

**PENGARUH CONTENT MARKETING IN SOCIAL MEDIA
TERHADAP ONLINE PURCHASE DECISION**
(Survei pada *Followers Social Media Brand Fashion Lokal Wanita*)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat untuk Memperoleh Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



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**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
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**PENGARUH CONTENT MARKETING IN SOCIAL MEDIA
TERHADAP ONLINE PURCHASE DECISION
(Survei pada *Followers Social Media Brand Fashion Lokal Wanita*)**

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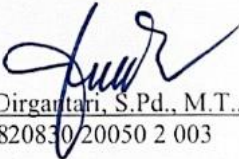
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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul **“Pengaruh Content Marketing in social media Terhadap Online purchase decision (Survei pada Followers Social Media Brand Fashion Lokal Wanita)** beserta seluruh isi di dalamnya adalah benar-benar karya saya sendiri. Tidak ada penjiplakan maupun pengutipan dengan cara-cara yang tidak sesuai etika keilmuan yang berlaku.

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ABSTRAK

Raida Dayanti (2109939) “**Pengaruh *Content marketing in social media Terhadap Online purchase decision* (Survei pada *Followers Social Media Brand Fashion Lokal Wanita*)**” dibawah bimbingan Prof. Dr. H. Agus Rahayu, M.P. dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *content marketing in social media* terhadap *online purchase decision* pada *followers Social Media industry brand fashion local* wanita. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Dengan pendekatan kuantitatif populasi dalam penelitian ini berjumlah 13.140.700 dengan sampel 349 reponden yang merupakan *followers Social Media* industri *brand fashion local* Wanita dengan menggunakan Teknik *simple random sampling*. Pada penelitian ini data diolah dengan *statistic* dengan metode *Structural Equation Modeling*. Hasil temuan pada penelitian ini menemukan bahwa *content marketing in social media* memiliki pengaruh positif dan signifikan terhadap *online purchase decision*, hal tersebut ditunjukkan dengan besaran nilai *critical ratio* yang lebih besar dari nilai minimal artinya terdapat pengaruh positif dan signifikan antara variabel *content marketing in social media* secara simultan. Pernyataan tersebut dapat diasumsikan semakin baik Perusahaan memperhatikan *content marketing in social media* akan semakin baik juga untuk *online purchase decision* yang muncul pada konsumen Perusahaan tersebut. Hasil kontribusi yang diberikan dimensi *content marketing in social media* yang memiliki kontribusi paling tinggi dalam membentuk *online purchase decision* adalah *commitment* serta yang paling rendah membentuk *online purchase decision* adalah *relevance*.

Kata Kunci : *content marketing in social media, online purchase decision*

ABSTRACT

Raida Dayanti (2109939) "*The Influence of Content marketing in social media on Online Purchasing Decisions (Survey on Social Media Followers of Local Women's Fashion Brands)*" under the guidance of Prof. Dr. H. Agus Rahayu, M.P. and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM..

This research aims to obtain an overview and influence of content marketing in social media on online purchase decisions among followers of the Social Media industry of local women's fashion brands. The type of research used is descriptive and verification. With a quantitative approach, the population in this study was 13,140,700 with a sample of 349 respondents who were Social Media followers of the local women's fashion brand industry using a simple random sampling technique. In this study, the data was processed statistically using the Structural Equation Modeling method. The findings in this study found that content marketing in social media has a positive and significant influence on online purchase decisions, this is shown by the critical ratio value which is greater than the minimum value, meaning that there is a positive and significant influence between the content marketing in social media variables as a whole. simultaneous. This statement can be assumed that the better the company pays attention to content marketing in social media, the better it will be for the online purchase decisions that arise among the company's consumers. The results of the contribution given by the content marketing dimension in social media which has the highest contribution in forming online purchase decisions is commitment and the lowest in forming online purchase decisions is relevance.

Keywords : *content marketing in social media, and online purchase decision*

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