

ANALYSIS OF THE INFLUENCE OF *CONTENT MARKETING* ON PURCHASE INTENTION OF SKINTIFIC *SKINCARE* PRODUCTS

(A CASE STUDY OF BENGKALIS CONSUMERS)

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ABSTRACT

This study aims to analyze the effect of content marketing on consumers' purchase intention toward skintific skincare products in Bengkalis Regency. This research employed a quantitative method with an associative approach. The respondents consisted of 100 residents of Bengkalis Regency aged at least 18 years who had seen or watched skintific content marketing on social media. The sampling technique used was purposive sampling, while the data were collected through questionnaire distribution.

The data were analyzed using simple linear regression to examine the effect of content marketing on consumers' purchase intention. The results indicate that content marketing has a positive and significant effect on purchase intention toward skintific skincare products. This is evidenced by the calculated t-value of 16.693, which is greater than the t-table value of 1.984, and a significance value of 0.000, which is less than 0.05.

The coefficient of determination (R Square) of 0.740 indicates that content marketing explains 74.0% of the variance in consumers' purchase intention, while the remaining 26.0% is influenced by other factors not examined in this study. This research is expected to contribute as a reference for skincare businesses in designing more effective content marketing strategies to enhance consumers' purchase intention and to serve as a reference for future research.

Keywords: *Content Marketing, Purchase Intention, Skincare, Skintific.*