

## ABSTRAK

Skripsi dengan judul “Pengaruh Citra Merek, Kualitas Produk dan *Content Marketing* terhadap Loyalitas Konsumen (Studi Kasus: UMKM Olahan Kelor Nya’Oemi Kota Mojokerto)” di tulis oleh Firdaus Lilik Kurnia Dewi, NIM.12405173153, Jurusan Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Sayyid Ali Rahmatullah Tulungagung, Dibimbing oleh Nadia Roosmalita Sari, S.Pd., M.Kom.

Latar belakang penelitian ini ialah upaya yang dapat dilakukan UMKM agar mampu bersaing di era serba digital dan mempertahankan eksistensinya di masa pandemi Covid-19. Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, kualitas produk dan *content marketing* terhadap loyalitas konsumen UMKM Olahan Kelor Nya’Oemi.

Sampel pada penelitian ini sebanyak 100 orang konsumen UMKM Olahan Kelor Nya’Oemi yang berusia minimal 17 tahun dan pernah melakukan pembelian produk UMKM Olahan Kelor Nya’Oemi. Metode penentuan sampelnya ialah *purposive sampling* dan data yang ditetapkan penelitian ini antaranya adalah uji validitas dan uji reliabilitas, uji asumsi klasik, uji koefisien determinasi, uji F, uji t, dan analisis regresi linier berganda.

Dari hasil pengujian terhadap keempat hipotesis, dapat disimpulkan bahwa citra merek tidak berpengaruh secara signifikan terhadap loyalitas konsumen. Kualitas produk berpengaruh secara signifikan terhadap loyalitas konsumen. *Content marketing* tidak berpengaruh secara signifikan terhadap loyalitas konsumen. Dan terdapat pengaruh secara simultan antara citra merek, kualitas produk dan *content marketing* terhadap loyalitas konsumen UMKM Olahan Kelor Nya’Oemi dengan *R Square* sebesar 46%.

**Kata kunci: Citra Merek, *Content Marketing*, Kualitas Produk, Loyalitas Konsumen**

## **ABSTRACT**

This thesis entitled “The Influence of Brand Image, Product Quality and Content Marketing on Consumer Loyalty (Case Study: MSME Processed Moringa Nya'Oemi Mojokerto City)” was written by Firdaus Lilik Kurnia Dewi, NIM.12405173153, Department of Sharia Business Management, Faculty of Economics and Islamic Business, Sayyid Ali Rahmatullah University Tulungagung, Supervised by Nadia Roosmalita Sari, S.Pd., M.Kom.

The background of this research is the efforts that can be made by MSMEs to be able to compete in the all-digital era and maintain their existence during the Covid-19 pandemic. This study aims to determine the effect of brand image, product quality and content marketing on consumer loyalty of Nya'Oemi Processed Moringa SMEs.

The sample in this study was 100 consumers of MSME Processed Moringa Nya'Oemi who were at least 17 years old and had purchased products from MSME Processed Moringa Nya'Oemi. The method of determining the sample is purposive sampling and the data determined by this study include validity and reliability tests, classical assumption tests, coefficients of determination, F tests, t tests, and multiple linear regression analysis.

From the results of testing the four hypotheses, it can be concluded that brand image has no significant effect on consumer loyalty. Product quality has a significant effect on consumer loyalty. Content marketing has no significant effect on consumer loyalty. And there is a simultaneous influence between brand image, product quality and content marketing on consumer loyalty of Nya'Oemi Processed Moringa SMEs with an R Square of 46%.

**Keywords: Brand Image, Content Marketing, Product Quality, Consumer Loyalty**