

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Content Marketing* dan *Influencer* terhadap Keputusan Pembelian, dengan *Brand Awareness* sebagai variabel *intervening*. Menggunakan data primer yang diperoleh dengan menyebarkan kuesioner kepada 100 orang Mahasiswa Universitas Putra Indonesia “YPTK” Padang sebagai responden. Penelitian ini menggunakan alat analisis Structural Equation Modeling (SEM) dengan menggunakan Partial Least Square (PLS). Hasil penelitian ini menunjukkan bahwa (1) Terdapat pengaruh positif dan signifikan antara *Content Marketing* terhadap *Brand Awareness*. (2) Terdapat pengaruh positif dan signifikan antara *Influencer* terhadap *Brand Awareness*. (3) Tidak terdapat pengaruh positif dan signifikan antara *Content Marketing* dan Keputusan Pembelian. (4) Terdapat pengaruh positif dan signifikan antara *Influencer* terhadap Keputusan Pembelian. (5) Terdapat pengaruh positif dan signifikan antara *Brand Awareness* terhadap Keputusan Pembelian. (6) *Brand Awareness* memediasi *Content Marketing* terhadap Keputusan Pembelian. (7) *Brand Awareness* memediasi *Influencer* terhadap Keputusan Pembelian pada Mahasiswa Universitas Putra Indonesia “YPTK” Padang. Terlihat bahwa nilai simultan pada R^2 diatas 46,2% sisanya 53,8% dipengaruhi oleh variabel lain yang tidak diteliti pada penelitian ini.

Kata kunci: *Content Marketing, Influencer, Brand Awareness, Keputusan Pembelian.*

ABSTRACT

This study aims to examine the influence of Content Marketing and Influencers on Purchase Decisions, with Brand Awareness as the intervening variable. The primary data was obtained by distributing questionnaires to 100 students of Universitas Putra Indonesia "YPTK" Padang as respondents. This study uses Structural Equation Modeling (SEM) analysis tools with Partial Least Square (PLS). The results of this study show that (1) There is a positive and significant influence between Content Marketing and Brand Awareness. (2) There is a positive and significant influence between Influencers and Brand Awareness. (3) There is no positive and significant influence between Content Marketing and Purchase Decisions. (4) There is a positive and significant influence between Influencers and Purchase Decisions. (5) There is a positive and significant influence between Brand Awareness and Purchase Decisions. (6) Brand Awareness mediates the relationship between Content Marketing and Purchase Decisions. (7) Brand Awareness mediates the relationship between Influencers and Purchase Decisions among students of Universitas Putra Indonesia "YPTK" Padang. It is observed that the simultaneous value in R^2 is above 46.2%, with the remaining 53.8% influenced by other variables not examined in this study.

Keywords: Content Marketing, Influencers, Brand Awareness, Purchase Decisions.