

The Influence of Content marketing, Customer Review And Live Marketing On Online Shopping Purchase Decisions In Surakarta City

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Abstract

The research aims to determine the influence of content marketing, customer reviews, and live marketing on purchasing online decisions in Surakarta. The sampling method in this research used a purposive sampling technique with a sample size of 100 respondents. Data collection uses a questionnaire. The analysis technique uses regression with the SPSS version 23 test tool. The research results show that content marketing positively and significantly affects purchasing decisions. Customer reviews have a positive and significant influence on purchase decisions. Live marketing has a positive and significant effect on purchase decisions. Together, content marketing, customer reviews and live marketing have a positive and significant influence on purchasing decisions.

Keywords: content marketing, customer review, live marketing, purchase decision.