

DAFTAR ISI

| | |
|---|------|
| HALAMAN PERSETUJUAN | ii |
| HALAMAN PENGESAHAN | iii |
| HALAMAN PERNYATAAN | iv |
| HALAMAN MOTTO | v |
| HALAMAN PERSEMBAHAN | vi |
| KATA PENGANTAR | vii |
| DAFTAR ISI | ix |
| DAFTAR TABEL | xiii |
| DAFTAR GAMBAR | xv |
| ABSTRAK | xvi |
| <i>ABSTRACT</i> | xvii |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang Masalah | 1 |
| 1.2 Rumusan Masalah | 8 |
| 1.3 Tujuan Penelitian..... | 8 |
| 1.4 Manfaat Penelitian..... | 9 |
| 1.5 Kerangka Teori..... | 10 |
| 1.5.1 Teori S-O-R (Stimulus, Organism, Respon)..... | 10 |
| 1.5.2 Teori Disonansi Kognitif (The Theory of Cognitive Dissonance).. | 13 |
| 1.6 Model Variabel..... | 15 |
| 1.7 Hipotesis | 16 |
| BAB II TINJAUAN PUSTAKA | 17 |
| 2.1 <i>Digital Marketing</i> | 17 |
| 2.1.1 Pengertian <i>Digital Marketing</i> | 17 |
| 2.1.2 Konsep Pemasaran Digital (<i>Content Marketing</i>) | 18 |
| 2.1.3 Jenis-Jenis <i>Digital Marketing</i> | 19 |
| 2.1.4 Tujuan Pemasaran..... | 22 |
| 2.1.5 Kelebihan dan Kekurangan <i>Digital Marketing</i> | 23 |
| 2.2 <i>Content Marketing</i> | 24 |
| 2.2.1 Pengertian <i>Content Marketing</i> | 24 |
| 2.2.2 Dimensi <i>Content Marketing</i> | 24 |
| 2.2.3 Manfaat <i>Content Marketing</i> | 28 |

| | |
|---|----|
| 2.3 Media Sosial..... | 29 |
| 2.3.1 Pengertian Media Sosial | 29 |
| 2.3.2 Karakteristik Media Sosial..... | 29 |
| 2.3.3 Fungsi Media Sosial | 30 |
| 2.3.4 Jenis-jenis Media Sosial..... | 31 |
| 2.3.5 Media Sosial sebagai Sarana Bisnis | 32 |
| 2.3.6 Macam-Macam Pemasaran melalui Media Sosial | 33 |
| 2.4 Instagram | 35 |
| 2.4.1 Pengertian Instagram | 35 |
| 2.4.2 Fitur-fitur Instagram | 36 |
| 2.4.3 Kelebihan dan Kekurangan Instagram..... | 38 |
| 2.5 Brand Image..... | 39 |
| 2.5.1 Pengertian <i>Brand image</i> | 39 |
| 2.5.2 Komponen Brand Image | 40 |
| 2.6 Sikap Konsumen | 41 |
| 2.6.1 Pengertian Sikap Konsumen | 41 |
| 2.6.2 Komponen Sikap Konsumen..... | 41 |
| 2.7 Penelitian Terdahulu..... | 42 |
| BAB III METODE PENELITIAN | 46 |
| 3.1 Jenis Penelitian..... | 46 |
| 3.2 Populasi dan Sampel..... | 46 |
| 3.2.1 Populasi..... | 46 |
| 3.2.2 Sampel | 47 |
| 3.3 Subjek dan Objek Penelitian..... | 49 |
| 3.3.1 Subjek Penelitian | 49 |
| 3.3.2 Objek Penelitian | 49 |
| 3.4 Sumber Data..... | 49 |
| 3.4.1 Data Primer | 49 |
| 3.4.2 Data Sekunder | 50 |
| 3.5 Teknik Pengumpulan Data..... | 50 |
| 3.5.1 Kuesioner (Angket) | 50 |
| 3.5.2 Studi Pustaka | 51 |
| 3.5.3 Observasi..... | 51 |
| 3.6 Variabel Penelitian | 52 |

| | | |
|------------------------|--|----|
| 3.6.1 | Variabel Independen (X)..... | 52 |
| 3.6.2 | Variabel Dependen (Y)..... | 52 |
| 3.6.3 | Variabel Moderasi (Z) | 52 |
| 3.7 | Definisi Konseptual | 53 |
| 3.7.1 | Variabel X: <i>Content Marketing</i> | 53 |
| 3.7.2 | Variabel Y: Brand Image | 53 |
| 3.7.3 | Variabel Z: Sikap Konsumen | 53 |
| 3.8 | Definisi Operasional..... | 54 |
| 3.8.1 | Variabel X: <i>Content Marketing</i> | 54 |
| 3.8.2 | Variabel Y: Brand Image | 55 |
| 3.8.3 | Variabel Z: Sikap Konsumen | 56 |
| 3.9 | Tingkat Pengukuran Variabel | 57 |
| 3.10 | Uji Validitas dan Uji Reliabilitas | 58 |
| 3.10.1 | Uji Validitas | 58 |
| 3.10.2 | Uji Reliabilitas..... | 59 |
| 3.11 | Uji Asumsi Klasik | 59 |
| 3.11.1 | Uji Normalitas | 59 |
| 3.11.2 | Uji Multikolinearitas..... | 60 |
| 3.11.3 | Uji Heteroskedastisitas | 60 |
| 3.12 | Analisis Data | 61 |
| 3.12.1 | Regresi Linear Sederhana | 61 |
| 3.12.2 | Moderated Regression Analysis (MRA)..... | 62 |
| 3.13 | Uji Statistik | 63 |
| 3.13.1 | Uji T..... | 63 |
| 3.13.2 | Koefisien Determinasi | 64 |
| BAB IV PEMBAHASAN..... | | 65 |
| 4.1 | Gambaran Umum Objek Penelitian | 65 |
| 4.2 | Deskripsi Responden | 69 |
| 4.2.1 | Karakteristik Responden..... | 69 |
| 4.3 | Hasil Penelitian | 71 |
| 4.3.1 | Deskriptif Penelitian | 71 |
| 4.3.2 | Analisis Variabel X (<i>Content Marketing</i>)..... | 71 |
| 4.3.3 | Analisis Deskriptif pada Variabel <i>Content Marketing</i> | 72 |
| 4.3.4 | Analisis Variabel <i>Brand Image</i> | 79 |

| | | |
|----------|--|-----|
| 4.3.5 | Analisis Deskriptif pada Variabel <i>Brand Image</i> | 80 |
| 4.3.6 | Analisis Variabel Sikap Konsumen..... | 83 |
| 4.3.7 | Analisis Deskriptif pada Variabel Sikap Konsumen | 84 |
| 4.4 | Uji Asumsi Klasik | 88 |
| 4.4.1 | Uji Normalitas | 88 |
| 4.4.2 | Uji Multikolinearitas..... | 90 |
| 4.4.3 | Uji Heteroskedastisitas | 91 |
| 4.5 | Analisis Data | 93 |
| 4.5.1 | Regresi Linear Sederhana | 93 |
| 4.5.2 | Moderated Regression Analysis (MRA)..... | 94 |
| 4.6 | Uji Statistik | 95 |
| 4.6.1 | Uji T..... | 95 |
| 4.6.2 | Koefisien Determinasi | 96 |
| 4.7 | Pembahasan Hasil Penelitian | 97 |
| BAB V | PENUTUP | 102 |
| 5.1 | Simpulan | 102 |
| 5.2 | Saran | 103 |
| DAFTAR | PUSTAKA | 105 |
| LAMPIRAN | | 108 |
| A. | Kuesioner..... | 108 |
| B. | Penelitian Terdahulu | 111 |
| C. | Data Diri Responden | 113 |
| D. | Tabulasi Data Kuesioner | 116 |
| E. | Perhitungan SPSS 25..... | 125 |