

## ABSTRAK

**Abstract :** *This study aims to determine the effect of product quality, content marketing, customer engagement and price on purchasing decisions of MSMEs Zisallection in Jabodetabek. This study uses quantitative methods and nonprobability sampling technique with purposive sampling method. The sample used 230 female respondents who had bought and followed Zisallection on Instagram. The analyzing technique of this research includes validity test, reliability test, classical assumption test, and hypothesis testing. The results showed that product quality has an effect on purchasing decisions, content marketing has an effect on purchasing decisions, customer engagement has an effect on purchasing decisions, and price has an effect on purchasing decisions. Product quality, content marketing, customer engagement, and price simultaneously effect on purchasing decisions.*

**Keywords :** *product quality, content marketing, customer engagement, price, purchasing decision*

**Abstrak :** *Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, content marketing, customer engagement dan harga terhadap keputusan pembelian UMKM Zisallection di Jabodetabek. Penelitian ini menggunakan metode kuantitatif dan teknik pengambilan sampel menggunakan nonprobability sampling dengan metode purposive sampling. Sampel yang digunakan sejumlah 230 responden perempuan yang pernah membeli dan mengikuti Zisallection di Instagram. Analisis data penelitian ini meliputi uji validitas, uji reliabilitas, uji asumsi klasik, dan uji hipotesis. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh terhadap keputusan pembelian, content marketing berpengaruh terhadap keputusan pembelian, customer engagement berpengaruh terhadap keputusan pembelian, dan harga berpengaruh terhadap keputusan pembelian. Kualitas produk, content marketing, customer engagement, dan harga berpengaruh terhadap keputusan pembelian secara bersama-sama.*

**Kata kunci :** *kualitas produk, content marketing, customer engagement, harga, keputusan pembelian*



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