

**PENGARUH *INFLUENCER MARKETING*, *CONTENT MARKETING*,
DAN *USER GENERATED CONTENT* TERHADAP KEPUTUSAN
PEMBELIAN PADA PENGGUNA APLIKASI TIKTOK
DI WILAYAH DAERAH ISTIMEWA YOGYAKARTA**

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ABSTRACT

This research aims to examine the influence of Influencer Marketing, Content Marketing, and User Generated Content against Daerah Istimewa Yogyakarta TikTok user on Purchase Decision. The criteria of this research is TikTok user aged 18-34 which lived in Daerah Istimewa Yogyakarta. The technique to gathered the sample are purposive sampling and the method to gathered the data using online questionnaire with 100 respondents. Type of this research are descriptive analysis with a quantitative approach. Method of data analysis using Partial Least Square (PLS) with data management program Smart PLS 3.0. Result of this study shows that influencer marketing has a positive and significant effect through purchase decision, also content marketing has a positive and significant effect through purchase decision, and under generated content has a positive content and significant through buyer decision.

Key Words: Influencer Marketing, Content Marketing, User Generated Content, and Purchase Decision