

PENGARUH *CONTENT MARKETING* TERHADAP *CUSTOMER RETENTION* DENGAN *BRAND AWARENESS* SEBAGAI MEDIATOR PADA SOCIAL MEDIA INSTAGRAM OFFICIAL LAZADA INDONESIA
(Studi kasus pada masyarakat Gresik yang pernah membeli barang di Lazada dan pernah melihat konten Instagram official Lazada Indonesia)

Nama : Helang Satrio

NIM : 1011710042

Pembimbing : Alfina, S.M., M.M.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Content Marketing terhadap Customer Retention dengan Brand Awareness sebagai Mediator pada social media Instagram official Lazada Indonesia. Peneliti memakai jenis penelitian kuantitatif. Pada penelitian ini, Pada penelitian ini, teknik pengambilan sampel yang digunakan peneliti adalah *non-probability sampling*, yaitu *purposive sampling* dengan pertimbangan sebagai berikut: masyarakat Gresik yang pernah belanja di Lazada dan pernah melihat konten Instagram Lazada_id. Teknik pengumpulan data dalam penelitian menggunakan kuesioner. Kemudian data yang telah terkumpul diolah menggunakan *software SPSS (Statistical Product and Service Solutions)*. Selanjutnya, data di analisis menggunakan analisis jalur (path analysis). Hasil pengujian hipotesis menunjukkan bahwa variabel content marketing (X) berpengaruh langsung terhadap variable customer retention Sebesar 0,202. Adanya variabel brand awareness sebagai variabel mediasi, memperkuat pengaruh dari variabel content marketing terhadap customer retention sebesar 0,584, sehingga pengaruh akhirnya sebesar 0,786.

Kata Kunci : Content Marketing, Brand Awareness, Customer Retention, Instagram, Lazada, Official Lazada Indonesia

***THE EFFECT OF CONTENT MARKETING ON CUSTOMER RETENTION
WITH BRAND AWARENESS AS A MEDIATOR ON SOCIAL MEDIA
INSTAGRAM OFFICIAL LAZADA INDONESIA (A case study on Gresik
people who have bought goods at Lazada and have seen Lazada Indonesia's
official Instagram content)***

Name : Helang Satrio
Student Identification Number : 1011710042
Advisor : Alfina, S.M., M.M.

ABSTRACT

This study aims to analyze the effect of Content Marketing on Customer Retention with Brand Awareness as a Mediator on Lazada Indonesia's official Instagram social media. Researchers use this type of quantitative research. In this research, In this study, the sampling technique used by the researcher is non-probability sampling, namely purposive sampling with the following considerations: Gresik people who have shopped at Lazada and have seen Lazada_id Instagram content. Data collection techniques in research using a questionnaire. Then the data that has been collected is processed using SPSS (Statistical Product and Service Solutions) software. next, the data were analyzed using path analysis. The results of hypothesis testing show that the content marketing variable (X) has a direct effect on the customer retention variable of 0.202. The existence of a brand awareness variable as a mediating variable strengthens the influence of the content marketing variable on customer retention by 0.584, so that the final effect is 0.786.

Keywords : Content Marketing, Brand Awareness, Customer Retention, Instagram, Lazada, Official Lazada Indonesia