

ABSTRAK

ANALISIS PERSEPSI CONTENT MARKETING DAN CUSTOMER ENGAGEMENT PADA E-COMMERCE SHOPEE DAN TOKOPEDIA DI DAERAH ISTIMEWA YOGYAKARTA

Fortunela Seftrianggita Ganisworo
Prodi Manajemen, Fakultas Ekonomi
Universitas Sanata Dharma
Yogyakarta
2024

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *Content Marketing* terhadap *Customer Engagement* pengguna Shopee (2) Pengaruh *Content Marketing* terhadap *Customer Engagement* pengguna Tokopedia, (3) Perbedaan persepsi *Content Marketing* antara pengguna Shopee dan Tokopedia, (4) Perbedaan persepsi *Customer Engagement* antara generasi X dan Z. Jenis penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah pengguna Shopee dan Tokopedia yang termasuk ke dalam generasi X atau Z di Daerah Istimewa Yogyakarta. Sampel dalam penelitian ini sebanyak 96 responden dengan pengambilan sampel menggunakan teknik *purposive sampling*. Teknik analisis data dalam penelitian ini adalah analisis regresi linear sederhana dengan menggunakan IBM SPSS 20. Hasil penelitian ini menunjukkan: (1) *Content Marketing* berpengaruh terhadap *Customer Engagement* pengguna Shopee, (2) *Content Marketing* berpengaruh terhadap *Customer Engagement* pengguna Tokopedia, (3) Tidak terdapat perbedaan persepsi *Content Marketing* antara *customer* Shopee dan Tokopedia, (4) Terdapat perbedaan persepsi *Customer Engagement* antara generasi X dan Z.

Kata kunci: *Content Marketing, Customer Engagement.*

ABSTRACT

**ANALYSIS OF PERCEPTIONS OF CONTENT MARKETING AND
CUSTOMER ENGAGEMENT ON E-COMMERCE SHOPEE AND
TOKOPEDIA IN THE SPECIAL REGION OF YOGYAKARTA**

*Fortunela Seftrianggita Ganisworo
Management Study Program, Economics Faculty
Sanata Dharma University
Yogyakarta
2024*

This research aims to determine: (1) The influence of Content Marketing on Shopee users' Customer Engagement (2) The influence of Content Marketing on Tokopedia users' Customer Engagement, (3) Differences in Content Marketing perceptions between Shopee and Tokopedia users, (4) Differences in perceptions of users' Customer Engagement between generations X and Z. This type of research is quantitative research. The population in this study are Shopee and Tokopedia users who belong to generation X or Z in the Special Region of Yogyakarta. The sample in this study was 96 respondents with sampling using purposive sampling technique. The data analysis technique in this research is simple linear regression analysis using IBM SPSS 20. The results of this research show: (1) Content Marketing influenced Customer Engagement of Shopee users, (2) Content Marketing influenced Customer Engagement of Tokopedia users, (3) There was no differences in Content Marketing perceptions between Shopee and Tokopedia customers, (4) There were differences in Customer Engagement perceptions between generations X and Z.

Keywords: *Content Marketing, Customer Engagement.*