

## **ABSTRACT**

*Businesses in the modern era or popular ones with growing startups. Efforts to overcome the problem of uneven business assistance with the development of startups are the main mission of pilihmentor.com. One of the media that supports pilihmentor.com in carrying out its main mission is Instagram. The researcher, in this case, wants to know the purchasing decisions on Instagram pilihmentor.com which are influenced by the Experiential Marketing and Content Marketing variables.*

*The research method used is a descriptive quantitative method with a purposive sampling technique. The data retrieval technique was carried out by distributing online as many as 100 respondents from the Instagram followers of pilihmentor.com and then analyzed by using the multiple linear regression analysis techniques using SPSS IBM 26.*

*The researcher explained that there were three research results: a) Experiential marketing on Instagram pilihmentor.com has a percentage of 81.5% with a good category. b) Content marketing on Instagram pilihmentor.com gets 80.6% in the good category. c) Experiential Marketing variable (X1) has a significant effect. d) Content Marketing variable (X2) has a significant effect. e) Experiential Marketing and Content Marketing simultaneously have a significant influence.*

*Keywords: Experiential Marketing, Content Marketing, Purchase Decision*