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PENGARUH *INFLUENCER MARKETING* DAN *CONTENT MARKETING* TERHADAP *BRAND LOYALTY*
(Survei pada Anggota Komunitas Vivo Indonesia)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana
Pendidikan Program Studi Pendidikan Bisnis



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UNIVERSITAS PENDIDIKAN INDONESIA
2024

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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Bandung, 16 Agustus 2024
Yang membuat pernyataan



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LEMBAR PENGESAHAN

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TERHADAP *BRAND LOYALTY*
(Survei pada Anggota Komunitas Vivo Indonesia)**

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ABSTRAK

Novi Fitriyani (1901207) “**Pengaruh *Influencer Marketing* dan *Content Marketing* terhadap *Brand Loyalty* pada Anggota Komunitas Vivo Indonesia**” dibawah bimbingan Dr. Bambang Widjajanta, M.M dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini dilakukan dengan tujuan untuk memperoleh gambaran dan pengaruh *influencer marketing* dan *content marketing* terhadap *brand loyalty* pada anggota komunitas Vivo Indonesia. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Penelitian ini melibatkan 200 sampel yang diambil dengan metode *simple random sampling*. Teknik analisis yang digunakan adalah analisis *structural equation model* (SEM). Hasil penelitian menunjukkan bahwa gambaran *influencer marketing* dan *content marketing* dan *brand loyalty* berada pada kategori yang baik. Berdasarkan pengujian parsial *influencer marketing* memiliki pengaruh positif dan signifikan terhadap *brand loyalty*, sedangkan *content marketing* tidak berpengaruh positif dan signifikan terhadap *brand loyalty*. Sedangkan berdasarkan simultan *influencer marketing* dan *content marketing* memiliki pengaruh positif dan signifikan terhadap *brand loyalty*. Berdasarkan hasil penelitian, maka peneliti merekomendasikan, untuk menambah variabel intervening pada variabel *content marketing* terhadap *brand loyalty*. Adapun variabel yang dapat dipertimbangkan diantaranya yaitu *customer satisfaction*, *perceived value*, dan *customer engagement*.

Kata Kunci: *influencer marketing*, *content marketing*, *brand loyalty*

ABSTRACT

Novi Fitriyani (1901207) “*The Influence of Influencer Marketing and Content Marketing on Brand Loyalty of Vivo Indonesia Community Members*” supervised by Dr. Bambang Widjajanta, M.M and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

This study was conducted with the aim of obtaining an overview and influence of influencer marketing and content marketing on brand loyalty among members of the Vivo Indonesia community. The type of research used is descriptive and verification. This study involved 200 samples taken using the simple random sampling method. The analysis technique used is structural equation model (SEM). The results of the study indicate that the description of influencer marketing and content marketing and brand loyalty is in the good category. Based on partial testing, influencer marketing has a positive and significant influence on brand loyalty, while content marketing does not have a positive and significant influence on brand loyalty. While based on simultaneous influencer marketing and content marketing have a positive and significant influence on brand loyalty. Based on the results of the study, the researcher recommends adding intervening variables to the content marketing variable on brand loyalty. The variables that can be considered include customer satisfaction, perceived value, and customer engagement

Keywords: influencer marketing, content marketing, brand loyalty

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