

***The Influence of Content Marketing, Price, and Brand Image on the Purchase  
Decision of Wardah Products Among Female  
Students at Jember State Polytechnic***

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***ABSTRACT***

*The purpose of this study is to analyze the influence of content marketing, price, and brand image on the decision of female students at Jember State Polytechnic to purchase Wardah products. A quantitative approach was used by collecting data through a questionnaire in the form of a Google form distributed online. The sampling method used was non-probability sampling with a purposive sampling approach on 40 respondents, which was determined based on the Roscoe formula. The data were analyzed using multiple linear regression analysis with the help of SPSS (Statistical Package for Social Science) version 26 software. The results indicate that the content marketing variable has a significant effect on the purchase decision variable, the price variable has no significant effect on the purchase decision variable, the brand image variable has a significant effect on the purchase decision variable, and simultaneously, content marketing, price, and brand image have a significant effect on purchase decisions.*

**Keywords:** *content marketing, price, brand image, purchase decision.*