

ABSTRAK

Debora Christine Girsang NIM: 7202550002. Pengaruh *Content Marketing* terhadap Keputusan Pembelian Pakaian di *Shopee Live* (Studi Kasus Mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan Stambuk 2020). Skripsi, Jurusan Manajemen Program Studi Bisnis Digital, Fakultas Ekonomi Universitas Negeri Medan 2024.

Penelitian ini bertujuan untuk mengetahui pengaruh *Content Marketing* terhadap keputusan pembelian pakaian di *Shopee Live* pada mahasiswa jurusan manajemen fakultas ekonomi Universitas Negeri Medan stambuk 2020. Penelitian ini menggunakan metode deskriptif kuantitatif dengan menggunakan teknik analisis regresi linear sederhana dan data tersebut dianalisis menggunakan program SPSS 24.0. Hasil analisis dapat diketahui bahwa *Content Marketing* berpengaruh positif dan signifikan terhadap Keputusan pembelian pakaian di *Shopee Live* pada mahasiswa jurusan manajemen fakultas ekonomi Universitas Negeri Medan stambuk 2020, hal ini sesuai dengan hasil perhitungan pada uji parsial/uji t, diperoleh nilai t hitung $>$ t table yakni $7,871 > 1,1996$ sehingga dan nilai signifikan $0,000 < 0,05$. Maka disimpulkan bahwa *Content Marketing* (X) berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y).

Kata Kunci: *Content Marketing*, Keputusan Pembelian, *Shopee Live*.

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ABSTRACT

Debora Christine Girsang NIM: 7202550002. The Influence of Content Marketing on Clothing Purchasing Decisions at Shopee Live (Case Study of Management Department Students, Faculty of Economics, Medan Stambuk State University 2020). Thesis, Department of Management, Digital Business Study Program, Faculty of Economics, Medan State University 2024.

This research aims to determine the influence of Content Marketing on clothing purchasing decisions at Shopee Live among students majoring in management at the Faculty of Economics, Medan State University Stambuk 2020. This research uses quantitative descriptive methods using simple linear regression analysis techniques and the data is analyzed using the SPSS 24.0 program. From the results of the analysis, it can be seen that Content Marketing has a positive and significant effect on the decision to purchase clothes at Shopee Live for students majoring in management, Faculty of Economics, Medan State University, Stambuk 2020, this is in accordance with the calculation results in the partial test/t test, the calculated t value is $> t$ table, namely $7.871 > 1.1996$ so that the significant value is $0.000 < 0.05$. So it is concluded that Content Marketing (X) has a positive and significant effect on Purchasing Decisions (Y).

Keywords: Content Marketing, Purchase Decision, Shopee Live.

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