

PENGARUH *CONTENT MARKETING*, PERSEPSI MANFAAT, PERSEPSI KEMUDAHAN PENGGUNAAN, DAN PROMOSI PENJUALAN TERHADAP MINAT BELI KONSUMEN MELALUI APLIKASI LAYANAN PESAN ANTAR MAKANAN (GO-FOOD DAN GRAB FOOD)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *Content Marketing* (X_1), Persepsi Manfaat (X_2), Persepsi Kemudahan Penggunaan (X_3), Promosi Penjualan (X_4) terhadap Minat Beli Konsumen (Y) Melalui Aplikasi Layanan Pesan Antar Makanan (Go-Food dan Grab Food). Metode pengambilan sampel dengan menggunakan *Purposive Sampling* yaitu teknik penentuan sampel berdasarkan pertimbangan khusus. Sampel dalam penelitian ini berjumlah 194 responden yang terdiri dari 97 responden Go-Food dan 97 responden Grab Food pada masyarakat DIY yang pernah membeli makanan melalui Go-Food atau Grab Food. Berdasarkan uji t pada variabel *Content Marketing*, diperoleh t hitung sebesar $2,684 > t$ tabel (1,97253) dengan tingkat signifikansi $0,008 < 0,05$, maka *Content Marketing* berpengaruh secara signifikan dan positif terhadap minat beli. Berdasarkan uji t pada variabel Persepsi Manfaat, diperoleh t hitung sebesar $2,774 > t$ tabel (1,97253) dengan tingkat signifikansi $0,006 < 0,05$, maka Persepsi Manfaat berpengaruh secara signifikan dan positif terhadap minat beli. Berdasarkan uji t pada variabel Persepsi Kemudahan Penggunaan, diperoleh t hitung sebesar $3,543 > t$ tabel (1,97253) dengan tingkat signifikansi $0,000 < 0,05$, maka Persepsi Kemudahan Penggunaan berpengaruh secara signifikan dan positif terhadap minat beli. Berdasarkan uji t pada variabel Promosi Penjualan, diperoleh t hitung sebesar $3,469 > t$ tabel (1,97253) dengan tingkat signifikansi $0,001 < 0,05$, maka Promosi Penjualan berpengaruh secara signifikan dan positif terhadap minat beli.

Kata Kunci: *Content Marketing, Persepsi Manfaat, Persepsi Kemudahan Penggunaan, Promosi Penjualan, Minat Beli, Go-Food dan Grab Food*

**THE INFLUENCE OF CONTENT MARKETING, PERCEIVED
USEFULNESS, PERCEIVED EASE OF USE, AND SALES PROMOTION
ON CONSUMER PURCHASE INTEREST THROUGH GO-FOOD AND
GRAB FOOD APPLICATION**

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Abstract

This study aimed to determine the effect of Content Marketing (X_1), Perceived Usefulness(X_2), Perceived Ease of Use (X_3), Sales Promotion (X_4) on Consumer Purchase Interest (Y) through the Application of Food Service (Go-Food and Grab Food). Purposive sampling was used as a sampling technique based on certain criteria. The samples were 194 respondents consisting of 97 Go-Food respondents and 97 Grab Food respondents in the DIY community who had bought food through Go-Food or Grab Food. T-test on the Content Marketing variable obtained t count of $2.684 > t$ table (1.97253) with a significance level of $0.008 < 0.05$, proved that Content Marketing had a significant and positive effect on purchase interest. T-test on the Perceived Usefulness variable, obtained t count of $2.774 > t$ table (1.97253) with a significance level of $0.006 < 0.05$, proved that the Perceived Usefulness significantly and positively influences purchase interest. T-test on the Perceived Ease of Use variable, t count was obtained $3.543 > t$ table (1.97253) with a significance level of $0.000 < 0.05$, proved that Perceived Ease of Use significantly and positively influenced purchase interest. T-test on the variable Sales Promotion obtained t count of $3.469 > t$ table (1.97253) with a significance level of $0.001 < 0.05$, the Sales Promotion had a significant and positive effect on purchase interest.

Keywords: *Content Marketing, Perceived Usefulness, Perceived Ease of Use, Sales Promotion, Purchase Interest, Go-Food and Grab Food*