

**PENGARUH *BRAND LOYALTY*, *BRAND AWARENESS*, DAN *CONTENT MARKETING*
TERHADAP *ONLINE PURCHASE INTENTION* PRODUK XIAOMI PADA
KONSUMEN GEN Z PENGGUNA APLIKASI TIKTOK DI DAERAH
ISTIMEWA YOGYAKARTA**

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ABSTRAK

Penelitian ini menunjukkan bagaimana pengaruh *brand loyalty*, *brand awareness*, dan *content marketing* terhadap *online purchase intention* produk Xiaomi pada konsumen Gen Z pengguna aplikasi TikTok di Daerah Istimewa Yogyakarta diikuti oleh 113 responden. Metode yang digunakan adalah metode kuantitatif, teknik pengambilan sampel menggunakan *purposive sampling* dengan metode *purposive sampling*. Data dianalisis menggunakan program SPSS. Hasil penelitian menunjukkan bahwa *Brand Loyalty*, *Brand Awareness*, dan *Content Marketing*, baik secara individu maupun bersama-sama, berpengaruh signifikan terhadap *Online Purchase Intention*.

Kata Kunci: *Brand Loyalty*, *Brand Awareness*, *Content Marketing*, *Online Purchase Intention*, Generasi Z.

***THE INFLUENCE OF BRAND LOYALTY, BRAND AWARENESS, AND CONTENT
MARKETING ON ONLINE PURCHASE INTENTION OF XIAOMI PRODUCTS
AMONG GEN Z CONSUMERS USING TIKTOK IN THE SPECIAL REGION OF
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ABSTRACT

This study examines the influence of brand loyalty, brand awareness, and content marketing on the online purchase intention of Xiaomi products among Gen Z consumers using the TikTok application in the Special Region of Yogyakarta, with a total of 113 respondents. The research employs a quantitative method, with the sampling technique using purposive sampling. Data analysis is conducted using SPSS software. The results indicate that brand loyalty, brand awareness, and content marketing, both individually and collectively, have a significant influence on online purchase intention.

Keywords: Brand Loyalty, Brand Awareness, Content Marketing, Online Purchase Intention, Generation Z.