

ABSTRACT

The development of digital technology has driven changes in consumer behavior, creating demands for more relevant and authentic experiences. PT RASB Property, a property company based in Bandung, has experienced a sales decline of around 40% over the past two years due to intense digital competition, particularly from competitors who more aggressively leverage personalized and authentic content. This situation has encouraged the company to adopt Personalized Content Experience and Social Media Authenticity strategies as an effort to enhance purchasing decisions.

This study aims to analyze the influence of Personalized Content Experience and Social Media Authenticity on the purchasing decisions of PT RASB Property consumers. A quantitative approach was employed, using a survey method involving 100 respondents. Data analysis was conducted through validity and reliability tests, classical assumption tests, multiple linear regression, t-test, F-test, and the coefficient of determination.

The results indicate that Personalized Content Experience and Social Media Authenticity have a positive and significant influence on purchasing decisions ($p < 0.05$), both partially and simultaneously. Thus, Personalized Content Experience and Social Media Authenticity can serve as effective strategies for improving purchasing decisions in property companies amidst the digital competition era.

Keywords: *personalized content experience, social media authenticity, purchasing decision, digital marketing, PT RASB*