

## ABSTRAK

Fakultas Ekonomi dan Bisnis  
Program Studi S-1 Manajemen  
2021

Maryam Rahmawati  
120.2017.152

Efektivitas *Digital Content Marketing* Terhadap Loyalitas Pelanggan *Online Food Delivery Service* Dimediasi oleh Peranan *Electronic Word-of-mouth* pada Aplikasi Gojek Fitur Gofood dan Tinjauannya Dari Sudut Pandang Islam (Studi Kasus pada Pengguna Fitur Gofood di Wilayah DKI Jakarta)

102 halaman + xiv halaman + 16 tabel + 8 gambar dan 6 lampiran

### Abstrak

Penelitian ini bertujuan untuk mengetahui efektivitas *digital content marketing* terhadap loyalitas pelanggan *online food delivery service* dimediasi oleh peranan *electronic word-of-mouth* pada aplikasi Gojek fitur Gofood dan tinjauannya dari sudut pandang Islam. Populasi dalam penelitian adalah pengguna fitur Gofood yang berdomisili di wilayah DKI Jakarta. Teknik pengambilan sampel yang digunakan adalah *accidental sampling*. Jumlah responden pada penelitian ini sebanyak 369 orang. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan yaitu *Partial Least Square Structural Equation Modelling* (PLS-SEM) untuk menguji semua hipotesis menggunakan *Software smartPLS 3.0*.

Hasil penelitian menunjukkan bahwa: (1) DCM berpengaruh positif dan signifikan terhadap loyalitas pelanggan. (2) DCM berpengaruh positif dan signifikan terhadap e-WOM. (3) E-WOM berpengaruh positif dan signifikan terhadap loyalitas pelanggan (4) E-WOM dapat memediasi DCM terhadap loyalitas pelanggan. Nilai adj R<sup>2</sup> loyalitas pelanggan sebesar 0,846 dan nilai adj R<sup>2</sup> 0,860 menunjukkan bahwa variasi pada variabel independen yang digunakan pada penelitian ini berperan terhadap variasi pada variabel dependen.

Dalam Islam, *digital content marketing*, e-WOM dan loyalitas pelanggan haruslah dijalankan sesuai dengan prinsip syariat Islam. Sesuai anjuran Rasulullah SAW, ada empat sikap yang perlu diterapkan yaitu *shiddiq* (benar dan jujur), *amanah* (terpercaya), *fathonah* (cerdas), *tabligh* (komunikatif). Dalam menjalankan perniagaan maupun pemasaran keempat aspek tersebut haruslah diterapkan dan menghindari unsur tercela maupun riba.

**Kata Kunci** : *Digital Content Marketing* (DCM), *Electronic Word-of-mouth* (e-WOM), loyalitas pelanggan, Islam.

## ABSTRACT

*Faculty Of Economy And Bussiness  
Study Program S-1 Management  
2020*

**Maryam Rahmawati**  
120.2017.152

*The Effectiveness of Digital Content Marketing on Online Food Delivery Service Customer Loyalty is Mediated by the Role of Electronic Word-of-mouth in the Gojek Application, the Gofood Feature and its Review from an Islamic Perspective (Case Study on Gofood Feature Users in the DKI Jakarta Area).*

*102 pages + xiv pages + 16 tables + 8 pictures and 6 attachments*

### **Abstract**

*This study aims to determine the effectiveness of digital content marketing on online food delivery service customer loyalty mediated by the role of electronic word-of-mouth in the Gojek application, the Gofood feature, and its review from an Islamic point of view. The population in this study is Gofood feature users who are domiciled in the DKI Jakarta area. The sampling technique used is accidental sampling. The number of respondents in this study were 369 people. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling (PLS-SEM) to test all hypotheses using smartPLS 3.0 software.*

*The results showed that: (1) DCM had a positive and significant effect on customer loyalty. (2) DCM has a positive and significant effect on e-WOM. (3) E-WOM has a positive and significant effect on customer loyalty (4) E-WOM can mediate DCM on customer loyalty. The value of adj R<sup>2</sup> for customer loyalty is 0.846 and the value of adj R<sup>2</sup> is 0.860, indicating that variations in the independent variables used in this study contribute to variations in the dependent variable.*

*In Islam, digital content marketing, e-WOM, and customer loyalty must be carried out in accordance with Islamic sharia principles. According to the teachings of the Prophet SAW, there are four attitudes that need to be applied, namely shiddiq (true and honest), amanah (trusted), fathonah (intelligent), tabligh (communicative). In carrying out commerce and marketing these four aspects must be applied and avoid reprehensible elements and usury.*

**Keywords** : *Digital Content Marketing (DCM), Electronic Word-of-mouth (e-WOM), Customer Loyalty, Islam.*