

PENGARUH *CONTENT MARKETING* DAN *ELECTRONIC WORD OF MOUTH* (E-WOM) TERHADAP *PURCHASE DECISION* PADA MAKANAN TRADISIONAL SEBLAK DAN BASO ACI DI KALANGAN GENERASI Z DI DAERAH ISTIMEWA YOGYAKARTA DENGAN *CUSTOMER ENGAGEMENT* SEBAGAI VARIABEL MEDIASI

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh pengaruh *content marketing* dan *electronic word of mouth* (e-WOM) terhadap *purchase decision* pada makanan tradisional seblak dan baso aci di kalangan generasi Z di Daerah Istimewa Yogyakarta dengan *customer engagement* sebagai variabel mediasi. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling*, dengan jumlah sampel sebanyak 122 responden. Jenis data dalam penelitian ini menggunakan data kuantitatif dan sumber data berupa data primer dengan menggunakan kuesioner *online* yang telah diuji validitas dan reliabilitasnya. Alat analisis yang digunakan dalam penelitian ini adalah *Structural Equation Modelling-Partial Least Square* (SEM-PLS). Pengujian hipotesis penelitian menggunakan analisis jalur. Hasil penelitian menunjukkan bahwa *content marketing* berpengaruh positif dan signifikan terhadap *customer engagement*, *electronic word of mouth* (e-WOM) berpengaruh positif dan signifikan terhadap *customer engagement*, *content marketing* berpengaruh positif dan signifikan terhadap *purchase decision*, *electronic word of mouth* (e-WOM) berpengaruh positif dan signifikan terhadap *purchase decision*, *customer engagement* berpengaruh positif dan signifikan terhadap *purchase decision*, *customer engagement* memediasi hubungan antara *content marketing* terhadap *purchase decision*, *customer engagement* memediasi hubungan antara *electronic word of mouth* (e-WOM) terhadap *purchase decision*.

Kata Kunci: *Content Marketing, Electronic Word of Mouth, Purchase Decision, Customer Engagement*

08/1/20


THE INFLUENCE OF CONTENT MARKETING AND ELECTRONIC WORD OF MOUTH (E-WOM) ON PURCHASE FOR TRADITIONAL FOOD SEBLAK AND BASO ACI AMONG GENERATION Z IN THE SPECIAL REGION OF YOGYAKARTA THROUGH CUSTOMER ENGAGEMENT AS A MEDIATING VARIABLE

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Abstract

This study aimed to analyze the influence of content marketing and electronic word of mouth (e-WOM) on the purchase decisions regarding traditional foods, specifically seblak and baso aci, among Generation Z in the Special Region of Yogyakarta. Customer engagement was examined as a mediating variable. The research employed a purposive sampling technique, yielding a sample size of 122 respondents. Quantitative data were employed, with primary data collected through an online questionnaire that underwent validity and reliability testing. The analysis tool used in this study was Structural Equation Modelling with Partial Least Squares (SEM-PLS), and hypothesis testing was conducted through path analysis. The study's results indicated that content marketing had a positive and significant impact on customer engagement. Additionally, electronic word of mouth (e-WOM) also had a positive and significant impact on customer engagement. Furthermore, content marketing had a positive influence on purchase decisions, while e-WOM also affected purchase decisions. The study also found that customer engagement positively influenced purchase decisions. Notably, customer engagement mediated the relationship between both content marketing and purchase decisions, as well as between e-WOM and purchase decisions.

Keywords: *Content Marketing, Electronic Word of Mouth, Purchase Decision, Customer Engagement*