

ABSTRAK**PENGARUH CONTENT MARKETING DAN BRAND
AMBASSADOR DI PLATFORM MEDIA SOSIAL TIKTOK
TERHADAP MINAT BELI**

(Studi Pada Pelanggan Brand Evolene di Daerah Istimewa Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui tiga hal, yaitu: (1) bagaimana pengaruh *content marketing* dan *brand ambassador* terhadap minat beli, (2) bagaimana pengaruh *content marketing* sendiri terhadap minat beli, (3) bagaimana pengaruh *brand ambassador* terhadap minat beli. Objek dalam penelitian ini adalah pengguna *platform* media sosial TikTok yang tinggal di DIY dan memiliki gaya hidup sehat. Teknik pengambilan sampel menggunakan metode *non-probability sampling*. Data yang dikumpulkan berasal dari kuesioner yang menanyakan tentang *content marketing*, *brand ambassador*, dan minat beli kepada 130 responden. Analisis data dilakukan dengan metode regresi linear berganda menggunakan software IBM SPSS Statistics 26. Hasil penelitian menunjukkan bahwa: (1) *content marketing* dan *brand ambassador* berpengaruh secara signifikan terhadap minat beli, (2) *content marketing* sendiri tidak berpengaruh terhadap minat beli, dan (3) *brand ambassador* berpengaruh secara signifikan terhadap minat beli.

Kata Kunci: *Content Marketing*, *Brand Ambassador*, Minat Beli

ABSTRACT

THE INFLUENCE OF CONTENT MARKETING AND BRAND AMBASSADORS ON THE TIKTOK SOCIAL MEDIA PLATFORM ON PURCHASE INTENTION

(A Study on Evolene Brand Customers in the Special Region of Yogyakarta)

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This study aims to determine three things, namely: (1) how content marketing and brand ambassadors influence purchase intention, (2) how content marketing itself influences purchase intention, (3) how brand ambassadors influence purchase intention. The subjects in this study are TikTok social media platform users who live in DIY and have a healthy lifestyle. The sampling technique used is non-probability sampling. The data collected came from a questionnaire that asked about content marketing, brand ambassadors, and purchase intention to 130 respondents. Data analysis was performed using multiple linear regression with IBM SPSS Statistics 26 software. The results showed that: (1) content marketing and brand ambassadors significantly influenced purchase intention, (2) content marketing alone did not influence purchase intention, and (3) brand ambassadors significantly influenced purchase intention.

Keywords: Content Marketing, Brand Ambassador, and Purchase Intention