

PENGARUH CONTENT MARKETING TERHADAP MINAT BELI DENGAN MENGGUNAKAN EMOTIONAL MARKETING SEBAGAI VARIABEL INTERVENING

ABSTRAK

Abstract: Pocari Sweat advertises using anime media and gets 15 million views on YouTube, from the pre-survey it is known that respondents are interested in anime advertising rather than the advertising product. This study aims to find out how much Content Marketing has an effect on Purchase Intention, how much Content Marketing has an effect on Emotional Marketing, how much Emotional Marketing has an effect on Purchase Intention and how much Emotional Marketing intervenes in the influence of Content Marketing on Purchase Intention. This research method uses a quantitative approach method and the Probability Sampling method in sampling respondents. The results of this study are content marketing has a positive and significant relationship to Purchase Intention, content marketing has a positive and significant relationship to emotional marketing, emotional marketing has a positive and significant relationship to Purchase Intention, Emotional Marketing intervenes in the influence of Content Marketing on Buying Interest by The value of the indirect influence of Content Marketing through Emotional Marketing on Purchase Interest is 0.363 > from the direct influence with a value of 0.273

Keywords: content marketing, emotional marketing, purchase intention.

Abstrak: Pocari Sweat beriklan menggunakan media anime dan mendapatkan 15 juta penonton di YouTube, dari pra survey diketahui responden tertarik iklan anime daripada produk iklan tersebut. Penelitian ini bertujuan untuk mengetahui seberapa besar Content Marketing berpengaruh terhadap Minat Beli, Seberapa besar Content Marketing berpengaruh terhadap Emotional Marketing, seberapa besar Emotional Marketing berpengaruh terhadap Minat Beli dan seberapa besar Emotional Marketing mengintervensi pengaruh antara Content Marketing terhadap Minat Beli. Metode penelitian ini menggunakan metode pendekatan kuantitatif dan metode Probability Sampling dalam pengambilan sampel responden. Hasil penelitian ini adalah content marketing memiliki pengaruh yang positif dan signifikan terhadap minat beli, content marketing memiliki pengaruh yang positif dan signifikan terhadap emotional marketing, emotional marketing memiliki pengaruh yang positif dan signifikan terhadap minat beli, Emotional Marketing mengintervensi pengaruh Content Marketing terhadap Minat Beli dengan nilai pengaruh tidak langsung Content Marketing melalui Emotional Marketing terhadap Minat Beli adalah sebesar 0,363 > dari pengaruh langsung dengan nilai 0,273.

Kata Kunci: konten marketing, emotional marketing, minat beli.