

**PENGARUH *CONTENT MARKETING* DAN *BRAND IMAGE* TERHADAP
PURCHASE INTENTION PADA PRODUK MUSTIKA RATU (STUDI
KASUS MAHASISWA STIE EKUITAS BANDUNG)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana tanggapan konsumen mengenai Pengaruh *Content Marketing* dan *Brand Image* Terhadap *Purchase Intention* Pada Produk Mustika Ratu (Studi Kasus Mahasiswa STIE Ekuitas Bandung) baik secara parsial maupun simultan. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif dan kualitatif, pengumpulan data melalui penyebaran kuesioner kepada 100 responden. Instrumen analisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji normalitas, uji multikolinieritas, uji heteroskedastisitas, analisis regresi linier berganda, analisis koefisien korelasi, analisis determinasi, uji t (parsial), uji f (simultan) dengan bantuan *software* SPSS versi 26. Hasil penelitian menunjukkan bahwa *content marketing* dan *brand image* dalam kategori “buruk” dan *purchase intention* pada Produk Mustika Ratu dalam kategori “buruk”. Hasil penelitian menunjukkan H_{03} ditolak dan H_{a3} diterima, nilai F_{hitung} 30,095 > nilai F_{tabel} 3,09, artinya ada pengaruh *content marketing* dan *brand image* secara bersama-sama berpengaruh terhadap *purchase intention* pada produk Mustika Ratu.

Kata Kunci: *Content Marketing, Brand Image, Purchase Intention*

***THE INFLUENCE OF CONTENT MARKETING AND BRAND IMAGE ON
PURCHASE INTENTION ON MUSTIKA RATU PRODUCTS (CASE STUDY
OF STUDENTS OF STIE EKUITAS BANDUNG)***

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ABSTRAK

This study aims to determine how consumer responses regarding the influence of Content Marketing and Brand Image on Purchase Intention on Mustika Ratu Products (Case Study of STIE Ekuitas Bandung Students) both partially and simultaneously. The research method used is descriptive and verification with quantitative and qualitative approaches, data collection through distributing questionnaires to 100 respondents. The analysis instrument uses validity test, reliability test, classical assumption test, normality test, multicollinearity test, heteroscedasticity test, multiple Linear regression analysis, correlation coefficient analysis, determination analysis, t test (partial), f test (simultaneous) with the help of SPSS software version 26. The results showed that content marketing and brand image were in the “bad” category and purchase intention on Mustika Ratu products was in the “bad” category. The results showed that H_03 was rejected and H_a3 was accepted, the F_{count} value was $30.095 > F_{table}$ value of 3.09, meaning that there is an effect of content marketing and brand image together on purchase intention on Mustika Ratu products.

Keywords: Content Marketing, Brand Image, Purchase Intention