

ABSTRAK

PENGARUH CONTENT MARKETING, INFLUENCER MARKETING, DAN ELECTRONIC WORD OF MOUTH TERHADAP MINAT BELI PRODUK SOMETHINC PADA PLATFORM TIKTOK

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *content marketing*, *influencer marketing*, dan *electronic word of mouth* terhadap minat beli produk Somethinc pada *platform* Tiktok, (2) pengaruh *content marketing* terhadap minat beli produk Somethinc pada *platform* Tiktok, (3) pengaruh *influencer marketing* terhadap minat beli produk Somethinc pada *platform* Tiktok, (4) pengaruh *electronic word of mouth* terhadap minat beli produk Somethinc pada *platform* Tiktok. Jenis penelitian ini adalah penelitian kuantitatif. Data penelitian dikumpulkan melalui penyebaran kuesioner kepada 96 mahasiswa DI Yogyakarta yang mengikuti akun Tiktok Somethinc dan Tasya Farasya, serta pernah melihat/ menonton/ membaca *content* dari akun tersebut. Metode analisis data menggunakan analisis regresi linier berganda dengan menggunakan SPSS 25. Hasil penelitian ini adalah (1) *content marketing*, *influencer marketing*, dan *electronic word of mouth* secara simultan berpengaruh terhadap minat beli produk Somethinc pada *platform* Tiktok, (2) *content marketing*, *influencer marketing*, dan *electronic word of mouth* secara parsial berpengaruh terhadap minat beli produk Somethinc pada *platform* Tiktok.

Kata Kunci: *content marketing*, *influencer marketing*, *electronic word of mouth*,
minat beli

ABSTRACT

THE INFLUENCE OF CONTENT MARKETING, INFLUENCER MARKETING, AND ELECTRONIC WORD OF MOUTH ON PURCHASE INTENTION OF SOMETHINC PRODUCTS ON THE TIKTOK PLATFORM

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This research aims to determine: (1) the influence of content marketing, influencer marketing, and electronic word of mouth on the purchase intention of Somethinc products on the Tiktok platform, (2) the influence of content marketing on the purchase intention of Somethinc products on the Tiktok platform, (3) the influence of influencer marketing on the purchase intention of Somethinc products on the Tiktok platform, (4) the influence of electronic word of mouth on the purchase intention of Somethinc products on the Tiktok platform. This type of research is quantitative research. Research data was collected through distributing questionnaires to 96 students in Yogyakarta who follow the Tiktok accounts Somethinc and Tasya Farasya, and have seen / watched / read content from these accounts. The results of this study are (1) content marketing, influencer marketing, and electronic word of mouth simultaneously affect the purchase intention of Somethinc products on the Tiktok platform, (2) content marketing, influencer marketing, and electronic word of mouth partially affect the purchase intention of Somethinc products on the Tiktok platform.

Keywords: content marketing, influencer marketing, electronic word of mouth,
purchase intention