

**Abstrak**

**PENGARUH *CONTENT MARKETING* PADA *VIRAL MARKETING*  
DAN *CUSTOMER ENGAGEMENT* PENGGUNA TOKOPEDIA DI  
YOGYAKARTA**

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh positif *content marketing* pada *viral marketing* pengguna Tokopedia, (2) pengaruh positif *viral marketing* pada *customer engagement* pengguna Tokopedia, (3) pengaruh positif *content marketing* pada *customer engagement* pengguna Tokopedia, (4) pengaruh tidak langsung *content marketing* pada *customer engagement* pengguna Tokopedia melalui *viral marketing*. Populasi yang digunakan dalam penelitian adalah pengguna Tokopedia di Kota Yogyakarta dan Kabupaten Sleman. Responden dalam penelitian ini sebanyak 158 orang dan pengambilan sampel menggunakan teknik *purposive sampling*. Teknik analisis data dalam penelitian ini adalah Analisis Jalur menggunakan Aplikasi SPSS 21. Hasil penelitian ini menunjukkan bahwa (1) *content marketing* berpengaruh positif pada *viral marketing* pengguna Tokopedia, (2) *viral marketing* berpengaruh positif pada *customer engagement* pengguna Tokopedia, (3) *content marketing* berpengaruh positif pada *customer engagement* pengguna Tokopedia, (4) *content marketing* berpengaruh tidak langsung pada *customer engagement* pengguna Tokopedia melalui *viral marketing*.

Kata kunci: *content marketing*, *viral marketing*, *customer engagement*.

**Abstract**

**THE INFLUENCE OF CONTENT MARKETING TOWARD VIRAL  
MARKETING AND CUSTOMER ENGAGEMENT OF TOKOPEDIA  
USERS IN YOGYAKARTA**

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The purpose of this research is to find out (1) the positive influence of content marketing toward viral marketing of Tokopedia users, (2) the positive influence of viral marketing toward customer engagement of Tokopedia users, (3) the positive influence of content marketing toward customer engagement of Tokopedia users, (4) the indirect influence of content marketing toward customer engagement of Tokopedia users through viral marketing. Population of this research was the Tokopedia users in Yogyakarta City and Sleman Regency. Respondents in this research were 158 people taken by purposive sampling technique. The data analysis technique in this study is Path Analysis using the SPSS 21 software. The results of this research indicated that (1) content marketing had a positive influence toward viral marketing of Tokopedia users, (2) viral marketing had a positive influence toward customer engagement of Tokopedia users, (3) content marketing had a positive influence toward customer engagement of Tokopedia users, (4) content marketing had an indirect influence toward customer engagement of Tokopedia users through viral marketing.

**Keywords:** content marketing, viral marketing, customer