

ABSTRACT

Currently the marketing strategy is developing very rapidly. one of them is with Tiktok's social media marketing content. Tiktok social media is a place for business people to introduce their brands through creative and interactive digital content with the aim of increasing public interest so that sales will increase. One of the companies that market their products through Tiktok social media is Camille Beauty. In 2021 Camille Beauty will be the best organic mask in Indonesia. However, in 2022, Camille Beauty's organic mask sales will be replaced by mask products from other brands. The purpose of this study was to determine the effect of content marketing on purchasing decisions for Camille Beauty mask products in the city of Bandung.

This study uses a quantitative approach with descriptive analysis, the population used in this study is the people of Bandung who use the social media Tiktok and who have bought or used Camille Beauty mask products. The number of respondents is 100 people with a purposive sampling technique. Data analysis method with simple linear regression using SPSS 26.

Based on the results of the descriptive analysis in this study, all variables of Marketing Content and Purchase Decisions get good categories. Based on the results of partial hypothesis testing, this study obtained t count (8.375) > t table (1.664) with a significance level of $0.000 \leq 0.05$. That is, content marketing (Y) has a positive and significant effect on purchasing decisions (Y).

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