

ABSTRACT

INFLUENCE, PRODUCT QUALITY, PRICE, CONTENT MARKETING, AND BANDWAGON EFFECT ON CONSUMER SATISFACTION IN THE ONLINE FASHION FIELD

(Case Study on S1 Student at Siliwangi University Class of 2021)

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This research aims to determine the influence of product quality, price, content marketing, and bandwagon effect on consumer satisfaction in the online fashion sector. Using Quantitative research type. The population in this study were undergraduate students at Siliwangi University Class of 2021. Sampling used purposive sampling. The number of samples in the research was 100 respondents. Validity test using the Eviews 12 application and Reliability Test using the Cronbach Alpha formula. Based on the results of the regression analysis, seen from the hypothesis test, product quality is significantly positive, price is significantly positive, content marketing is significantly positive, bandwagon effect is significantly positive, which means that all variables (X) have a significant effect on consumer satisfaction (Y) partially, together, and statistics. Based on the results of the determination, R² is 56%, while the remaining 44% is explained by other factors.

Keywords: product quality, price, content marketing, bandwagon effect, consumer satisfaction

ABSTRAK

**PENGARUH, KUALITAS PRODUK, HARGA, *CONTENT MARKETING*, DAN
BANDWAGON EFFECT TERHADAP KEPUASAN KONSUMEN DI BIDANG
FASHION SECARA ONLINE
(Studi Kasus pada Mahasiswa S1 Universitas Siliwangi Angkatan 2021)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas produk, harga, *content marketing*, dan *bandwagon effect* terhadap kepuasan konsumen di bidang *fashion secara online*. Menggunakan jenis penelitian Kuantitatif. Populasi dalam penelitian ini adalah mahasiswa S1 Universitas Siliwangi Angkatan 2021. Pengambilan sampel menggunakan *purposive sapling* . Jumlah sampel dalam penelitian adalah 100 Responden. Uji validitas menggunakan aplikasi EvIEWS 12 dan Uji Reliabilitas menggunakan rumus Cronbach Alpha. Berdasarkan hasil analisis regresi, di lihat dari uji hipotesis, kualitas produk positif signifikan, harga positif signifikan, *content marketing* positif signifikan, *bandwagon effect* positif signifikan yang artinya semua variable (X) berpengaruh signifikan terhadap kepuasan konsumen (Y) secara parsial, bersama-sama, dan statistik. Berdasarkan hasil determinasi R² besarnya adalah 56% sedangkan sisannya adalah 44% diterangkan oleh faktor lain.

Kata Kunci: Kualitas Produk, Harga, *Content marketing*, *Bandwagon effect*, Kepuasan konsumen