

PENGARUH *CONTENT MARKETING*, HARGA, DAN *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PAKAIAN MEREK LOKAL PADA KONSUMEN *ONLINE MARKETPLACE* DI WILAYAH D.I. YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *content marketing*, harga, dan *online customer review* terhadap keputusan pembelian pakaian merek lokal pada konsumen *online marketplace* di wilayah D.I. Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif. Sampel yang digunakan pada penelitian ini adalah para konsumen di daerah D.I. Yogyakarta yang berbelanja pakaian melalui *online marketplace*. Metode yang digunakan dalam pengambilan sampel dalam penelitian ini adalah teknik *purposive sampling* dan memperoleh 113 responden. Pengumpulan data dilakukan dengan survei online menggunakan kuesioner yang telah di uji validitas dan realibilitasnya. Analisis yang digunakan dalam penelitian ini menggunakan uji hipotesis. Hasil analisis data yang diperoleh dalam penelitian ini menunjukkan bahwa *content marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, dilihat dari nilai t-hitung $3,550 > t\text{-tabel } 1,98197$ dengan tingkat signifikansi $0,001 < 0,05$, harga berpengaruh positif dan signifikan terhadap keputusan pembelian, dilihat dari nilai t-hitung $3,388 > t\text{-tabel } 1,98197$ dengan tingkat signifikansi $0,001 < 0,05$, dan *online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian, dilihat dari nilai t-hitung $2,499 > t\text{-tabel } 1,98197$ dengan tingkat signifikansi $0,014 < 0,05$. Secara simultan *content marketing*, harga, dan *online customer review* berpengaruh positif terhadap keputusan pembelian dengan nilai signifikansi $0,000 < 0,05$ dan nilai $F 40,237 > f\text{-tabel } 2,69$.

Kata Kunci: *Content Marketing, Harga, Online Customer Review, dan Keputusan Pembelian*



**THE EFFECT OF CONTENT MARKETING, PRICE, AND ONLINE
CUSTOMER REVIEW ON THE PURCHASE DECISION OF LOCAL
BRAND CLOTHING ON ONLINE MARKETPLACE CONSUMERS
IN THE D.I. YOGYAKARTA REGION**

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Abstrack

This study aims to analyze the influence of content marketing, price, and online customer reviews on the purchasing decisions of local branded clothing among online marketplace consumers in the Special Region of Yogyakarta (DIY). This study uses a quantitative approach. The sample used in this study was consumers in the Special Region of Yogyakarta who shop for clothing through online marketplaces. The sampling method used in this study was a purposive sampling technique, and 113 respondents were obtained. Data collection was conducted through an online survey utilizing a questionnaire that had been tested for both validity and reliability. The analysis employed in this study involved hypothesis testing. The results of the data analysis indicate that content marketing has a positive and significant effect on purchasing decisions, as evidenced by a calculated t-value of 3.550, which exceeds the t-table value of 1.98197, with a significance level of 0.001, which is less than 0.05. Additionally, price also demonstrates a positive and significant effect on purchasing decisions, as indicated by a calculated t-value of 3.388, surpassing the t-table value of 1.98197, with a significance level of 0.001, again less than 0.05. Furthermore, online customer reviews have a positive and significant impact on purchasing decisions, as indicated by a calculated t-value of 2.499, which exceeds the t-table value of 1.98197, with a significance level of 0.014, also less than 0.05. Simultaneously, content marketing, price, and online customer reviews have a positive effect on purchasing decisions, with a significance value of $0.000 < 0.05$ and an F-value of $40.237 > f\text{-table}$ (2.69).

Keywords: *Content Marketing, Price, Online Customer Reviews, and Purchasing Decisions*