

## ABSTRAK

### PENGARUH PEMASARAN KONTEN TERHADAP NIAT BELI KONSUMEN

(Studi Pada TikTok @otsky\_official di Indonesia)

Oleh

ROMUALDUS DOMU SINAGA

Perkembangan media sosial berbasis video pendek, khususnya TikTok, telah mendorong perubahan strategi pemasaran digital melalui pemasaran konten. Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran konten yang diukur melalui dimensi *reliability*, *disbelief*, dan *persuasion knowledge* terhadap niat beli konsumen pada akun TikTok @otsky\_official di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan metode *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner kepada 168 responden pengguna TikTok yang pernah melihat atau berinteraksi dengan konten promosi @otsky\_official. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa *reliability* berpengaruh positif dan signifikan terhadap niat beli konsumen, *disbelief* tidak memiliki pengaruh signifikan terhadap niat beli konsumen, serta *persuasion knowledge* berpengaruh signifikan terhadap niat beli konsumen. Temuan ini menunjukkan bahwa efektivitas pemasaran konten pada platform TikTok dipengaruhi oleh tingkat keandalan informasi, rendahnya ketidakpercayaan, serta persepsi konsumen terhadap strategi persuasi yang digunakan dalam konten.

Kata Kunci: Pemasaran Konten, *Reliability*, *Disbelief*, *Persuasion knowledge*, Niat Beli, Tiktok

## ABSTRACT

### THE INFLUENCE OF CONTENT MARKETING ON CONSUMER PURCHASE INTENTION (Study on TikTok @otsky\_official in Indonesia)

By

ROMUALDUS DOMU SINAGA

The rapid growth of short form video based social media platforms, particularly TikTok, transformed digital marketing practices through content marketing strategies. This study aimed to examine the effect of content marketing on consumer purchase intention, measured through the dimensions of *reliability*, *disbelief*, and *persuasion knowledge*, on the TikTok account @otsky\_official in Indonesia. This research used a quantitative approach with a survey method. Data were collected through an online questionnaire distributed to 168 TikTok users who had viewed or interacted with content from @otsky\_official. The respondents were selected using a non-probability sampling technique with purposive sampling. The data were analyzed using multiple linear regression with SPSS. The results showed that *reliability* had a positive and significant effect on purchase intention, *disbelief* did not have a significant effect on purchase intention, and *persuasion knowledge* had a positive and significant effect on purchase intention. These findings indicated that the effectiveness of content marketing on TikTok was influenced by the perceived credibility of information, the level of consumer skepticism, and consumers' awareness of persuasive intent embedded in marketing content.

Keywords: Content Marketing, *Reliability*, *Disbelief*, *Persuasion knowledge*, Purchase Intention, Tiktok