


**PENGARUH *CONTENT MARKETING*, *VIRAL MARKETING*
DAN *INFLUENCER MARKETING* TERHADAP *PURCHASE DECISION*
PADA PENGGUNA *SOCIAL COMMERCE* TIKTOK SHOP
DI YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *content marketing*, *viral marketing* dan *influencer marketing* terhadap *purchase decision* pada pengguna *social commerce* TikTok Shop di Yogyakarta. Penelitian ini menggunakan data primer dengan metode pengumpulan data melalui penyebaran kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik sampling penelitian ini menggunakan metode *purposive sampling* dan sampel yang digunakan berjumlah 108 sampel. Analisis data yang dilakukan dalam penelitian ini adalah uji asumsi klasik, analisis regresi linier berganda dan uji hipotesis menggunakan uji t, uji F, serta koefisien determinasi. Hasil analisis data menunjukkan bahwa *content marketing*, *viral marketing* dan *influencer marketing* berpengaruh positif dan signifikan terhadap *purchase decision* pada *social commerce* TikTok Shop. Hasil penelitian ini membuktikan bahwa *digital marketing* merupakan strategi yang baik dalam memengaruhi keputusan pembelian produk kepada konsumen.

Kata Kunci: *Content Marketing, Viral Marketing, Influencer Marketing, Purchase Decision*

 08/08 '24

THE INFLUENCE OF CONTENT MARKETING, VIRAL MARKETING AND INFLUENCER MARKETING ON PURCHASE DECISIONS OF SOCIAL COMMERCE AMONG TIKTOK SHOP USERS IN YOGYAKARTA

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Abstract

This study aims to analyze the influence of content marketing, viral marketing and influencer marketing on purchase decisions of social commerce among TikTok Shop users in Yogyakarta. This study used primary data with data collection methods through the distribution of questionnaires that have been tested for validity and reliability. This study used purposive sampling method and the samples used were 108 samples. The data analysis conducted in this study were classic assumption test, multiple linear regression analysis and hypothesis testing using t test, F test and coefficient of determination. The results of data analysis show that content marketing, viral marketing and influencer marketing have positive and significant effects on purchase decisions of social commerce among TikTok Shop users. The results of this study prove that digital marketing is a good strategy in influencing consumer product purchasing decisions.

Keywords: *Content Marketing, Viral Marketing, Influencer Marketing, Purchase Decision.*

