

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh content marketing dan influencer marketing terhadap keputusan pembelian Kopi Kenangan di Kota Medan dengan content creation sebagai variabel intervening. Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 75 responden yang merupakan konsumen Kopi Kenangan. Teknik analisis data menggunakan SmartPLS versi 4 melalui pengujian outer model dan inner model. Hasil penelitian menunjukkan bahwa content marketing berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan influencer marketing berpengaruh negatif dan signifikan terhadap keputusan pembelian. Content marketing dan influencer marketing berpengaruh positif dan signifikan terhadap content creation. Content creation juga berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, content creation terbukti memediasi secara signifikan pengaruh content marketing dan influencer marketing terhadap keputusan pembelian. Temuan penelitian ini menegaskan bahwa kualitas konten memiliki peran penting dalam meningkatkan minat beli konsumen, sedangkan pemilihan influencer harus lebih selektif agar sesuai dengan persona merek.

**Kata Kunci:** Content Marketing, Influencer Marketing, Content Creation, Keputusan Pembelian, SmartPLS.

## **ABSTRACT**

*This study aims to analyze the influence of content marketing and influencer marketing on purchasing decisions of Kopi Kenangan in Medan City, with content creation as an intervening variable. The research employs a quantitative approach with a total sample of 75 respondents who are consumers of Kopi Kenangan. Data analysis was conducted using SmartPLS version 4 through outer model and inner model testing. The results indicate that content marketing has a positive and significant effect on purchasing decisions, while influencer marketing has a negative and significant effect on purchasing decisions. Both content marketing and influencer marketing positively and significantly influence content creation. Content creation also has a positive and significant impact on purchasing decisions. Furthermore, content creation is proven to significantly mediate the effect of content marketing and influencer marketing on purchasing decisions. These findings emphasize that content quality plays a crucial role in increasing consumer purchase intention, whereas the selection of influencers must be more selective to ensure alignment with brand identity.*

**Keywords:** Content Marketing, Influencer Marketing, Content Creation, Purchasing Decisions, SmartPLS.