

**EFFECT OF PROMOTION AND CONTENT QUALITY ON PUBLIC
INTEREST IN BUYING SKINTIFIC PRODUCTS IN SUMBERSARI
DISTRICT, JEMBER REGENCY**

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ABSTRACT

The development of digital marketing has transformed consumer behavior in determining purchase intention, particularly in the skincare industry. Skintific products utilize digital promotions and engaging content through social media, particularly TikTok, to increase consumer appeal. Summersari District, Jember Regency, with a high population of students and digitally savvy consumers, is a potential market for skincare products. This study aims to examine how promotion and content quality influence the purchase intention of Skintific products among residents of Summersari District, Jember Regency, both partially and simultaneously. This study used a quantitative approach with a survey method, distributing questionnaires to 103 female respondents residing in Summersari District. The data analysis technique used was multiple linear regression analysis. The results show that partially, promotion significantly influences purchase intention, and content quality also significantly influences purchase intention. Simultaneously, promotion and content quality significantly influence purchase intention for Skintific products. This indicates that the more attractive the promotion and the better the quality of the content presented, the higher consumer purchase intention. This research provides implications that the right digital promotion strategy and the presentation of informative, interesting, and relevant content are very important in increasing consumer purchasing interest in the digital marketing era.

Keywords : *Promotion, Content Quality, Purchase Interest, Digital Marketing, Skintific*