

ABSTRACT

The high level of public interest in following the photobooth trend has prompted photobooth businesses to consider competitive strategies and more intensive marketing promotions to attract consumers to make a purchase. According to Hanavi & Wandebori, photobooth consumers are mostly found in Jakarta, but other cities, such as Bandung, also have the potential to overtake them. This phenomenon is related to consumer purchasing decisions influenced by influencer marketing, content marketing, and brand awareness of photobooth products. Photobooth products must develop promotions to become superior products and the public's choice. When consumers have brand awareness, they will be interested and ultimately make a purchase decision on photobooth products. Furthermore, Bandung is the second most populous city after Jakarta.

This study aims to determine the influence of influencer marketing, content marketing, and brand awareness on purchase decisions for photobooth products in Bandung. The research method used in this study is descriptive quantitative. The population of this study is photobooth users in Bandung. The sample used a non-probability sampling approach based on the Cochran formula, thus using 385 respondents. This study uses multiple linear regression analysis techniques using SPSS software to process the data.

The results of this study indicate that influencer marketing, content marketing, and brand awareness significantly influence purchase decisions, both partially and jointly. Marketing strategies using influencer marketing, content marketing, and increasing brand awareness can be tools to increase purchase decision rates.

This research is expected to be a reference for further researchers and marketing suggestions for all companies engaged in the photobooth sector to improve their company's promotional strategies to increase consumer purchasing decisions.

Keywords: influencer marketing, content marketing, brand awareness, purchase decision, photobooth.