

ABSTRACT

The Influence of Content Marketing and Influencer Marketing on Consumer Purchase Decision with Brand Awareness as an Intervening Variable.

(Case Study of Visitors to the Tuscany Boutique Hotel Serpong BSD).

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Purchases of marketed products arise because of consumer trust in these products, so it is not uncommon that along with the trust that arises, consumers will make purchasing decisions on products they already trust. In this case the producers are pursuing various strategies to brand their products, so that their products can be recognized and able to compete in the market. This is also what Tuscany Boutique Hotel strives for in implementing a marketing strategy by utilizing the influence of influencer marketing and content marketing on platforms on social media to build brand awareness that influences purchase decisions. The purpose of this study was to find out how much influence content marketing and influencer marketing have on purchase decisions mediated by brand awareness at the Tuscany Boutique Hotel. This study used a quantitative research method using purposive sampling as a data collection technique through distributing questionnaires with a total of 150 samples used. The data analysis technique in this study was using the Partial Least Square – Structural Equation Modeling (PLS-SEM) multivariate statistical analysis technique through the SmartPLS 3.0 software application. PLS-SEM. The results of the study show that the content marketing variable has no significant effect on the purchase decision. But it has a positive and significant effect on brand awareness. Then the influencer marketing variable has a significant effect on purchase decision and brand awareness. As well as the results of the brand awareness variable as a mediating variable also has a significant effect on the purchase decision.

Keywords: *Tuscany Boutique Hotel, Content marketing, influencer marketing, brand awareness, purchasing decisions.*