

# **PENGARUH *CONTENT MARKETING* DAN *ELECTRONIC WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PADA PRODUK *ARTISAN PROFESSIONNEL***

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## **Abstrak**

Penelitian ini menggunakan metode kuantitatif dengan tujuan untuk membuktikan adanya pengaruh content marketing dan electronic word of mouth terhadap keputusan pembelian. Pengumpulan data yang dilakukan peneliti melalui penyebaran kuesioner oleh google form. Penelitian ini menggunakan 100 responden dari konsumen Artisan Professionnel yang berdomisili di Jakarta Pusat sebagai data primer, dan data sekunder peneliti memperoleh melalui berbagai referensi yang berhubungan dengan penelitian. Teknik pengambilan sampel menggunakan non probability sampling dengan metode purposive sampling. Media penyebaran kuesioner yang dipilih peneliti melalui Instagram, Whatsapp, Website Official Artisan Professionnel, dan Twitter. Dalam menganalisis, peneliti menggunakan teknik analisis deskriptif dan inferensial yang diolah melalui SmartPLS 3.0. Sehingga pengolahan data memperoleh hasil bahwa (1) content marketing berpengaruh positif signifikan terhadap keputusan pembelian, (2) electronic word of mouth berpengaruh positif signifikan terhadap keputusan pembelian.

Kata kunci : Content marketing, Electronic word of mouth, keputusan pembelian.

# **THE EFFECT OF CONTENT MARKETING AND ELECTRONIC WORD OF MOUTH ON CONSUMER PURCHASE DECISIONS ON ARTISAN PROFESSIONNEL PRODUCTS**

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## **Abstract**

This study uses quantitative methods with the aim of proving the influence of content marketing and electronic word of mouth on purchasing decisions. Data collection was carried out by researchers through the distribution of questionnaires by Google form. This study uses 100 respondents from Artisan Professionnel consumers who live in Central Jakarta as primary data, and secondary data researchers obtain through various references related to research. The sampling technique uses non probability sampling with purposive sampling method. The media for distributing the questionnaires were chosen by the researchers via Instagram, Whatsapp, the Official Artisan Professionnel Website, and Twitter. In analyzing, researchers used descriptive and inferential analysis techniques which were processed through SmartPLS 3.0. So that data processing obtains the results that (1) content marketing has a significant positive effect on purchasing decisions, (2) electronic word of mouth has a significant positive effect on purchasing decisions.

Kata kunci : *Content marketing, Electronic word of mouth, Purchase Decision.*