PENGARUH *CONTENT MARKETING* DAN *HIGH CUSTOMER INVOLVEMENT* YANG DIMEDIASI PERSEPSI RESIKO TERHADAP KEPUTUSAN PEMBELIAN *ONLINE SHOPPER* DI *TIKTOK LIVE*

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

Sarjana Manajemen

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FACULTY OF BUSINESS

MANAGEMENT STUDY PROGRAM

CIKARANG

AUGUST, 2023

PANEL OF EXAMINERS

APPROVAL SHEET

The Panel of Examiners declare that the Thesis entitled **PENGARUH *CONTENT MARKETING* DAN *HIGH CUSTOMER INVOLVEMENT* YANG DIMEDIASI PERSEPSI RESIKO TERHADAP KEPUTUSAN PEMBELIAN *ONLINE SHOPPER* DI *TIKTOK LIVE*** that was submitted by Boeing Perdana Kusuma majoring in Management from the School of Business was assessed and approved to have passed the Oral Examinations on 29 August 2023

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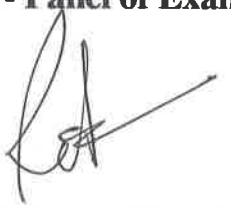

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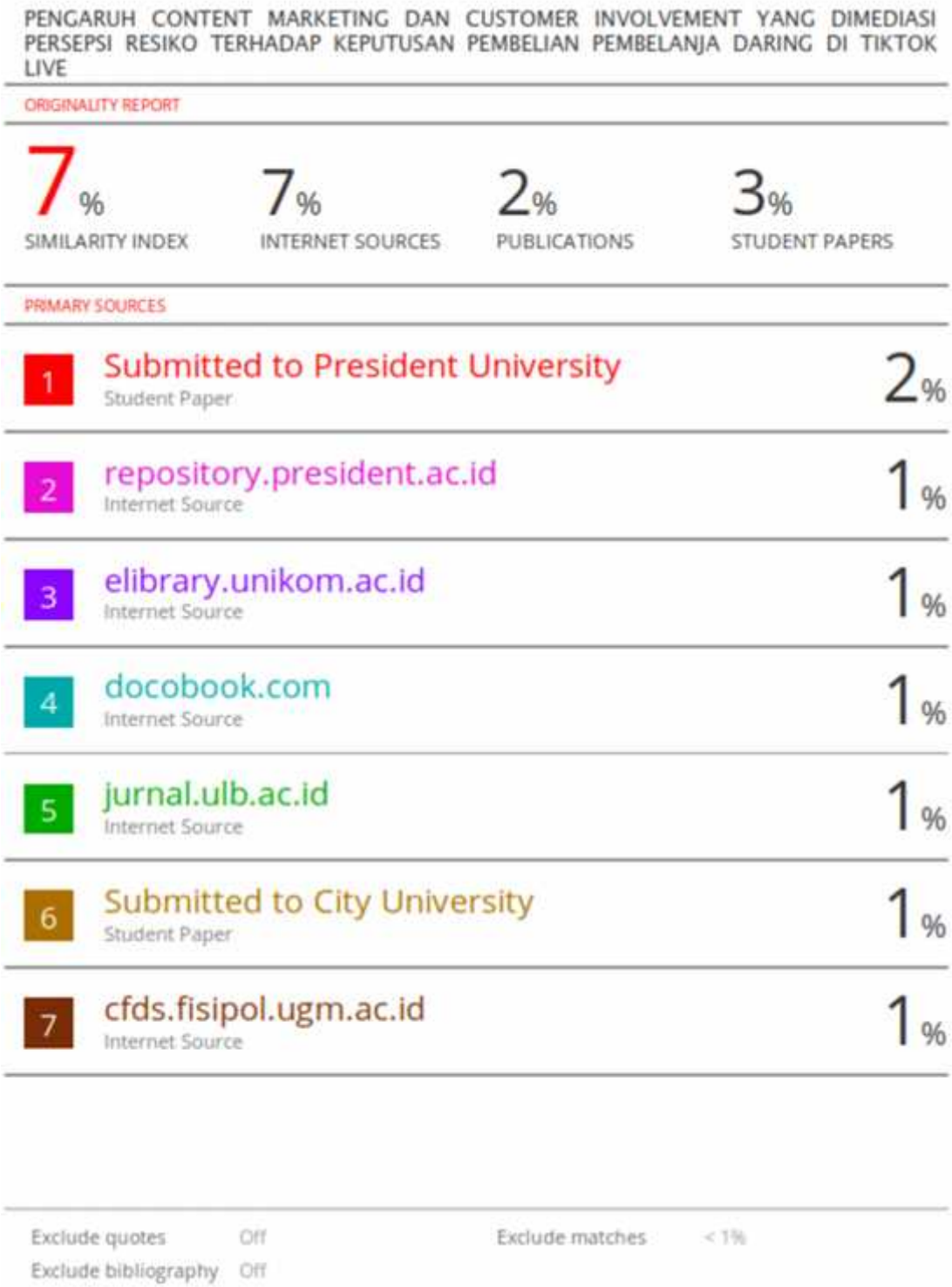

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ABSTRACT

The pandemic period that lasted more than 2 years changed many activities in Indonesia in various ways. Significant changes have occurred in business and marketing, the use of the internet and social media provides unlimited access for consumers to seek information and interact, which has an impact on making purchases. Tiktok has succeeded in becoming a social media that provides the most significant changes in marketing and spending. This is due to the high relevance between content and products so that it can change the decision of social media users to become buyers by reducing the doubts of buyers about the risks they will get. This study aims to examine the effect of content marketing, customer involvement, on purchasing decisions of online shoppers through Tiktok Live with perceived risk as a mediating variable. This research uses quantitative methods. The population in this study are consumers who use Tiktok social media and buy through Tiktok Live. The sampling technique used a non-probability sampling technique with a total of 130 respondents. Data collection techniques used questionnaires that had been tested for validity and reliability were processed with SmartPLS 3 and data analysis techniques with descriptive statistical tests, mediation tests and path analysis. The results of the study prove that content marketing affects perceived risk negative and significantly, customer involvement influences perceived risk positive and significantly, perceived risk influences purchasing decisions positive and significantly, content marketing has no significant effect on purchasing decisions, customer involvement influences purchasing decisions positive and significantly, perceived risk mediates the effect of content marketing on purchasing decisions negative and significantly, and perceived risk does not mediate the significant effect of customer involvement on purchasing decisions.

Keywords: Content Marketing, Customer Involvement, Perceived Risk*, and *Purchase Decision

ABSTRAK

Masa pandemi yang melebihi 2 tahun mengubah banyak aktifitas di Indonesia dalam berbagai cara. Perubahan secara signifikan terjadi dalam bisnis dan pemasaran, penggunaan dari internet dan media sosial memberikan akses tak terbatas kepada konsumen untuk mencari informasi dan berinteraksi, yang berdampak dalam melakukan pembelian. *Tiktok* berhasil menjadi media sosial yang memberikan perubahan paling signifikan dalam pemasaran dan pembelanjaan Hal ini dikarenakan relevansi antar *content* dan produk yang tinggi sehingga dapat mengubah keputusan pengguna media sosial menjadi pembeli dengan mengurangi keraguan pembeli akan resiko-resiko yang akan didapatkannya. Penelitian ini bertujuan untuk menguji pengaruh *content marketing,* keterlibatan kustomer, terhadap keputusan pembelian *online shopper* melalui Tiktok Live dengan penambahan persepsi resiko sebagai variabel mediasi. Penelitian ini menggunakan metode kuantitatif. Populasi dalam penelitian ini adalah konsumen yang menggunakan media sosial Tiktok dan membeli melalui Tiktok Live. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan jumlah sebanyak 130 responden. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya diolah dengan *SmartPLS 3* beserta dengan Teknik analisis data dengan uji statistik deskriptif, uji mediasi dan analisis jalur. Hasil penelitian membuktikan bahwa *content marketing* berpengaruh negatif dan signifikan terhadap persepsi resiko, *customer involvement* berpengaruh positif dan signifikan pada persepsi resiko, persepsi resiko berpengaruh positif dan signifikan pada keputusan pembelian, *content marketing* tidak berpengaruh secara signifikan terhadap keputusan pembelian, *customer involvement* berpengaruh positif dan signifikan terhadap keputusan pembelian, persepsi resiko berpengaruh positif dan signifikan terhadap keputusan pembelian, persepsi resiko memediasi pengaruh *content marketing* terhadap keputusan pembelian secara negatif dan signifikan, dan persepsi resiko tidak memediasi pengaruh *customer involvement* terhadap keputusan pembelian secara signifikan.

Kata Kunci *: Content Marketing, Customer Involvement*, Persepsi Resiko, dan Keputusan Pembelian

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Boeing Perdana Kusuma

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