

ABSTRACT

The Effect of Content Marketing on Customer Engagement and Cosmetic Product Purchase Decisions During The Covid-19 Pandemic in Tangerang Selatan

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At the time the Covid-19 pandemic was happening, several business sectors decreased income. This is also felt by the product sector local cosmetics, so that they change and strengthen marketing in digital marketing. This study aims to determine whether there is a relationship between content marketing variables with customer engagement and purchasing decisions. This research method is a quantitative method, with content marketing as the independent variable while customer engagement and purchasing decisions as the dependent variable. the data collection process was carried out by distributing questionnaires and had been filled out by 129 respondents. The collected data was processed using IBM SPSS 22 and AMOS for path analysis. The results of the study show that content marketing has a positive effect on customer engagement and content marketing has a positive effect on purchasing decisions and customer engagement has an effect positive on purchasing decisions.

Keyword : *Content marketing, customer engagement, buying decisions*

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