RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh: (1) Pemasaran konten terhadap niat beli pada pengikut instagram Bitersweet by Najla, (2) Pemasaran konten terhadap keterikatan pelanggan pada pengikut instagram Bittersweet by Najla, (3) Pemasaran konten terhadap e-WOM pada pengikut instagram Bittersweet by Najla, (4) Keterikatan pelanggan terhadap niat beli pada pengikut instagram Bittersweet by Najla, (5) e-WOM terhadap niat beli pada pengikut instagram Bittersweet by Najla ,(6) Pengaruh mediasi keterikatan pelanggan antara pemasaran konten terhadap niat beli pada pengikut instagram Bittersweet by Najla, (7) Pengaruh mediasi e-WOM antara pemasaran konten terhadap niat beli pada pengikut instagram Bittersweet by Najla. Penelitian ini termasuk penelitian kuantitatif. Populasi dalam penelitian ini adalah pengikut Instagram Bittersweet by Najla. Sampel yang digunakan adalah purposive sampling dengan kriteria usia diatas 17 tahun. Responden dalam penelitian ini adalah 111 pengikut Instagram Bittersweet by Najla yang memenuhi kriteria. Berdasarkan hasil penelitian dan analisis yang dilakukan dengan menggunakan bantuan SEM menunjukkan bahwa: (1) Pemasaran content berpengaruh positif terhadap niat beli pada pengikut instagram Bittersweet by Najla, (2) Pemasaran konten berpengaruh positif tehradap keterikatan pelanggan pada pengikut instagram Bittersweet by Najla, (3) Pemasaran konten berpengaruh positif terhadap e-WOM pada pengikut instagram Bittersweet by Najla, (4) Keterikatan pelanggan berpengaruh positif terhadap niat beli pada pengikut instagram Bittersweet by Najla, (5) e-WOM tidak berpengauh terhadap niat beli pada pengikut Instagram Bittersweet by Najla, (6) Keterikatan pelanggan memediasi pengaruh pemasaran konten terhadap niat beli pada pengikut instagram Bittersweet by Najla, (7) e-WOM tidak memediasi pengaruh pemasaran konten terhadap niat beli pada pengikut instagram Bittersweet by Najla.

Kata kunci: *Pemasaran Konten, Keterikatan Pelanggan, E-WOM, Niat Beli*

SUMMARY

This study aims to determine the effect of: (1) Content marketing towards purchase intention on Bitersweet by Najla instagram followers, (2) Content marketing on customer engagement on Bittersweet by Najla instagram followers, (3) Content marketing on e-WOM on Bittersweet by Najla instagram followers, (4) Customer attachment to purchase intention on Bittersweet by Najla instagram followers, (5) e-WOM on purchase intention on Bittersweet by Najla instagram followers, (6) The effect of customer engagement mediation between content marketing on purchase intention on Bittersweet by Najla Instagram followers, (7) The effect of e-WOM mediation between content marketing on purchase intention on Bittersweet by Najla Instagram followers. This research includes quantitative research. The population in the study was Bittersweet by Najla's Instagram followers. The sample used was purposive sampling with age criteria over 17 years. Respondents in the study were 111 Bittersweet by Najla Instagram followers who met the criteria. Based on the results of research and analysis conducted using the help of SEM shows that: (1) Content marketing has a positive effect on purchase intention on Bittersweet by Najla Instagram followers, (2) Content marketing has a positive effect on customer engagement on Bittersweet by Najla Instagram followers, (3) Content marketing has a positive effect on e-WOM on Bittersweet by Najla Instagram followers, (4) Customer engagement positively affects purchase intention on Bittersweet by Najla Instagram followers, (5) e-WOM does not affect purchase intention on Bittersweet by Najla Instagram followers, (6) Customer engagement mediates the influence of content marketing on purchase intention on Bittersweet by Najla Instagram followers, (7) e-WOM does not mediate the influence of content marketing on purchase intention on Bittersweet by Najla Instagram followers.

Keywords: *Content Marketing, Customer Engagement, E-WOM, Purchase Intention*