

ABSTRAK

**PENGARUH CONTENT MARKETING DAN CUSTOMER EXPERIENCE
TERHADAP BRAND TRUST DENGAN CUSTOMER ENGAGEMENT
SEBAGAI VARIABEL MEDIASI**

(Studi pada Pengguna Travel organizer di Jawa Timur)

Monica Karunia Pattinama
Program Studi Manajemen, Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2024

Tujuan dari penelitian ini adalah untuk mengetahui: (1) pengaruh content marketing terhadap brand trust, (2) pengaruh customer experience terhadap brand trust, (3) pengaruh content marketing terhadap brand trust melalui customer engagement sebagai variabel mediasi, (4) pengaruh customer experience terhadap brand trust melalui customer engagement sebagai variabel mediasi. Strategi content marketing dan customer experience menjadi perlu diketahui pengaruhnya dalam membangun dan mempertahankan kepercayaan pelanggan karena dapat mempengaruhi keputusan pembelian pelanggan. Populasi pada penelitian ini adalah pengguna jasa travel organizer di Provinsi Jawa Timur. Responden dalam penelitian ini berjumlah 150 orang yang diambil menggunakan teknik purposive sampling. Teknik analisis data pada penelitian ini adalah Structural Equation Modeling-Partial Least Squares (SEM-PLS) menggunakan aplikasi SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa (1) pengaruh content marketing terhadap brand trust, (2) customer experience tidak berpengaruh terhadap brand trust, (3) customer engagement tidak memediasi content marketing terhadap brand trust, (4) customer engagement tidak memediasi customer experience terhadap brand trust.

Kata Kunci: content marketing, customer experience, customer engagement, brand trust.

ABSTRACT

THE INFLUENCE OF CONTENT MARKETING AND CUSTOMER EXPERIENCE ON BRAND TRUST WITH CUSTOMER ENGAGEMENT AS A MEDIATING VARIABLE

(Study on Travel organizer users in East Java)

Monica Karunia Pattinama
Management Study Program, Faculty of Economics
Sanata Dharma University
Yogyakarta
2024

This study aims to determine: (1) the influence of content marketing on brand trust, (2) the influence of customer experience on brand trust, (3) the influence of customer engagement mediates content marketing on brand trust, (4) the influence of customer engagement mediates customer experience on brand trust. It is important for the marketer to know the influence of content marketing and customer experience because they can influence customer purchasing decisions. The population in this study were users of travel organizer services in East Java Province. Respondents in this study amounted to 150 people who were taken using purposive sampling technique. The data analysis technique in this study is Structural Equation Modeling-Partial Least Squares (SEM-PLS) using the SmartPLS 3.0 application. The results of this study indicate that (1) content marketing influenced brand trust, (2) customer experience had no influence on brand trust, (3) customer engagement did not mediate content marketing on brand trust, (4) customer engagement did not mediate customer experience on brand trust.

Keywords: content marketing, customer experience, customer engagement, brand trust.