

**PENGARUH *REVIEW PRODUCT* DAN *CONTENT MARKETING* TERHADAP KEPUTUSAN PEMBELIAN
PRODUK AEROSTREET
(Studi Pada Mahasiswa STIE PGRI Dewantara Jombang)**

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui data dan menjelaskan *pengaruh review product* dan *content marketing* terhadap keputusan pembelian produk Aerostreet pada Mahasiswa STIE PGRI Dewantara Jombang. Penelitian ini menggunakan metode penelitian kuantitatif yang dilaksanakan melalui pengumpulan data kuisisioner. Populasinya adalah Mahasiswa STIE PGRI Dewantara Jombang yang pernah membeli produk Aerostreet dengan sampel penelitian sebanyak 130 responden. Analisa data dengan menggunakan metode statistic Regresi Linier Berganda dan pengujian hipotesis dan koefisien determinasi (R^2). Data diolah menggunakan SPSS 20. Berdasarkan hasil penelitian menunjukkan bahwa *review product* berpengaruh positif dan signifikan terhadap keputusan pembelian , serta *content marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci : Riview Product, Content Marketing, Keputusan Pembelian

**THE INFLUENCE OF PRODUCT REVIEW AND CONTENT
MARKETING ON THE PURCHASE DECISION OF AEROSTREET
PRODUCTS**

(Study on STIE PGRI Dewantara Jombang Students)

ABSTRACT

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This study aims to find out the data and explain the effect of product reviews and content marketing on purchasing decisions for Aerostreet products for STIE PGRI Dewantara Jombang students. This study uses quantitative research methods carried out through questionnaire data collection. The population is STIE PGRI Dewantara Jombang students who have purchased Aerostreet products with a sample of 130 respondents. Data analysis using the Multiple Linear Regression statistic method and testing the hypothesis and the coefficient of determination (R^2). The data was processed using SPSS 20. Based on the results of the study, it was shown that product reviews had a positive and significant effect on purchasing decisions, and content marketing had a positive and significant effect on purchasing decisions.

Keywords: Product Review, Content Marketing, Purchase Decision