

ABSTRACT

The development of digitalization has encouraged the phenomenon of online shopping for care and beauty products in Indonesia. The development of digitalization has also encouraged the emergence of new promotional strategies, namely promotion via social media. Madame Gie is a local cosmetics brand that uses promotional strategies on social media in the form of content marketing and influencer marketing to influence consumer buying interest. This research aims to determine the influence of content marketing and TikTok influencer marketing on purchase intention for Madame Gie cosmetic products in Jakarta.

This research uses quantitative research methods with sample collection techniques using non-probability sampling techniques, by distributing questionnaires to 96 respondents who use TikTok social media and live in Jakarta, have watched content on Madame Gie's TikTok account and have watched influencer content promoting products Madame Gie cosmetics. The techniques used in this research are validity tests, reliability tests, descriptive analysis, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, hypothesis testing both partially and simultaneously and analysis of the coefficient of determination.

The results obtained are that content marketing, influencer marketing and purchase intent at Madame Gie are each in the good category. Apart from that, each content marketing and influencer marketing variable has a positive and significant effect on purchase intention partially, besides that the content marketing and influencer marketing variables have a positive and significant effect on purchase intention simultaneously, with an influence of 79.3% and 20.6%. The remaining % is influenced by other variables not examined in this research, such as free shipping, electronic word of mouth (E-Wom), viral marketing, personal selling, and omni-channel strategies.

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