

## ABSTRAK

Pemasaran adalah salah satu elemen penting bagi perusahaan, baik pemasaran digital ataupun pemasaran konvensional. Dengan memperhatikan dan menerapkan strategi-strategi pemasaran dapat membantu mencapai tujuan perusahaan dalam penjualan produk. Tujuan penelitian ini guna mengetahui ada atau tidaknya pengaruh *content marketing*, kepercayaan merek, dan *word of mouth* terhadap minat beli Implora Kosmetik pada pengunjung Envio Store Surabaya. Metode yang digunakan adalah metode kuantitatif, metode pengambilan sampel dipenelitian ini menggunakan *non probability sampling* jenis teknik *accidental sampling*. Pengambilan data menggunakan Kuisioner dengan jumlah responden sebanyak 120. Digunakan Teknik analisis data berupa Uji Validitas, Uji Reliabilitas, Uji asumsi klasik, analisis regresi linear berganda, serta uji t dan uji F. Hasil uji t menunjukkan *content marketing* tidak berpengaruh secara parsial terhadap minat beli, kepercayaan merek dan *word of mouth* berpengaruh secara parsial terhadap minat beli. Sedangkan hasil uji F menunjukkan bahwa *content marketing*, kepercayaan merek dan *word of mouth* berpengaruh simultan terhadap minat beli Implora Kosmetik.

**Kata Kunci :** *Content marketing*, Kepercayaan merek, *word of mouth*, minat beli

## **ABSTRACT**

*Marketing is an important element for companies, both digital marketing and conventional marketing. Paying attention to and implementing marketing strategies can help achieve company goals in product sales. The purpose of this study was to determine whether or not there was an influence of content marketing, brand trust, and word of mouth on the purchase intention of Implora Cosmetics at Envio Store Surabaya visitors. The method used is a quantitative method, the sampling method in this study uses a non-probability sampling type of accidental sampling technique. Data was collected using a questionnaire with a total of 120 respondents. Data analysis techniques were used in the form of Validity Test, Reliability Test, Classical assumption test, multiple linear regression analysis, as well as t test and F test. The results of the t test showed that content marketing had no partial effect on purchase intention, brand trust and word of mouth have a partial effect on purchase intention. While the results of the F test show that content marketing, brand trust and word of mouth have a simultaneous effect on purchase intention of Implora Cosmetics.*

**Keywords:** *Content marketing, brand trust, word of mouth, purchase intention.*