

ABSTRAK

Seiring dengan adanya perkembangan teknologi dan internet yang berdampak pada perubahan perilaku konsumen salah satunya perilaku pembelian, yaitu berbelanja secara online. Adanya perubahan perilaku pembelian membuat platform marketplace berkembang pesat, salah satu marketplace yang menjadi pilihan konsumen dalam membeli produk adalah Shopee. Faktor-faktor seperti *content marketing*, gratis ongkir, dan *online customer review* diyakini dapat mempengaruhi keputusan pembelian secara online. Penelitian ini bertujuan untuk menganalisis pengaruh *content marketing*, gratis ongkir, dan *online customer review* terhadap keputusan pembelian skincare Somethinc pada marketplace Shopee dengan studi kasus mahasiswa Kota Jember. Metode penelitian ini menggunakan pendekatan kuantitatif melalui kuesioner dengan total sampel 190. Hasil penelitian menunjukkan *content marketing* berpengaruh secara signifikan terhadap keputusan pembelian ($\text{sig.}0,001$, $t_{\text{hitung}} 4,440 > t_{\text{tabel}} 1,972$), gratis ongkir berpengaruh secara signifikan terhadap keputusan pembelian ($\text{sig.}0,001$, $t_{\text{hitung}} 4,380 > t_{\text{tabel}} 1,972$), dan *online customer review* berpengaruh secara signifikan terhadap keputusan pembelian ($\text{sig.} 0,000$, $t_{\text{hitung}} 3,692 > t_{\text{tabel}} 1,972$). Hasil uji determinasi sebesar 67,6% yang berarti 67,6% perubahan pada variabel keputusan pembelian dapat dijelaskan oleh ketiga variabel. Hasil penelitian dapat memberikan kontribusi bagi produk skincare Somethinc dalam menentukan strategi marketing guna meningkatkan penjualan.

Kata kunci: *content marketing*, gratis ongkir, *online customer review*, keputusan pembelian, mahasiswa, marketplace

ABSTRACT

Along with the development of technology and the internet that has an impact on changes in consumer behavior, one of which is purchasing behavior, namely shopping online. The change in purchasing behavior has made the marketplace platform grow rapidly, one of the marketplaces that consumers choose to buy products is Shopee. Factors such as content marketing, free shipping, and online customer reviews are believed to influence online purchasing decisions. This research aims to analyze the influence of content marketing, free shipping, and online customer reviews on the purchasing decision of Somethinc skincare on the Shopee marketplace with a case study of Jember City students. This research method uses a quantitative approach through a questionnaire with a total sample of 190. The results of the study showed that content marketing has a significant effect on purchasing decisions (sig.0.001, t count 4.440 > t table 1.972), free shipping has a significant effect on purchasing decisions (sig.0.001, t count 4.380 > t table 1.972), and online customer reviews have a significant effect on purchasing decisions (sig. 0.000, t count 3.692 > t table 1.972). The results of the determination test were 67.6%, which means that 67.6% of changes in the purchasing decision variable can be explained by the three variables. The results of the study can contribute to Somethinc skincare products in determining marketing strategies to increase sales.

Keywords: content marketing, free shipping, online customer review, purchasing decisions, students, marketplace