

ABSTRAK

Rinaldi Mahendra, 2024. Pengaruh *Content Marketing of* Tiktok terhadap *Purchase intention* dimediasi oleh *Brand Awareness* (Studi pada produk Skintific di Kota Ternate). Pembimbing utama Ida Hidayanti, pembimbing pendamping Sulfi Abdul Haji.

Penelitian ini bertujuan untuk mengetahui pengaruh *Content marketing of* Tiktok terhadap *Purchase Intention* dimediasi oleh *Brand Awareness* (studi pada produk *skincare* Skintific di Kota Ternate). Jenis penelitian ini menggunakan pendekatan kuantitatif. Sampel yang digunakan pada penelitian ini berjumlah 150 orang. Pengumpulan data dalam penelitian ini menggunakan data primer yang diperoleh secara langsung dari kuesioner fisik dan online dan menggunakan alat bantu program SEM-PLS. Hasil penelitian menunjukkan bahwa 1). *Content Marketing of* Tiktok berpengaruh signifikan terhadap *Purchase Intention*; 2) *Content Marketing Of* Tiktok berpengaruh signifikan terhadap *Brand Awareness*; 3) *Brand Awareness* berpengaruh signifikan *Purchase intention*; 4) *Brand Awareness* tidak berpengaruh signifikan secara parsial sebagai hubungan antara *Content Marketing of Tiktok terhadap purchase intention*.

Kata Kunci: *Content Marketing, Purchase Intention, Brand Awareness*

ABSTRAK

Rinaldi Mahendra, 2024. *The influence of Content Marketing of Tiktok on Purchase intention is mediated by Brand Awareness (Study on skincare Skintific products in Ternate City). Main mentor Ida Hidayanti, companion supervisor Sulfi Abdul Haji.*

This research aims to determine the influence of Content marketing of Tiktok on Purchase Intention mediated by Brand Awareness (study of Skintific products in Ternate City). This type of research uses a quantitative approach. The sample used in this research was 150 people. Data collection in this research used primary data obtained directly from physical and online questionnaires and used the SEM-PLS program tools. The research results show that 1). Content Marketing of Tiktok has a significant influence on Purchase Intention; 2) Content Marketing of Tiktok has a significant effect on Brand Awareness: 3) Brand Awareness has a significant effect on Purchase intention; 4) Brand Awareness does not have a partially significant effect on the relationship between Content Marketing of Tiktok and purchase intention.

Keywords: *Content Marketing, Purchase Intention, Brand Awareness*