

ABSTRACT

THE INFLUENCE OF CONTENT MARKETING AND INFLUENCERS ON PURCHASE INTEREST OF MYKONOS PARFUME PRODUCTS THROUGH CONSUMER ENGAGEMENT AS AN INTERVENING VARIABLE ON TIKTOK SHOP.

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This study aims to analyze the influence of content marketing and influencers on the purchase interest of Mykonos perfume products on TikTok Shop with consumer engagement as an intervening variable. The background of this study is based on the challenges of Mykonos perfume in strengthening its market share in Indonesia, Mykonos as a local brand has succeeded in occupying the fourth position with a market share of 2.6% of the total sales volume in Indonesia, so Mykonos still needs to create and increase Brand Awareness related to its products. This study uses a quantitative approach with the Partial Least Square (PLS) method on 105 respondents who live in Jabodetabek and are interested in buying Mykonos perfume products. The results of the study show that content marketing and influencers have a positive effect on purchase interest. These findings indicate the importance of strengthening effective content marketing and influencers to increase consumer engagement and purchase interest in Mykonos perfume products. By utilizing effective content marketing and understanding the dynamics of potential buyers' income, Mykonos can position itself well in the competitive perfume market.

Keyword: *Content Marketing, Influencer, Consumer Engagement, Purchase Interest, Mykonos*