationship, content marketing and price strategy interaction as well as the interaction between content marketing and CRM simultaneously have a positive and significant effect on the firm performance variable.

Hypothesis Test Results

Tabel 6 Hypothesis Test Results.

Variabel	T hitung	Nilai Sig	Keterangan
Content Marketing	1.037	0,028 < 0,05	H1 accepted
Price Strategy	1.457	0,150 > 0,05	H2 rejected
Customer Relationship Management	3.370	0.001 < 0,05	H1 accepted
(Content Marketing*Price Strategy)	2.022	0,048 < 0,05	H3 accepted
(Content Marketing*CRM)	-2.012	0,049 < 0,05	H5 accepted

The hypothesis test results in Table 4.6 above demonstrate the partial influence of content marketing, price strategy, the interaction between content marketing and price strategy, customer relationship management, and the interaction between content marketing and CRM on firm performance. Based on the results in Table 4.6, it can be concluded that:

1. The calculated t-value for content marketing is 1.037 with a significance level of 0.028, <0.05 probability, indicating that content marketing has a positive and significant effect. This means that higher levels of content marketing contribute to higher firm performance.
2. The calculated t-value for price strategy is 1.457 with a significance level of 0.150, >0.05 probability, indicating that price strategy does not have a positive and significant effect. This means that higher levels of content marketing contribute to higher firm performance. Price strategy does not always increase firm performance.
3. The calculated t-value for customer relationship management is 3.370 with a significance level of 0.001, <0.05 probability, indicating that customer relationship management has a positive and significant effect. This implies that higher levels of customer relationship management consistently increase firm performance.
4. The interaction between content marketing and price strategy is 2.022 with a significance level of 0.048, <0.05 probability, indicating that content marketing supported by a good price strategy has a positive and significant effect on firm performance.
5. The interaction between content marketing and CRM is -2.012 with a significance level of 0.049, <0.05 probability, indicating that content marketing supported by good CRM has a positive and significant effect on firm performance.

Discussion

The Effect of Content Marketing on Firm Performance

Based on the results of the content marketing analysis, the calculated t-value was 1.037 with a significance value of 0.028 <0.05 probability, indicating that content marketing has a positive and significant effect. This means that higher content marketing, higher firm performance. This demonstrates that with the advancement of the digital era, social media platforms such as Instagram, Facebook, and WhatsApp have become effective marketing tools. Social media provides MSMEs with the opportunity to promote their products more effectively at a lower cost than conventional marketing. Furthermore, social media facilitates

direct communication and engagement with customers, enabling these MSMEs to build relationships, receive feedback, and adapt their products to effectively meet market demand (Drummond et al., 2023).

The results of this study align with research conducted by Hidayanti et al. (2023) showed that the use of social media significantly affects the financial and non-financial performance of MSMEs in South Tangerang, especially with a focus on improving customer relations and promotional effectiveness.

The Effect Of Price Strategy On Firm Performance

Based on the results of the price strategy value, the calculated t value was 1457 with a significance value of $0.150 > \text{probability of } 0.05$, which means that price strategy does not have a positive and significant effect. This means that a higher price strategy does not always increase the value of firm performance. This is not relevant to the theory that pricing strategy has a significant influence on a company's business performance. Appropriate pricing can increase profitability, sales, and market share, while a poor strategy can lead to decreased revenue and losses. Prices that are too low can reduce profit margins and even cause losses if production costs are not covered. Prices that are too high can reduce sales volume and market share, even though the profit margin per unit is high. Balanced pricing is an appropriate pricing strategy, which takes into account costs, market demand, and competition, can maximize profits and profitability.

The results of this study disagree with Rahayu Rasyid's (2015) study, which stated that pricing strategy has a partial or simultaneous effect on sales volume. According to Assauri (2012:118), price is the burden or value for consumers obtained by acquiring and using a product or service. Throughout history, price has been a primary factor influencing buyer choice.

The Effect of Customer Relationship Management on Firm Performance

Based on the results of the customer relationship management test, the calculated t-value was 3.370 with a significance value of $0.001 < 0.05$, indicating a positive and significant effect of customer relationship management. This indicates that higher levels of customer relationship management consistently increase firm performance. This aligns with research by Mozaheb et al. (2018) that found that not only the financial sector is optimized by implementing CRM, but also that companies' operational performance improves after implementing an appropriate CRM system. This indicates that CRM can significantly impact operational performance. Jain's (2019) study analyzed the impact of online CRM practices on company productivity and customer retention. The results of this study indicate a relationship between CRM and both productivity and customer retention. This study states that CRM is the practice of analyzing and utilizing marketing databases and utilizing communication technology to determine the company's practices and methods that maximize the lifetime value of each individual customer. While conventional communication processes often experience time delays, e-CRM allows organizations to operate in real time and, more importantly, transparent customer interactions, enabling organizations to draw conclusions about customer behavior and measure the success of their activities. Therefore, the findings of this study align with those of Mozaheb et al. (2018) and Jain (2019).

Price Strategy Moderates the Relationship Between Content Marketing and Firm Performance

Based on the interaction between content marketing and price strategy, the calculated t-value was 2.022 with a significance value of $0.048 < 0.05$ probability, indicating that price strategy moderates the relationship between content marketing and firm performance. This demonstrates that, with the advancement of the digital era, social media platforms such as Instagram, Facebook, and WhatsApp have become effective marketing tools. Social media provides MSMEs with the opportunity to promote more effectively at a lower cost than conventional marketing. Furthermore, social media facilitates direct communication and engagement with customers, enabling these MSMEs to build relationships, receive feedback, and adapt their products to effectively meet market demand (Drummond et al., 2023).

Furthermore, appropriate pricing can increase profitability, sales, and market share, while poor pricing can lead to decreased revenue and losses. Pricing that is too low can reduce profit margins and even lead to losses if production costs are not covered. Pricing that is too high can reduce sales volume and market share, even if the profit margin per unit is high. Balanced pricing is an appropriate pricing strategy, which takes into account costs, market demand, and competition, and can maximize profits and profitability. The results of this study align with those of Rahayu Rasyid (2015) and Assauri (2012:118).

Customer Relationship Management Moderates the Relationship Between Content Marketing and Firm Performance

Based on the interaction between content marketing and CRM, the calculated t-value was -2.012 with a significance value of $0.049 < 0.05$ probability, indicating that CRM moderates the relationship between content marketing and firm performance. This demonstrates that, with the advancement of the digital era, social media platforms such as Instagram, Facebook, and WhatsApp have become effective marketing tools. Social media provides MSMEs with the opportunity to promote more effectively at a lower cost than conventional marketing. Furthermore, social media facilitates direct communication and engagement with customers, enabling these MSMEs to build relationships, receive feedback, and adapt their products to effectively meet market demand (Drummond et al., 2023).

Not only is the financial sector optimized by implementing CRM, but company operational performance also improves after implementing the right CRM system. This shows that CRM can significantly impact operational performance. Based on research by Jain (2019), he analyzed the impact of online CRM practices on company productivity and customer retention. The results of this study indicate a relationship between CRM and productivity and customer retention. This study states that CRM is the practice of analyzing and utilizing marketing databases and utilizing communication technology to determine company practices and methods that will maximize the lifetime value of each individual customer. Conventional communication processes often experience time delays, e-CRM allows organizations to always operate in real time and, moreover, interactions with customers are transparent, allowing organizations to draw conclusions about customer behavior and measure the success of activities. Therefore, it can be concluded that the results of this study are in line with the research of Mozaheb et al. (2018) and Jain (2019).

5 Conclusions Limitations and Recommendations

Based on the research results, the following conclusions can be drawn:

Content marketing has a positive effect on firm performance, meaning that in the era of the development of social media platforms such as Instagram, Facebook, and WhatsApp, it has become an effective marketing tool for MSMEs in Purworejo Regency and has positively impacted business performance, both in terms of increased turnover and customer acquisition.

Price strategy does not have a positive and significant effect on firm performance, meaning that even if MSMEs in Purworejo Regency set appropriate prices, it does not necessarily increase profitability, sales, and market share. Pricing that is too low can reduce profit margins and even lead to losses if production costs are not covered.

Customer relationship management has a positive and significant effect on firm performance, meaning that MSMEs in Purworejo Regency have significantly improved business performance after implementing an appropriate CRM system. Although it is known that CRM can significantly impact business performance.

Price strategy moderates the relationship between content marketing and firm performance, meaning that MSMEs in Purworejo Regency have implemented digital promotions and transactions, supported by sound pricing strategies, resulting in optimal business performance.

Customer Relationship Management moderates the relationship between content marketing and firm performance, meaning that MSMEs in Purworejo Regency have implemented digital promotions and transactions, supported by CRM implementation to enhance relationships, improve service, and drive sales growth by collecting interaction data from various channels, such as websites, telephone, email, and social media. This results in optimal business performance.

Limitations and Recommendations

Research Limitations:

The sample used in this study only included MSMEs registered with the Purworejo Regency MSME Forum, and the research period was relatively short. This limited the research data sources. This study focused only on MSMEs affiliated with the MSME Forum, while companies outside the MSME Forum are very complex. This biased the research results because they were not separated by sector, making the results less generalizable.

Research Suggestions

Samples used in future research should utilize data from a larger number of business actors, so that the information provided can reflect the actual conditions and reduce the risk of limited data sources. Suggestions for Further Researchers: Future research should utilize more focused research subjects, such as micro or small-scale businesses, or similar business sectors, so that the research results obtained will be more focused and accurate.

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