

ABSTRACT

The Influence of Content Marketing and Peer Influence on Purchasing Decisions for Pond's Facial Cleanser through Consumer Purchase Interest in South Tangerang City.

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This research aims to test and analyze the influence of Content Marketing and Peer Influence on purchasing decisions for Pond's facial cleansers through consumer purchasing interest in South Tangerang City. This research is quantitative research. Sampling used a purposive sampling method of 131 respondents. The data collection method uses a questionnaire distributed via Google Form, which is analyzed by Path Analysis using structural equation modeling or Structural Equation Modeling (SEM) Smart Partial Least Squares (Smart-PLS) software version 4.0.

Keywords: *Content Marketing, Peer Influence, Purchase Decision, Purchase Interest.*