

ABSTRAK

MUHAMAD SAHID PRADINO, 2026 “ANALISIS DAMPAK *CONTENT MARKETING* DAN *INFLUENCER MARKETING* TERHADAP MINAT BELI KONSUMEN PRODUK MINUMAN SIAP MINUM (*READY TO DRINK*) OLATTE MELALUI *BRAND AWARENESS* STUDI KASUS PT CREDO INDONESIA”. Skripsi, Program Studi S1 Manajemen Fakultas Ekonomi dan Bisnis Universitas Mohammad Husni Thamrin. Pembimbing: (1) Neneng Suryani, S.Sos., M.M. (2) Dr. Dra. Susiana Dewi Ratih, M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *Content Marketing*, *Influencer Marketing*, terhadap Minat Beli konsumen melalui *Brand Awareness* pada produk minuman siap minum (*Ready to Drink*) Olatte PT Credo Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan Teknik *purposive sampling*. Data diperoleh melalui penyebaran kuesioner kepada responden yang memenuhi kriteria dan dianalisis menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS). Data yang telah memenuhi uji *analisis model pengukuran (Outer Model)*, *convergent validity (Outer Loading)*, *construct reliability and Validity*, *discriminant validity heterotrait-monotrait ratio (HTMT)*, analisis model struktural (*R-Square*), koefisien determinasi (*R-Square*), koefisien jalur (*Path Coefficient*), pengujian hipotesis (*Specific InDirect Effect*), pengujian efek mediasi. Hasil penelitian menunjukkan bahwa *Influencer Marketing* tidak berpengaruh signifikan terhadap *Brand Awareness* ($t\text{-statistic} = 1,909$; $p\text{-value} = 0,056$), sedangkan *Content Marketing* berpengaruh positif dan signifikan terhadap *Brand Awareness* ($t\text{-statistic} = 3,572$; $p\text{-value} = 0,000$). *Brand Awareness* tidak berpengaruh signifikan terhadap Minat Beli ($t\text{-statistic} = 0,252$; $p\text{-value} = 0,801$), demikian pula *Influencer Marketing* tidak berpengaruh signifikan terhadap Minat Beli ($t\text{-statistic} = 1,467$; $p\text{-value} = 0,142$). Sebaliknya, *Content Marketing* berpengaruh positif dan signifikan terhadap Minat Beli ($t\text{-statistic} = 4,007$; $p\text{-value} = 0,000$). Selain itu, *Brand Awareness* tidak mampu memediasi pengaruh *Influencer Marketing* terhadap Minat Beli ($p\text{-value} = 0,825$) maupun pengaruh *Content Marketing* terhadap Minat Beli ($p\text{-value} = 0,823$). Berdasarkan hasil tersebut, dapat disimpulkan bahwa *Content Marketing* merupakan faktor yang berperan dalam meningkatkan *Brand Awareness* dan Minat Beli konsumen Olatte, sedangkan *Influencer Marketing* belum memberikan pengaruh yang signifikan, serta *Brand Awareness* tidak berperan sebagai variabel mediasi dalam hubungan tersebut.

Kata Kunci: *Brand Awareness*, *Content Marketing*, *Influencer Marketing*, Minat beli.

ABSTRAK

MUHAMAD SAHID PRADINO, 2026. "THE IMPACT OF CONTENT MARKETING AND INFLUENCER MARKETING ON CONSUMER PURCHASE INTENTION OF OLATTE READY-TO-DRINK BEVERAGE PRODUCTS THROUGH BRAND AWARENESS: A CASE STUDY OF PT CREDO INDONESIA." Undergraduate Thesis, Bachelor of Management Study Program, Faculty of Economics and Business, Universitas Mohammad Husni Thamrin. Advisors: (1) Neneng Suryani, S.Sos., M.M. (2) Dr. Dra. Susiana Dewi Ratih, M.M.

This study aims to analyze the effects of Content Marketing and Influencer Marketing on consumer Purchase Intention through Brand Awareness for Olatte ready-to-drink beverage products at PT Credo Indonesia. This research employed a quantitative approach using a purposive sampling technique. Data were collected through questionnaires distributed to respondents who met the predetermined criteria and were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The data analysis included the measurement model (Outer Model), convergent validity (Outer Loading), construct reliability and validity, discriminant validity using the Heterotrait-Monotrait Ratio (HTMT), structural model analysis (R-Square), path coefficients, hypothesis testing (Specific Indirect Effects), and mediation effect testing. The results showed that Influencer Marketing did not have a significant effect on Brand Awareness (t -statistic = 1.909; p -value = 0.056), while Content Marketing had a positive and significant effect on Brand Awareness (t -statistic = 3.572; p -value = 0.000). Brand Awareness did not have a significant effect on Purchase Intention (t -statistic = 0.252; p -value = 0.801), and Influencer Marketing also did not have a significant effect on Purchase Intention (t -statistic = 1.467; p -value = 0.142). In contrast, Content Marketing had a positive and significant effect on Purchase Intention (t -statistic = 4.007; p -value = 0.000). Furthermore, Brand Awareness did not mediate the effect of Influencer Marketing on Purchase Intention (p -value = 0.825) or the effect of Content Marketing on Purchase Intention (p -value = 0.823). Based on these findings, Content Marketing plays a significant role in increasing Brand Awareness and Purchase Intention among Olatte consumers, whereas Influencer Marketing does not have a significant effect. In addition, Brand Awareness does not function as a mediating variable in the relationships between Content Marketing and Influencer Marketing and Purchase Intention.

Keywords: Brand Awareness, Content Marketing, Influencer Marketing, Purchase Intention.