

# **The Influence of Content Marketing and Influencer Marketing on Consumer Purchasing Decisions with e-WOM as a Moderating Variable**

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## **Abstract**

This study aims to determine and analyze the relationship between Content Marketing, Influencer Marketing, Electronic word of mouth (e-WOM), and Consumer Purchase Decisions for Fresh Bakery consumers in Palembang City. This study uses primary and secondary data. Primary data was obtained from questionnaires, and secondary data was obtained from journals or books. The research design uses a quantitative approach with a total of 120 respondents. The data analysis technique used is SEM analysis with the PLS 3.0 program. The results of this study indicate that Content Marketing has a positive effect on Consumer Purchase Decisions and Influencer Marketing has a positive effect on Consumer Purchase Decisions, and Electronic Word of Mouth (E-WOM) has succeeded in moderating the relationship between Content Marketing and Influencer Marketing. This research is expected to be useful for Fresh Bakery companies in the city of Palembang to improve a broader marketing strategy.

## **Keywords**

Content Marketing, Influencer Marketing, Electronic Word of Mouth (E-WOM).

## **Biography**

**Julia Deby Ayreni;** is a Management undergraduate student at Bina Darma University, Palembang, Indonesia.

**Muji Gunarto;** is a Assoc. Profesor in Magister Management Programm, Bina Darma University, Palembang, Indonesia. His current position is Functional Head Lecturer in Management. His undergraduate degree was obtained from the Faculty of Statistics, Padjajaran University, Bandung, Indonesia. Master of Science degree obtained from Sriwijaya University, Palembang, Indonesia. And the Doctoral degree is obtained from the Doctoral Program, University of Education Indonesia. Several books and scientific works have been published in Scopus and Sinta-indexed journals.