

ABSTRAK

Dela Rahmayani Agustianingsih. 2026. Pengaruh Harga, *Content Marketing*, e-WOM, dan *Online Customer Review* Terhadap Minat Beli Ulang *Voucher Outlet* Momoyo 2 Pada Platform Tiktok di Kota Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S. E., M. M. Pembimbing (II) Hendra Setiawan, S. E., M. M.

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh harga, *content marketing*, e-WOM, dan *online customer review* terhadap minat beli ulang *voucher outlet* Momoyo 2 pada platform TikTok di Kota Madiun. Penelitian ini menggunakan metode kuantitatif dengan teknik *purposive sampling*. Sampel penelitian berjumlah 385 responden yang ditentukan menggunakan rumus Lemeshow. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan SPSS versi 23. Hasil penelitian menunjukkan bahwa harga, *content marketing*, e-WOM, dan *online customer review* masing-masing berpengaruh positif dan signifikan terhadap minat beli ulang *voucher outlet* Momoyo 2 pada platform TikTok di Kota Madiun.

Kata Kunci: Harga, *Content Marketing*, e-WOM, *Online Customer Review*, Minat Beli Ulang.

ABSTRACT

Dela Rahmayani Agustianingsih. 2026. The Influence of Price, Content Marketing, e-WOM, and Online Customer Reviews on Repurchase Intention of Momoyo 2 Outlet Vouchers on the TikTok Platform in Madiun City. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dr. Rizal Ula Ananta Fauzi, S.E., M.M. (II) Hendra Setiawan, S.E., M.M.

Abstract: *This study aims to analyze the influence of price, content marketing, e-WOM, and online customer reviews on the repurchase intention of Momoyo 2 outlet vouchers on the TikTok platform in Madiun City. This study employed a quantitative method with a purposive sampling technique. A total of 385 respondents were selected using the Lemeshow formula. Data were collected through questionnaires and analyzed using SPSS version 23. The results indicate that price, content marketing, e-WOM, and online customer reviews each have a positive and significant effect on the repurchase intention of Momoyo 2 outlet vouchers on the TikTok platform in Madiun City.*

Keywords: *Price, Content Marketing, e-WOM, Online Customer Reviews, Repurchase Intention.*