

**PENGARUH KREDIBILITAS PUBLIC FIGURE KOREA SELATAN
DAN KONTEN MARKETING TERHADAP KEPUTUSAN
PEMBELIAN DENGAN MINAT BELI SEBAGAI VARIABEL
INTERVENING**

ABSTRAK

Abstract: *The purpose of this study is to analyse the influence of the credibility of the South Korean Public Figure and Content Marketing on partially Purchase Decision, and there is Purchase Intention as an intervening variable. The unit of analysis of this research involves respondents who have seen, read, or heard of the Korean wave (Hallyu), South Korean public figures and related marketing content about it. The primary way to collect data is through a questionnaire. The analysis used includes parametric statistics. The hypothesis tests suggest that Content Marketing on Purchase Decision is acceptable. Then, results the path analysis indicates that Purchase Intention is an intervening variable. The results of the path analysis calculation, the best value is the influence of Content Marketing on Purchase Decision through Purchase Intention of 0,255.*

Keywords: *Content Marketing, Public Figure, Purchase Intention, Purchase Decision, Intervening Variable, Path Analysis*

Abstrak: *Penelitian ini bertujuan untuk menganalisis pengaruh Kredibilitas Public Figure Korea Selatan dan Konten Marketing terhadap Keputusan Pembelian, dan bilamana ada Minat Beli sebagai variabel intervening. Unit analisis penelitian ini melibatkan responden yang pernah melihat, membaca, atau mendengar akan adanya Korean wave (Hallyu), public figure Korea Selatan dan konten marketing terkait tentangnya. Metode pengumpulan data primer dengan kuesioner. Analisis yang digunakan meliputi statistik parametrik. Hasil pengujian hipotesis menunjukkan bahwa konten marketing terhadap keputusan pembelian dapat diterima. Berdasarkan hasil perhitungan path analysis menunjukkan bahwa Minat Beli merupakan variabel intervening. Hasil perhitungan path analysis, nilai paling baik adalah pengaruh Konten Marketing terhadap Keputusan Pembelian melalui Minat Beli 0,255.*

Kata Kunci: *Konten Marketing, Public Figure, Minat Beli, Keputusan Pembelian, Variabel Intervening, Path Analysis*