

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh content marketing dan brand image terhadap keputusan pembelian produk skincare Azarine pada aplikasi TikTok dengan studi kasus pada mahasiswa S1 Manajemen Universitas Dharma Andalas. Latar belakang penelitian didasarkan pada meningkatnya tren penggunaan media sosial, khususnya TikTok, sebagai media pemasaran yang efektif bagi produk skincare, serta pentingnya citra merek dalam membentuk keputusan pembelian konsumen. Jenis penelitian yang digunakan adalah kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner menggunakan skala Likert 1–5. Populasi penelitian adalah mahasiswa S1 Manajemen Universitas Dharma Andalas dengan jumlah sampel sebanyak 100 responden yang ditentukan menggunakan teknik purposive sampling. Analisis data dilakukan melalui uji validitas, reliabilitas, asumsi klasik, serta regresi linear berganda untuk menguji hipotesis penelitian.

Hasil penelitian menunjukkan bahwa: (1) content marketing berpengaruh positif dan signifikan terhadap keputusan pembelian produk skincare Azarine pada aplikasi TikTok, (2) brand image berpengaruh positif dan signifikan terhadap keputusan pembelian, dan (3) secara simultan content marketing dan brand image berpengaruh signifikan terhadap keputusan pembelian. Nilai koefisien determinasi (R^2) sebesar 0,699 mengindikasikan bahwa variabel independen dalam penelitian ini mampu menjelaskan 69,9% variasi keputusan pembelian, sedangkan sisanya dijelaskan oleh variabel lain di luar penelitian. Penelitian ini memberikan implikasi praktis bagi perusahaan untuk lebih memperkuat strategi content marketing yang kreatif, relevan, serta meningkatkan citra merek yang konsisten guna mendorong keputusan pembelian konsumen melalui media sosial, khususnya TikTok.

Kata Kunci: *Content Marketing; Brand Image; Keputusan Pembelian*

ABSTRACT

*This study aims to analyze the influence of content marketing **and** brand image on the purchase decisions of Azarine skincare products on the TikTok application, with a case study conducted among undergraduate management students at Universitas Dharma Andalas. The background of this research is based on the growing trend of social media usage, particularly TikTok, as an effective marketing medium for skincare products, as well as the importance of brand image in shaping consumer purchasing decisions. The research employed a quantitative approach with a survey method. Data were collected through questionnaires using a 5-point Likert scale. The population of this study consisted of undergraduate management students at Universitas Dharma Andalas, with a total sample of 100 respondents selected using purposive sampling techniques. Data analysis was conducted through validity and reliability tests, classical assumption tests, and multiple linear regression to test the research hypotheses.*

The results show that: (1) content marketing has a positive and significant effect on the purchase decisions of Azarine skincare products on TikTok, (2) brand image has a positive and significant effect on purchase decisions, and (3) content marketing and brand image simultaneously have a significant effect on purchase decisions. The coefficient of determination (R^2) of 0.699 indicates that the independent variables in this study were able to explain 69.9% of the variation in purchase decisions, while the remaining 30.1% is explained by other variables outside the study. This research provides practical implications for companies to further strengthen creative and relevant content marketing strategies and to enhance a consistent brand image in order to encourage consumer purchasing decisions through social media, particularly TikTok.

Keywords: Content Marketing; Brand Image; Keputusan Pembelian