

ABSTRAK

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Judul Tesis Pengaruh Harga Dan *Content Marketing* Terhadap *Purchase intention* Pada PT Pupuk Iskandar Muda Dengan *Brand image* Sebagai Variabel Intervening

Penelitian ini bertujuan untuk menganalisis peran *Brand image* terhadap hubungan antara *pricing*, *Content Marketing* dengan *purchase intention* pada Pt Pupuk Iskandar Muda. Peneliti menganalisis data dengan menggunakan metode analisis SEM_Amos, melalui penyebaran questioner sebanyak 145 responden suplier PT Pupuk Iskandar Muda. Metode yang digunakan ialah metode kuantitatif, dengan menguji pengaruh secara langsung variabel independen terhadap dependen, pengaruh secara tidak langsung antara variabel dependen terhadap independen melalui variabel intervening atau moderasi, kemudian untuk menguji pengaruh secara total antara variabel dependen, variabel intervenig terhadap independen. Hasil penelitian menyimpulkan bahwa variabel harga dan *Content Marketing* berpengaruh signifikan terhadap terhadap *Brand image* kemudian variabel harga, *Content Marketing* dan *Brand image* berpengaruh signifikan terhadap *Purchase Intention*. *Brand image* memediasi variabel harga dan *Content Marketing* terhadap *Purchase intention* pada PT Pupuk Iskandar Muda.

Kata Kunci: *Brand image*, Harga, *Content Marketing*, *Purchase Intention*

ABSTRACT

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Thesis Title *The Influence of Price and Content Marketing on Purchase intention at PT Pupuk Iskandar Muda with Brand image as an Intervening Variable*

This study aims to analyze the role of Brand image on the relationship between pricing, Content Marketing and Purchase intention at Pt Pupuk Iskandar Muda. Researchers analyzed the data using the SEM_Amos analysis method, by distributing questionnaires to 145 respondents from PT Pupuk Iskandar Muda suppliers. The method used is a quantitative method, by testing the direct influence of the independent variable on the dependent, the indirect influence of the dependent variable on the independent through intervening or moderating variables, then to test the total influence of the dependent variable, the intervening variable on the independent. The research results concluded that the price and Content Marketing variables had a significant effect on Brand image, then the price, Content Marketing and Brand image variables had a significant effect on Purchase Intention. Brand image mediates price and Content Marketing variables on Purchase intention at PT Pupuk Iskandar Muda.

Keywords: Brand image, Price, Content Marketing, Purchase Intention