

PENGARUH *INFLUENCER MARKETING* DAN *CONTENT MARKETING* TERHADAP MINAT BELI KONSUMEN PADA PRODUK ARTHA LDT

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ABSTRACT

The rapid development of digital marketing, especially through social media, has encouraged companies to utilize influencer marketing and content marketing strategies to increase consumer purchase intention. Artha LDT as a body care brand has implemented these strategies to reach a wider market and build consumer trust. This study aims to analyze the effect of influencer marketing and content marketing on consumer purchase intention for Artha LDT products.

This study uses a quantitative approach with a survey method. The sampling technique applied is purposive sampling with a total of 100 respondents who have known or used Artha LDT products. Data were collected through questionnaires and analyzed using multiple linear regression, t-test, F-test, and coefficient of determination (R^2). The results show that partially, influencer marketing and content marketing have a significant effect on purchase intention. Simultaneously, both variables also have a significant effect on purchase intention. The coefficient of determination (R^2) value of 0.737 indicates that 73.7% of the variation in purchase intention can be explained by both variables, while the remaining is influenced by other factors outside this study.

Keywords: *Influencer Marketing, Content Marketing, Purchase Intention*