

ABSTRAK

Skripsi dengan judul “Pengaruh *Search Engine Optimization*, *Content Marketing*, dan *Online Customer Review* terhadap Keputusan Pembelian Produk Fashion di Platform Digital” ini ditulis oleh Tahta Najmatul Mala, NIM. 1860405222148, dengan pembimbing Fatwa Adhma Khoiri, M.Sc.

Kata Kunci: *Search Engine Optimization*, *Content Marketing*, dan *Online Customer Review*, Keputusan Pembelian, dan CDM.

Penelitian ini dilatarbelakangi oleh masih terbatasnya kajian yang mengintegrasikan SEO, *content marketing*, dan *online customer review* dalam memengaruhi keputusan pembelian pada sektor fashion digital. Di tengah perkembangan pemasaran digital, ketiga variabel tersebut menjadi strategi penting dalam menarik perhatian dan membentuk keputusan konsumen.

Penelitian ini bertujuan menganalisis pengaruh *Search Engine Optimization* (SEO), *content marketing*, dan *online customer review* terhadap keputusan pembelian produk fashion pada platform digital. Latar belakang penelitian didasarkan pada masih terbatasnya kajian empiris yang mengintegrasikan ketiga variabel tersebut dalam konteks pemasaran digital.

Penelitian menggunakan pendekatan kuantitatif dengan desain *explanatory research*. Data dikumpulkan melalui kuesioner daring terhadap 105 responden dengan teknik *non-probability sampling*. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan SPSS 20. Kerangka teoritis yang digunakan adalah *Consumer Decision Model* (CDM).

Hasil penelitian menunjukkan bahwa secara parsial SEO dan *content marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan *online customer review* tidak berpengaruh signifikan. Secara simultan, ketiga variabel berpengaruh signifikan dengan kontribusi sebesar 55,6%. Variabel *content marketing* merupakan faktor paling dominan, diikuti oleh SEO.

ABSTRACT

The thesis entitled "The Influence of Search Engine Optimization, Content Marketing, and Online Customer Review on Fashion Product Purchase Decisions on Digital Platforms" was written by Tahta Najmatul Mala, NIM. 1860405222148, with the supervisor Fatwa Adhma Khoiri, M.Sc.

Keywords: Search Engine Optimization, Content Marketing, Online Customer Review, Purchase Decision, and CDM.

This research is motivated by the limited number of studies integrating SEO, content marketing, and online customer reviews in influencing purchase decisions in the digital fashion sector. Amid the rapid growth of digital marketing, these three variables have become essential strategies in attracting attention and shaping consumer decisions.

This study aims to analyze the influence of Search Engine Optimization (SEO), content marketing, and online customer reviews on purchasing decisions for fashion products on digital platforms. The background of this research is based on the limited number of empirical studies that integrate these three variables within the context of digital marketing.

This study employs a quantitative approach with an explanatory research design. Data were collected through an online questionnaire distributed to 105 respondents using a non-probability sampling technique. Data analysis was conducted using multiple linear regression with the assistance of SPSS 20. The theoretical framework applied in this study is the Consumer Decision Model (CDM).

The results indicate that partially, SEO and content marketing have a positive and significant effect on purchasing decisions, while online customer reviews do not have a significant effect. Simultaneously, the three variables have a significant influence with a contribution of 55.6%. Content marketing is identified as the most dominant factor, followed by SEO.