

ABSTRACT

This study tries to analyze the influence of content marketing, influencers, and social media on consumer purchasing decisions, especially for Instagram and TikTok social media users in Magelang city. The purpose of this study was to analyze the effect of each variable, namely, content marketing (X1), influencers (X2), and social media (X3) on purchasing decisions (Y). In this study, data were collected through a questionnaire method to 100 respondents using purposive sampling method to determine respondents' responses to each variable. Then an analysis of the data obtained is in the form of quantitative analysis which includes validity and reliability tests, classical assumption tests, hypothesis tests, and coefficient of determination (R²) analysis tests. The data analysis technique used is multiple linear regression analysis which serves to prove the research hypothesis. The results of the analysis show that the variables of content marketing, influencers, and social media have a positive and significant influence on consumer purchasing decisions. Hypothesis testing using t-test also showed that the three independent variables studied were proven to significantly affect the dependent variable. Then through the F test, it can be seen that the variables of content marketing, influencers, and social media have a simultaneous effect on purchasing decisions. The Adjusted R square figure of 0.690 indicates that 69 percent of the variation in purchasing decisions can be explained by the three independent variables used in the regression equation. While the remaining 31 percent is explained by other variables outside the three variables used in this study.

Keywords: *content marketing, influencers, social media, and purchase decisions.*