

## ***ABSTRACT***

*At this time the development of internet technology in Indonesia is increasing rapidly, this is supported by the increasing number of internet users.... With the development of the internet, it opens up opportunities for business actors to market their products digitally, one of which is using social media. Social media has consistently been the second most trusted source of information over the past three years. The most widely used social media platform in Indonesia is Instagram, which is second only to Whatsapp. Instagram is also superior to other social media because it is able to present interesting visual-based content, so it is suitable for use as a means of promotion of a tangible product. There are increases and decreases in sales because consumers want companies to present more educational information and produce uniqueness with their own characteristics, so that if marketing content is increasingly implemented, it will increase in consumer purchasing decisions. This study was conducted to determine the effect of content creation on purchasing decisions through advertising as a mediating variable in the Kang Aviv Institute e-course.*

*This research method uses quantitative methods with Structural Equation Modeling (SEM) analysis techniques using Smart PLS 4 software. The sampling method used is simple random sampling with 355 respondents.*

*Based on the research results, the Content Creation variable has a significant effect on Advertising with a t-statistic value of 34,299 and p-values of 0.000. the Advertising variable has a significant positive effect on Purchasing Decisions with a t-statistic of 12,899 and p-values of 0.000. while the Content Creation variable has no significant positive effect on Purchasing Decisions with a t-statistic of 0.210 and p-values of 0.417. the Content Creation variable on Purchasing Decisions through Advertising as mediation has a significant effect with a t-statistic of 10,694 and p-values of 0.000.*

***Keywords :*** *Content, Advertising, Instagram, Social Media, Purchase Decision*