

ABSTRACT

THE EFFECT OF CONTENT MARKETING AND EVENT MARKETING ON CUSTOMER ENGAGEMENT OF PROSPECTIVE STUDENTS AT IIB DARMAJAYA BANDAR LAMPUNG WITH SOCIAL MEDIA MARKETING VARIABLE AS A MODERATION VARIABLE

By:
Indah Nurjanah

The purpose of this research was to find out the effect of content marketing and event marketing on customer engagement with the social media marketing variable as a moderating variable. The type of research was quantitative research. The population selected in this research were prospective students and followers of the IIB Darmajaya Instagram account. The sampling technique used in this research was purpose sampling. The sample in this study amounted to 190 respondents. The data analysis method in this research used Structural Equation Modeling (SEM). Data processing in this research uses the Partial Least Modeling (SEM) approach. The data processing in this research showed that content marketing and event marketing variables affected customer engagement and social media marketing as the modifying variable.

Keywords: Content Marketing, Event Marketing, Customer Engagement, Social and Media Marketing.



Handwritten signature and date: 17/11/23