ABSTRAK

PENGARUH KONTEN MARKETING TIKTOK @SIA MITHA HOUSE TERHADAP KESADARAN MERK, CITRA MERK & KEPUTUSAN BELI KONSUMEN GEN Z

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Penelitian ini bertujuan untuk menganalisis pengaruh Konten Marketing (X1) terhadap Kesadaran Merk (Z1) dan Citra Merk (Z2), serta dampaknya dalam mempengaruhi Keputusan Beli (Y) konsumen Generasi Z pada akun Tik Tok @Sia Mitha House. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik survei melalui penyebaran kuesioner kepada responden Gen Z yang mengenal akun tersebut. Data dianalisis menggunakan uji validitas, reliabilitas, uji asumsi klasik, dan regresi linear untuk menguji hubungan antar variabel. Hasil penelitian menunjukkan bahwa Konten Marketing (X1) berpengaruh positif dan signifikan terhadap Kesadaran Merk (Z1) dan Citra Merk (Z2).

Kata Kunci: Konten Marketing, Citra Merek, Keputusan Pembelian, TikTok, Gen Z.

ABSTRACT

THE INFLUENCE OF @SIA MITHA HOUSE'S TikTok Marketing Content on Brand Awareness, Brand Image, and Purchase Decisions of Gen Z Consumers

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This study aims to analyze the influence of Content Marketing (X1) on Brand Awareness (Z1) and Brand Image (Z2), and its impact on Purchase Decision (Y) among Generation Z consumers of the TikTok account @SiaMithaHouse. The research employed a quantitative approach using a survey method by distributing questionnaires to Gen Z respondents familiar with the account. The data were analyzed using validity tests, reliability tests, classical assumption tests, and linear regression analysis to examine the relationships among variables. The results show that Content Marketing (X1) has a positive and significant effect on Brand Awareness (Z1) and Brand Image (Z2).

Keywords: Content Marketing, Brand Image, Purchase Decision, TikTok, Gen Z.