

ABSTRAK

Penelitian ini bertujuan untuk menjelaskan dan mengkaji *Content*, *Influencer Marketing* dan *Electronic Word of Mouth* terhadap Keputusan Pembelian serta peran moderasi *Electronic Word of Mouth* dalam mempengaruhi *Content* dan *Influencer Marketing* terhadap Keputusan Pembelian Rumah Subsidi. Penelitian ini merupakan penelitian kuantitatif dengan sampel sebanyak 190 orang. Metode pengumpulan data dilakukan dengan penyebaran kuesioner menggunakan google form dan diukur dengan skala likert. Teknik pengujian data yang digunakan meliputi uji validitas dan uji reliabilitas, uji R-square dan uji hipotesis dengan boostsratpping dengan bantuan SmartPLS 3.0. Hasil penelitian menunjukkan bahwa *Content Marketing*, *Influencer Marketing*, dan *Electronic Word of Mouth* memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian rumah subsidi. Selain itu, *Electronic Word of Mouth* terbukti memiliki peran moderasi yang signifikan, di mana e-WOM melemahkan pengaruh *Content Marketing* terhadap keputusan pembelian, ditunjukkan dengan arah hubungan negatif. Sebaliknya, e-WOM memperkuat pengaruh *Influencer Marketing* terhadap keputusan pembelian, yang ditunjukkan dengan arah hubungan positif. Temuan ini menegaskan pentingnya strategi pemasaran digital yang terintegrasi dan kontekstual dalam meningkatkan keputusan pembelian konsumen di sektor properti subsidi.

Kata Kunci: *Content Marketing*, *Influencer Marketing*, *Electronic Word of Mouth*,
Keputusan Pembelian

ABSTRACT

This study aims to explain and examine Content Marketing, Influencer Marketing, and Electronic Word of Mouth on Purchase Decisions, as well as the moderating role of Electronic Word of Mouth in influencing Content Marketing and Influencer Marketing on the Purchase Decision of subsidized housing. This research is a quantitative study with a sample of 190 respondents. Data collection was carried out through a questionnaire distributed via Google Forms and measured using a Likert scale. The data analysis techniques used include validity and reliability tests, R-square test, and hypothesis testing with bootstrapping using SmartPLS 3.0. The results show that Content Marketing, Influencer Marketing, and Electronic Word of Mouth have a positive and significant effect on the Purchase Decision of subsidized houses. In addition, Electronic Word of Mouth is proven to have a significant moderating role, where e-WOM weakens the influence of Content Marketing on Purchase Decision, as indicated by a negative relationship. Conversely, e-WOM strengthens the influence of Influencer Marketing on Purchase Decision, as indicated by a positive relationship. These findings emphasize the importance of integrated and contextual digital marketing strategies in enhancing consumer Purchase Decisions in the subsidized housing sector.

Keywords: *Content Marketing, Influencer Marketing, Electronic Word of Mouth, Purchase Decision*