

ABSTRACT

This study aims to examine and analyze the influence of content marketing and influencer endorsers on purchase intention with brand image as an intervening variable for potential customers of The Aubree who use the Tik-Tok social media application in Indonesia. The variables used in this research are content marketing and influencer endorser as the dependent variable, purchase intention as the independent variable, and brand image as the intervening variable. The sample used in this study was 151 Indonesian citizens aged over 17 years, interested in The Aubree skincare products and had never used The Aubree products at all, and were Tik-Tok users who followed The Aubree's Tik-Tok social media account. .

In this study, the sample collection technique was non-probability sampling with a purposive sampling technique using a questionnaire as a data collection method. The analysis used in this study uses Structural Equation Modeling (SEM) with Partial Least Square (PLS) using the SmartPLS 3.0 application. The results in this study indicate that content marketing, influencer endorsers, and brand image have a positive and significant effect on purchase intention.

Keywords: *content marketing, influencer endorser, brand image, and purchase intention.*