

***Instagram Content Marketing, Influencers, and Customer Reviews  
on Purchase Intention Healthyfood @Yellowfitkitchen in DKI  
Jakarta***

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***Abstract***

*This research aims to analyze, prove, and determine the influence of Instagram content marketing, influencers, and customer reviews on purchase intention healthyfood @Yellowfitkitchen in DKI Jakarta. This research is quantitative research with a total of 100 respondents using descriptive analysis and inferential analysis techniques with the help of the SmartPLS 4.1.0.4 software. The research results show: (1) content marketing has a positive and significant effect on purchase intention with a path coefficient of 0.433; (2) influencers have a positive and significant effect on purchase intention with a path coefficient of 0.323; and (3) customer reviews have a positive and significant effect on purchase intention with a path coefficient of 0.155. The resulting adjusted R square value is 0.650. This indicates that variables such as content marketing, influencers, and customer reviews together contribute to 65% of purchase intention of 65%, while the remaining 35% is caused by other factors outside of this research model.*

***Keywords:*** *content marketing; influencers; customer reviews; purchase intention.*

***Content Marketing* Instagram, *Influencer*, dan Ulasan Pelanggan  
Terhadap Minat Beli *Healthyfood* @Yellowfitkitchen di DKI  
Jakarta**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis, membuktikan, dan mengetahui pengaruh *content marketing* instagram, *influencer*, dan ulasan pelanggan terhadap minat beli *healthyfood* @Yellowfitkitchen di DKI Jakarta. Penelitian ini adalah penelitian kuantitatif dengan total 100 responden menggunakan teknik analisis deskriptif dan analisis inferensial dengan bantuan aplikasi *SmartPLS* 4.1.0.4. Hasil penelitian menunjukkan: (1) *content marketing* berpengaruh positif dan signifikan terhadap minat beli dengan koefisien jalur sebesar 0.433; (2) *influencer* berpengaruh positif dan signifikan terhadap minat beli dengan koefisien jalur sebesar 0.323; dan (3) ulasan pelanggan berpengaruh positif dan signifikan terhadap minat beli dengan koefisien jalur sebesar 0.155. Hasil nilai *adjusted R Square* sebesar 0,650. Hal ini berarti bahwa variabel *content marketing*, *influencer*, dan ulasan pelanggan secara bersama-sama memberikan kontribusi terhadap minat beli sebesar 65%, sedangkan sisanya sebesar 35% disebabkan oleh faktor lain di luar model penelitian ini.

**Kata Kunci:** *content marketing*; *influencer*; ulasan pelanggan; minat beli.