ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Content Marketing*, *Social Media Marketing*, dan Kualitas Produk terhadap Keputusan Pembelian Produk Glad2Glow pada Toko Nusa Beauty Store Muara Batu Aceh Utara secara parsial. Data yang digunakan adalah data primer yang diperoleh melalui penyebaran kuesioner secara langsung dan melalui *Google Form* kepada 110 responden. Uji instrumen terdiri atas uji validitas dan uji reliabilitas menggunakan metode Cronbach's Alpha. Uji asumsi klasik meliputi uji multikolinearitas, uji heteroskedastisitas, dan uji normalitas. Teknik analisis data yang digunakan adalah regresi linier berganda dan koefisien determinasi (R^2) dengan bantuan SPSS versi 27. Uji hipotesis menggunakan uji t. Hasil penelitian menunjukkan bahwa variabel *Content Marketing* memiliki nilai signifikansi 0,717 dan t_{hitung} -0,363 < t_{tabel} 1,659, sehingga tidak berpengaruh positif dan signifikan terhadap keputusan pembelian. Variabel *Social Media Marketing* memiliki nilai signifikansi 0,006 dan t_{hitung} 2,795> t_{tabel} 1,659, sehingga berpengaruh positif dan signifikan terhadap keputusan pembelian. Variabel Kualitas Produk memiliki nilai signifikansi 0,002 dan t_{hitung} 3,099 > t_{tabel} 1,659, sehingga berpengaruh positif dan signifikan terhadap keputusan pembelian. Dengan demikian, secara parsial *Social Media Marketing* dan Kualitas Produk berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan *Content Marketing* tidak berpengaruh positif dan signifikan.

Kata Kunci : *Content Marketing*, *Social Media Marketing*, Kualitas Produk, Keputusan Pembelian.

ABSTRACT

This study aims to examine the partial effect of Content Marketing, Social Media Marketing, and Product Quality on the Purchase Decision of Glad2Glow products at Nusa Beauty Store Muara Batu, North Aceh. The data used in this study were primary data collected through questionnaires distributed both directly and via Google Forms to 110 respondents. The research instruments were tested using validity and reliability tests with Cronbach's Alpha. The classical assumption tests included multicollinearity, heteroscedasticity, and normality tests. Data were analyzed using multiple linear regression and the coefficient of determination (R^2) with the assistance of SPSS version 27, while hypothesis testing was conducted using the t-test. The results showed that the Content Marketing variable had a significance value of 0.717 and a t-value of −0.363, which was lower than the t-table value of 1.659, indicating that it had no positive and significant effect on purchase decisions. The Social Media Marketing variable had a significance value of 0.006 and a t-value of 2.795, which exceeded the t-table value of 1.659, indicating a positive and significant effect on purchase decisions. The Product Quality variable had a significance value of 0.002 and a t-value of 3.099, which was higher than the t-table value of 1.659, indicating a positive and significant effect on purchase decisions. Therefore, partially, Social Media Marketing and Product Quality have a positive and significant effect on purchase decisions, whereas Content Marketing has no positive and significant effect on purchase decisions.

Keywords: *Content Marketing, Social Media Marketing, Product Quality, Purchase Decision.*