

ANALISIS PENGARUH CONTENT MARKETING, INFLUENCER, DAN EXPERIENTIAL MARKETING TERHADAP CUSTOMER ENGAGEMENT PADA LAYANAN MUSIK DIGITAL, PODCAST DAN VIDEO SPOTIFY

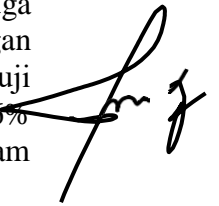
Nur Khafifah

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *content marketing*, *influencer*, dan *experiential marketing* terhadap *customer engagement* pada layanan musik digital, *podcast*, dan video “Spotify”. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 80 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan uji serempak (*F-test*) dan uji parsial (*t-test*). Hasil analisis data menunjukkan bahwa secara bersama-sama *content marketing*, *influencer*, dan *experiential marketing* berpengaruh signifikan terhadap *customer engagement*. Secara parsial, variabel *content marketing* berpengaruh positif dan signifikan terhadap *customer engagement* dengan nilai $\beta = 0,407$, dan signifikansi nilai $\alpha < 5\%$ ($0,000 < 0,05$). Untuk variabel *influencer* secara parsial berpengaruh positif dan signifikan terhadap *customer engagement* dengan nilai $\beta = 0,364$, dan signifikansi nilai $\alpha < 5\%$ ($0,048 < 0,05$). Kemudian, variabel *experiential marketing* secara parsial juga memiliki pengaruh positif dan signifikan terhadap *customer engagement* dengan nilai $\beta = 0,437$, dan signifikansi nilai $\alpha < 5\%$ ($0,001 < 0,05$). Dari hasil uji koefisien determinasi menunjukkan nilai *Adjusted R Square* (R^2) sebesar 67,6% sedangkan 32,4% dijelaskan oleh variabel lain yang tidak dijelaskan dalam penelitian ini.

Kata Kunci: *Content Marketing, Influencer, Experiential Marketing dan Customer Engagement*

 8/9 '21



**THE EFFECT OF CONTENT MARKETING, INFLUENCER, AND
EXPERIENTIAL MARKETING ON THE CUSTOMER ENGAGEMENT OF
DIGITAL MUSIC, PODCAST AND VIDEO SERVICES SPOTIFY**

Nur Khafifah

Abstract

This study aims to analyze the effect of content marketing, influencers, and experiential marketing on customer engagement on the digital music, podcast, and video service "Spotify". The method used in sampling is purposive sampling of 80 respondents. Primary data collection is done by using a questionnaire method that has been tested for validity and reliability. The analysis in this study used a simultaneous test (F-test) and a partial test (t-test). The results of data analysis show that together content marketing, influencers, and experiential marketing have a significant effect on customer engagement. Partially, the content marketing variable has a positive and significant effect on customer engagement with a value of $\beta = 0.407$, and a significance value of $< 5\%$ ($0.000 < 0.05$). The influencer variable partially has a positive and significant effect on customer engagement with a value of $\beta = 0.364$, and a significant value of $< 5\%$ ($0.048 < 0.05$). Then, the experiential marketing variable partially also has a positive and significant effect on customer engagement with a value of $\beta = 0.437$, and a significance value of $< 5\%$ ($0.001 < 0.05$). From the results of the coefficient of determination, the value of Adjusted R Square (R^2) is 67.6% while 32.4% is explained by other variables not explained in this study.

Keywords: *Content Marketing, Influencer, Experiential Marketing dan Customer Engagement*