

ABSTRAK

BIMA PUTRA PRADANA. NIM 2020110003. Pengaruh Pengaruh Content Marketing Dan Online Customer Rview Terhadap Keputusan Pembelian Produk Jasa CV Dan Dokumen Kerja Diaplikasi Tik Tok (Studi Terhadap Followers Akun TikTok Wova Freelance). Dibawah Bimbingan Ibu Dr. Levyda, SE, MM.

Penelitian ini bertujuan untuk mengetahui pengaruh content marketing dan online customer review terhadap keputusan pembelian produk jasa cv dan dokumen kerja pada followers akun Tiktok Wova Freelance. Jenis penelitian yang digunakan dalam penelitian ini adalah pendekatan kuantitatif. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah responden sebanyak 100 orang. Data tersebut diperoleh berupa kuesioner dengan menggunakan skala likert yang masing-masing diuji coba dan telah memenuhi syarat validitas, reliabilitas dan koefisien determinasi. Metode analisis data yang digunakan dalam penelitian ini adalah regresi linear berganda. Hasil penelitian ini melalui analisis regresi linear berganda menunjukkan bahwa content marketing dan online customer review berpengaruh secara positif dan signifikan terhadap keputusan pembelian pada followers akun Tiktok Wova Freelance.

Kata kunci: Content Marketing, Online Customer Review, Keputusan Pembelian

ABSTRACT

BIMA PUTRA PRADANA. NIM 2020110003. The Influence of Content Marketing and Online Customer Reviews on Purchasing Decisions for CV Service Products and Work Documents in the Tik Tok Application (A Case Study of TikTok Account Followers Wova Freelance). Under the Guidance of Mrs. Dr. Levyda, SE, MM.

This study aims to determine the effect of content marketing and online customer reviews on purchasing decisions for cv service products and work documents on Tiktok Wova Freelance account followers. The type of research used in this study is a quantitative approach. The sampling technique used purposive sampling with a total of 100 respondents. The data was obtained in the form of a questionnaire using a Likert scale, each of which was tested and has met the requirements of validity, reliability and coefficient of determination. The data analysis method used in this research is multiple linear regression. The results of this study through multiple linear regression analysis show that content marketing and online customer reviews have a positive and significant effect on purchasing decisions on Tiktok Wova Freelance account followers.

Keywords: Content Marketing, Online Customer Review, Purchasing Decision.