

ABSTRACT

*The Effect Of Content Marketing On Purchase Decisions With Brand Awareness As An Intervening Variable
(Case Study Of Skin Soul Beauty Brand Users In South Tangerang)*

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This study aims to examine the effect of content marketing, brand awareness, and purchasing decisions on consumers of skin care products Skin Soul by Amanda Manopo. This study used a quantitative research method with the research object being consumers of Skin Soul products located in South Tangerang. In this study, researchers used a purposive sampling method to take samples with a total of 110 samples. The collected samples were then processed using data analysis techniques, namely Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS version 3.0 software. Data processing in this study gives the result that content marketing has a significant effect on purchasing decisions, content marketing has a significant effect on brand awareness, brand awareness has a significant effect on purchasing decisions, and content marketing has a significant effect on purchasing decisions through brand awareness.

Keywords: Skin Soul, Content Marketing, Brand Awareness, Buying Decision