

ABSTRAK

Berdasarkan data Google trend pencarian kursus B.Inggris *online* tahun 2024 terlihat tinggi sampai akhir bulan desember, namun pada sistem pemasaran yang diterapkan, jumlah minat dari *chat* yang masuk untuk kursus di LKP BahasakuInggris mengalami penurunan. Hal ini menunjukkan adanya tantangan dalam mengonversi minat awal menjadi minat pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh *Marketing Content* dan *E-Service Quality* terhadap *Purchase Intention* dengan *Brand Image* sebagai variabel mediasi. Pendekatan teori *Theory of Reasoned Action* (TRA) digunakan sebagai dasar teori. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi peserta kursus di LKP BahasakuInggris. Teknik *Purposive Sampling* digunakan untuk memperoleh responden yang relevan. Data dikumpulkan melalui kuesioner online dan dianalisis menggunakan *Structural Equation Modeling* (SEM) dengan bantuan *software* AMOS.

Hasil penelitian menunjukkan bahwa *Marketing Content*, *E-Service Quality* dan *Brand Image* berpengaruh signifikan terhadap *Purchase Intention*. *Marketing Content* berpengaruh signifikan terhadap *Brand Image*, namun *E-Service Quality* tidak berpengaruh langsung terhadap *Brand Image*. Selain itu, *Brand image* terbukti memediasi hubungan antara *Marketing Content* terhadap *Purchase Intention* namun tidak pada *E-Service Quality*. Implikasi dari penelitian ini menegaskan pentingnya penguatan strategi *Marketing Content* berbasis *storytelling*, serta peningkatan kualitas layanan digital untuk mendukung pembentukan citra merek yang kuat. Rekomendasi praktis meliputi optimalisasi visual konten, kecepatan layanan pelanggan digital, dan integrasi lintas *platform digital* guna meningkatkan niat beli calon peserta kursus.

Kata Kunci: *Content Marketing*, *E-Service Quality*, *Brand Image*, *Purchase Intention*.

ABSTRACT

Base on the data of Google Trend shows that the searching of English online course in 2024 is relatively high until the end of desember, but according to the marketing strategy applied, the number of interest from the chat s contacting LKP Bahasakuinggris decreases. This case inform that there are challanges in converting the early interest to become purchase intention. This study aims to analyze the effect of Content Marketing and E-Service Quality on Purchase Intention with Brand image as a mediating variable. The Theory of Reasoned Action (TRA) approach is used as the theoretical basis. This study uses a quantitative approach with a population of course participants at LKP Bahasakuinggris. Purposive Sampling technique is used to obtain relevant respondents. Data were collected through online questionnaires and analyzed using Structural Equation Modeling (SEM) with the help of AMOS software.

The results of the study indicate that Content Marketing, E-Service Quality and Brand image have a significant effect on Purchase Intention. Content Marketing has a significant effect on Brand Image, but E-Service Quality does not have a direct effect on Brand Image. In addition, Brand image is proven to mediate the relationship between Marketing Content to Purchase Intention but it is not to E-Service Quality. The implications of this study emphasize the importance of strengthening storytelling-based Content Marketing strategies, as well as improving the quality of digital services to support the formation of a strong brand image. Practical recommendations include optimizing visual content, speed of digital customer service, and integration across digital platforms to increase purchase intention of prospective course participants.

Keywords: *Marketing Content, E-Service Quality, Brand Image, Purchase Intention.*