

PENGARUH *CONTENT MARKETING*, *INFLUENCER MARKETING*, DAN *ELECTRONIC WORD OF MOUTH (E-WOM)* TERHADAP KEPUTUSAN PEMBELIAN PRODUK SCARLETT WHITENING DI INDONESIA

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *content marketing*, *influencer marketing*, *electronic word of mouth (E-WOM)* terhadap keputusan pembelian produk Scarlett Whitening di Indonesia. Metode yang digunakan dalam pengambilan sampel adalah *non probability sampling* berupa *purposive sampling* dengan jumlah 110 responden. Pengumpulan data secara primer dengan menggunakan kuesioner melalui *google form* yang telah diuji validitas dan reliabilitasnya. Penelitian ini menggunakan metode analisis regresi linier berganda. Pengolahan data dengan menggunakan program IBM SPSS *Statistic 22 for windows*. Hasil analisis data menunjukkan bahwa: (1) *content marketing* berpengaruh terhadap keputusan pembelian produk Scarlett Whitening; (2) *influencer marketing* berpengaruh terhadap keputusan pembelian produk Scarlett Whitening; (3) *electronic word of mouth (E-WOM)* berpengaruh terhadap keputusan pembelian produk Scarlett Whitening. Hasil uji koefisiensi determinasi menunjukkan bahwa variabel independen dalam mempengaruhi keputusan pembelian sebesar 50,2%. Sedangkan sisanya sebesar 49,8% dipengaruhi oleh variabel lain di luar model penelitian.

Kata Kunci: *Content Marketing, Influencer Marketing, Electronic Word of Mouth (E-WOM), Keputusan Pembelian.*

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**THE EFFECTS OF CONTENT MARKETING, INFLUENCER
MARKETING, AND ELECTRONIC WORD OF MOUTH (E-WOM) THE
PURCHASING DECISIONS OF SCARLETT WHITENING PRODUCTS
IN INDONESIA**

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Abstract

This research aimed to determine the effect of content marketing, influencer marketing, and electronic word of mouth (E-WOM) on the purchasing decisions of Scarlett Whitening products in Indonesia. The sampling method used in this research was non probability sampling, specifically purposive sampling, with 110 respondents. Primary data was collected through a validated and reliable questionnaire distributed via Google Forms. The research used multiple linear regression analysis as the analytical method, and the data were processed using IBM SPSS Statistics 22 for Windows. The results of the data analysis indicated that: (1) content marketing had a significant effect on the purchasing decisions of Scarlett Whitening products; (2) influencer marketing had a significant effect on the purchasing decisions of Scarlett Whitening products; (3) electronic word of mouth (E-WOM) had a significant effect on the purchasing decisions of Scarlett Whitening products. The coefficient of determination test results showed that the independent variables collectively affected 50,2% of the purchasing decisions, while the remaining 49,8% was affected by other variables outside the research model.

Keywords: *Content Marketing, Influencer Marketing, Electronic Word of Mouth (E-WOM), Purchasing Decisions.*