

ABSTRAK

PENGARUH COCONTENT MARKETING DAN E-PROMOTION TERHADAP COSTUMER INTENTION PRODUK FASHION ERIGO PADA SOSIAL MEDIA TIKTOK DENGAN E-WOM SEBAGAI VARIABEL MEDIASI

Oleh

HANGGA RESTU PERMANA

Penelitian bertujuan untuk mengetahui pengaruh Pengaruh Content Marketing dan E-Promotion Terhadap Customer Intention Produk Fashion Erigo Pada Sosial Media Tiktok dengan E-WOM Sebagai Variabel Mediasi. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kausal. Jumlah Sampel dari penelitian ini sebanyak 170 responden. Populasi dalam penelitian ini adalah Followers Tiktok Shop Produk Fashion. Alat analisis menggunakan SmartPLS versi.3.2.9 Berdasarkan hasil uji yang dilakukan, dapat disimpulkan bahwa Content Marketing secara parsial berpengaruh terhadap Customer Intention dan E-WOM Produk Erigo pada Sosial Media Tiktok. E-Promosi secara parsial tidak berpengaruh Customer Intention namun E-Promotion berpengaruh terhadap E-WOM Produk Erigo pada Sosial Media Tiktok. E-WOM secara simultan berpengaruh terhadap Customer Intention Produk Erigo pada Sosial Media Tiktok

Kata Kunci: Content Marketing, E- Promosi, Costumer Intention, E-WOM, Media Sosial

ABSTRACT

THE EFFECT OF MARKETING CONTENT AND E-PROMOTION ON CUSTOMER INTENTION OF ERIGO FASHION PRODUCTS ON TIKTOK SOCIAL MEDIA WITH E-WOM AS A MEDIATION VARIABLE

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HANGGA RESTU PERMANA

The purpose of this study is to determine the effect of Marketing Content and E-Promotion on Customer Intention of Erigo Fashion Products on TIKTOK social media with E-WOM as a Mediation Variable. The type of research used in this study is causal research. The sample of this study amounted to 170 respondents. The population in this study is TIKTOK Followers on Fashion Shop Products. The analysis tool used SmartPLS 3.2.9 version. Based on the results of the tests carried out, it can be concluded that Content Marketing partially affects the Customer Intention and E-WOM of Erigo Fashion Products on TIKTOK social media. E-Promotion partially has no effect on Customer Intention but E-Promotion has an effect on E-WOM for Erigo Fashion Products on TIKTOK social media. E-WOM simultaneously affects the Customer Intention of Erigo Fashion Products on TIKTOK social media.

Keywords: Marketing Content, E-Promotion, Customer Intention, EWOM, Social Media