

ABSTRACT

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THE EFFECT OF AFFILIATE MARKETING, CONTENT MARKETING, AND BRAND AWARENESS ON CUSTOMERS PURCHASING DECISIONS FOR MAKEUP BRAND SOMETHINC IN MEDAN

(xvi+141 pages; 17 figures; 34 tables; 8 appendixes)

This research aims to determine the effect of Affiliate Marketing (X1), Content Marketing (X2) and Brand Awareness (X3) on Consumer Purchasing Decision (Y) on makeup brand Somethinc in Medan. The population of this research are consumers who live in Medan and have purchased Somethinc makeup products more than twice. A total of 100 respondents were selected using purposive sampling in non probability sampling method. This research uses a descriptive quantitative method, data collection is done by distributing online questionnaires to respondents with certain kriteria and then analyzed using the SPSS 30 program.

The results of this research indicate that Affiliate Marketing (X1) partially has no influence on Purchasing Decision (Y), while Content Marketing (X2) and Brand Awareness (X3) partially have an influence on Purchasing Decisions (Y). Affiliate Marketing, Content Marketing and Brand Awareness simultaneously influence Consumer Purchasing Decision on makeup brand Somethinc in Medan. The adjusted R square result is 0.836, indicating that Affiliate Marketing, Content Marketing and Brand Awareness have an influence of 83.6% on Purchasing Decision. While the remaining 16.4% influenced by other variables that have the potential to influence purchasing decisions.

Keywords: Affiliate Marketing, Content Marketing, Brand Awareness and Customer Purchase Decision

References: 60 (2019-2024)

ABSTRAK

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***PENGARUH PEMASARAN AFFILIATE, PEMASARAN KONTEN, DAN
KESADARAN MEREK TERHADAP KEPUTUSAN PEMBELIAN
KONSUMEN PADA MEREK MAKEUP SOMETHINC DI MEDAN***

(xvi+141 halaman; 17 figur; 34 tabel; 8 lampiran)

Penelitian ini memiliki tujuan untuk mengetahui pengaruh Affiliate Marketing (X1), Content Marketing (X2) dan Brand Awareness (X3) terhadap Keputusan Pembelian Konsumen (Y) pada brand makeup Somethinc di Medan. Populasi dari penelitian ini adalah konsumen yang berdomisili di Medan dan pernah membeli produk makeup Somethinc lebih dari dua kali. Sebanyak 100 respondent dipilih menggunakan metode purposive sampling dalam non probability sampling. Penelitian ini menggunakan metode deskriptif kuantitatif, pengumpulan data dilakukan dengan cara menyebarkan online kuesioner kepada responden dengan kriteria tertentu kemudian dianalisis menggunakan program SPSS 30.

Hasil penelitian ini menunjukkan bahwa Affiliate Marketing secara parsial tidak memiliki pengaruh terhadap Keputusan Pembelian, sedangkan Content Marketing dan Brand Awareness secara parsial memiliki pengaruh terhadap Keputusan Pembelian. Affiliate Marketing, Content Marketing dan Brand Awareness secara simultan mempengaruhi Keputusan Pembelian Konsumen pada brand makeup Somethinc di Medan. Hasil adjusted R square sebesar 0.836, menunjukkan bahwa Affiliate Marketing, Content Marketing dan Brand Awareness memiliki pengaruh sebesar 83.6% terhadap Keputusan Pembelian. Sedangkan 16.4% sisanya dipengaruhi oleh variabel lain yang berpotensi mempengaruhi keputusan pembelian.

Kata Kunci: Pemasaran Affiliate, Pemasaran Konten, Kesadaran Merek dan Keputusan Pembelian Konsumen

Referensi: 60 (2019-2024)