

ABSTRAK

PENGARUH *CONTENT MARKETING* TERHADAP *CUSTOMER ENGAGEMENT* DENGAN *VIRAL MARKETING* SEBAGAI VARIABEL *INTERVENING* (Studi Pada Pengguna Shopee Di Kota Bandar Lampung)

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Penelitian ini bertujuan untuk mengetahui pengaruh *content marketing* terhadap *customer engagement* pengguna Shopee di Kota Bandar Lampung dengan *viral marketing* sebagai variabel *intervening*. Jenis penelitian yakni *explanatory research* dengan pendekatan kuantitatif. Populasi dari penelitian ini adalah pengguna shopee di Kota Bandar Lampung. Data tersebut di peroleh dari kuisioner yang diisi secara online. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel sebanyak 100 responden. Analisis data dalam penelitian ini menggunakan analisis jalur dan uji sobel dengan menggunakan alat bantu SPSS 25. Berdasarkan hasil penelitian dan analisis menunjukkan bahwa *content marketing* berpengaruh positif dan signifikan terhadap *viral marketing*, *viral marketing* berpengaruh positif dan signifikan terhadap *customer engagement*, *content marketing* berpengaruh positif dan signifikan terhadap *customer engagement* dan *content marketing* berpengaruh positif tetapi tidak signifikan terhadap *customer engagement* melalui *viral marketing* (*Partial Mediation*).

Kata kunci : *Content Marketing, Viral Marketing, Customer Engagement*

ABSTRACT

THE EFFECT OF CONTENT MARKETING ON CUSTOMER ENGAGEMENT WITH VIRAL MARKETING AS INTERVENING VARIABLES (Study on Shopee Users in Bandar Lampung City)

By

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This study aims to determine the effect of content marketing on customer engagement of shopee users in the city of Bandar Lampung with viral marketing as an intervening variable. The type of research is explanatory research with a quantitative approach. The population of this study is shopee users in the city of Bandar Lampung. The data was obtained from questionnaires filled out online. The sampling technique used purposive sampling with a total sample of 100 respondents. Data analysis in this study used path analysis and Sobel test using SPSS 25. Based on the results of research and analysis showed that content marketing has a positive and significant effect on viral marketing, viral marketing has a positive and significant impact on customer engagement, content marketing has a positive and significant effect on viral marketing. significant positive effect on customer engagement and content marketing but not significant on customer engagement through viral marketing (Partial Mediation).

Keywords : Content Marketing, Viral Marketing, Customer Engagement