

RINGKASAN

Penelitian ini merupakan studi kuantitatif yang menganalisis pengaruh content marketing terhadap purchase intention dengan menggunakan mediasi brand resonance dan self-image congruence. penelitian ini bertujuan untuk menjelaskan adanya inkonsistensi hasil penelitian sebelumnya Content marketing terhadap Purchase Intention dan memperoleh pemahaman yang lebih mendalam tentang factor-factor yang dapat mempengaruhi niat dalam pembelian melalui Content Marketing. Secara spesifik, penelitian ini bertujuan untuk mengeksplorasi pengaruh Content Marketing terhadap Purchase Intention konsumen dengan mempertimbangkan peran Brand Resonance dan Self-Image Congruence sebagai mediator potensial dalam membentuk Purchase Intention. Secara objektif penelitian ini melakukan studi kasus pada konsumen aktif pengguna instagram yang mengikuti dan terpapar langsung Content Marketing yang dibuat di Indonesia, dengan melibatkan 244 followers sebagai responden, menggunakan metode non-probability sampling dengan purposive sampling. Penelitian ini memberikan beberapa temuan kunci: Content Marketing berpengaruh positif terhadap Purchase Intention, Content Marketing berpengaruh positif terhadap Brand Resonance, Content Marketing berpengaruh positif terhadap Self-image Congruence, Brand resonance berpengaruh positif terhadap Purchase Intention, Self-Image Congruence berpengaruh positif terhadap Purchase Intention, Brand Resonance positif memediasi hubungan Content Marketing ke Purchase Intention dan Self-Image Congruence positif memediasi hubungan Content Marketing ke Purchase Intention. Temuan ini memberikan wawasan yang berharga tentang bagaimana mekanisme Content Marketing dapat mempengaruhi niat dalam pembelian dalam konteks e-commerce dan industry outdoor.

Keywords: Content Marketing, Brand Resonance, Self-Image Congruence, purchase intention, Eiger Adventure, Outdoor, E-commerce

SUMMARY

This study is a quantitative study that analyzes the effect of content marketing on purchase intention using brand resonance and self-image congruence as mediators. This study aims to explain the inconsistency of previous studies on content marketing and purchase intention and to gain a deeper understanding of the factors that can influence purchase intention through content marketing. Specifically, this study aims to explore the effect of content marketing on consumer purchase intention by considering the role of brand resonance and self-image congruence as potential mediators in shaping purchase intention. Objectively, this study conducted a case study on active Instagram users who follow and are directly exposed to content marketing created in Indonesia, involving 244 followers as respondents, using non-probability sampling with purposive sampling. This study provides several key findings: Content Marketing have a positive effect on Purchase Intention, Content Marketing have a positive effect on Brand Resonance, Content Marketing have a positive effect on Self-image Congruence, Brand Resonance have a positive effect on Purchase Intention, Self-Image Congruence have a positive effect on Purchase Intention, Brand Resonance mediate have a positive effect of Content Marketing on Purchase Intention and Self-Image congruence mediate have a positive effect of Content Marketing on Purchase Intention. These findings provide valuable insights into how the mechanisms of Content Marketing can effect purchase intentions in the context of e-commerce and the outdoor industry.

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