

## **ABSTRACT**

### **THE EFFECT OF CONTENT MARKETING AND COPYWRITING ON PURCHASE INTENTION AT SUMBERJAYA AUTOMOTIVE CENTER BANDAR LAMPUNG**

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The purpose of the study was to find out the effect of content marketing and copywriting on purchase intention at Sumberjaya Automotive Center in Bandar Lampung. The population selected for this study was the Instagram followers of Sumberjaya Automotive Center in Bandar Lampung. The sampling method used in this study was non-probability sampling using a purposive sampling technique where the sampling was based on certain criteria. The number of respondents in this study was 200 respondents. This research was of an associative quantitative nature using multiple linear analysis methods. Hypothesis testing used t-test and F-test. The analysis result showed that content marketing and copywriting had a partial or simultaneous effect on purchase intention in consumers of Sumberjaya Automotive Center in Bandar Lampung.

Keywords: Content Marketing, Copywriting, Purchase Intention