

ABSTRAK

Dwi Astutik, Silvia. 2022. Skripsi. **Pengaruh *E-Service Quality*, *Social Media Marketing* dan *Content Marketing* terhadap *Brand Awareness* pada PT Pos Indonesia (Persero) Kota Probolinggo.** Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini dilakukan pada PT Pos Indonesia (Persero) Kota Probolinggo dengan tujuan Untuk mengetahui pengaruh signifikan *E-Service Quality* secara parsial terhadap *Brand Awareness*, pengaruh signifikan *Social Media Marketing* secara parsial terhadap *Brand Awareness*, pengaruh signifikan *Content Marketing* secara parsial terhadap *Brand Awareness* serta pengaruh signifikan *E-Service Quality*, *Social Media Marketing*, *Content Marketing* secara simultan terhadap *Brand Awareness*.

Populasi dalam penelitian ini adalah seluruh pelanggan yang telah menggunakan jasa pengiriman barang pada PT Pos Indonesia (Persero) Kota Probolinggo periode Februari 2022 sebanyak 3.128 pelanggan dengan perhitungan sampel menggunakan rumus Slovin sebanyak 97 responden yang menggunakan teknik analisis statistik deskriptif dengan pendekatan kuantitatif. Metode analisis data menggunakan uji validitas dan uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, Analisis Koefisien Determinasi (Adjusted R Square), uji t, uji F dengan bantuan SPSS Versi 23.

Hasil penelitian menunjukkan bahwa seluruh item pernyataan valid yaitu r_{hitung} lebih besar dari r_{tabel} yaitu 0,1996 dan hasil uji reliabilitas menunjukkan hasil yang reliabel yaitu diatas 0,60. Dapat dibuktikan bahwa variabel *E-Service Quality*, *Social Media Marketing*, *Content Marketing* berpengaruh signifikan secara parsial terhadap *Brand Awareness* dimana *E-Service Quality* diperoleh nilai t_{hitung} sebesar $3,494 >$ dari t_{tabel} 1,98580, *Social Media Marketing* diperoleh t_{hitung} sebesar $2,800 >$ dari t_{tabel} 1,98580, dan *Content Marketing* diperoleh t_{hitung} sebesar $11,671 >$ dari t_{tabel} 1,98580. Sedangkan dari uji simultan dibuktikan bahwa variabel *E-Service Quality*, *Social Media Marketing*, *Content Marketing* berpengaruh signifikan secara simultan terhadap *Brand Awareness* dimana diperoleh nilai F_{hitung} $214,091 >$ F_{tabel} 2,70.

Kata Kunci: *E-Service Quality*, *Social Media Marketing*, *Content Marketing*, *Brand Awareness*.

ABSTRACT

Dwi Astutik, Silvia. 2022. Thesis. *The Effect of E-Service Quality, Social Media Marketing and Content Marketing on Brand Awareness at PT Pos Indonesia (Persero) Probolinggo City*. Management Study Program, Faculty of Economics, University of Panca Marga Probolinggo.

This research was conducted at PT Pos Indonesia (Persero) Probolinggo City with the aim of knowing the partial significant effect of E-Service Quality on Brand Awareness, partially significant influence of Social Media Marketing on Brand Awareness, partial significant influence of Content Marketing on Brand Awareness and the partial influence of Content Marketing on Brand Awareness. significant E-Service Quality, Social Media Marketing, Content Marketing simultaneously on Brand Awareness.

The population in this study were all customers who had used the delivery service of goods at PT Pos Indonesia (Persero) Probolinggo City for the period of February 2022 as many as 3,128 customers with a sample calculation using the Slovin formula as many as 97 respondents using descriptive statistical analysis techniques with a quantitative approach. The data analysis method uses validity and reliability tests, classical assumption tests, multiple linear regression analysis, Coefficient of Determination Analysis (Adjusted R Square), t test, F test with the help of SPSS Version 23.

The results showed that all statement items were valid, namely r_{count} greater than r_{table} , namely 0.1996 and the results of the reliability test showed reliable results, which were above 0.60. It can be proven that the variables of E-Service Quality, Social Media Marketing, Content Marketing have a partial significant effect on Brand Awareness where E-Service Quality obtained a t value of $3.494 >$ from t_{table} 1.98580, Social Media Marketing obtained t_{count} of 2.800 $>$ from t_{table} 1.98580, and Content Marketing obtained t_{count} of 11.671 $>$ from t_{table} 1.98580. Meanwhile, from the simultaneous test, it is proven that the variables of E-Service Quality, Social Media Marketing, Content Marketing have a significant simultaneous effect on Brand Awareness where the F_{count} value is 214,091 $>$ F_{table} 2.70.

Keywords: *E-Service Quality, Social Media Marketing, Content Marketing, Brand Awareness.*