

**PENINGKATAN KUALITAS E-SERVICES, WEBSITE DAN CONTENT
MARKETING TERHADAP KEPUTUSAN PEMBELIAN DALAM STRATEGI
DIGITAL MARKETING
(STUDI KASUS DI INSIGHT OUT)**

ABSTRAK

Perkembangan industri di era digital memberikan peluang bagi perusahaan dengan mengintegrasikan bisnis ke dalam dunia digital. Hal ini berpengaruh terhadap sistem pelayanan untuk memberikan kepuasan konsumen. Dunia digital juga mengubah perilaku konsumen dan kegiatan pemasaran, di mana kegiatan pemasaran digital, yaitu memanfaatkan *website* dan *content marketing* dalam strategi *digital marketing* menjadi aspek yang harus dijaga kualitasnya untuk dapat berkembang dan bersaing di bisnis digital. Penelitian ini bertujuan untuk menganalisis peningkatan kualitas *e-services*, *website* dan *content marketing* terhadap keputusan pembelian dalam strategi *digital marketing*. Dalam penelitian ini dilakukan integrasi uji regresi linear berganda, metode servqual, IPA (*importance-performance analysis*) dan analisi QFD (*Quality Function Deployment*).

Hasil dari penelitian ini adalah untuk mengetahui dan mendesain peningkatan kualitas *e-services*, *website* dan *content marketing* terhadap keputusan pembelian dalam strategi *digital marketing* program I'm On My Way. *E-services*, *website* dan *content marketing* memiliki pengaruh hubungan dengan keputusan pembelian sebesar 72%, di mana *e-services* dan *website* memiliki pengaruh positif sedangkan *content marketing* memiliki pengaruh negative terhadap keputusan pembelian. Peningkatan kualitas *e-services* hasil dari penelitian, yaitu meningkatkan kualitas *online discussion*, menambah metode pembelajaran *live discussion* dan pendampingan secara personal sebagai pelayanan program I'm On My Way. Sedangkan pada *website*, peningkatan kualitas yang harus dilakukan yaitu dengan mendesain ulang fitur dan tampilan *website* serta meningkatkan kualitas konten *website*. Peningkatan kualitas tersebut sebagai strategi *digital marketing* yang berpengaruh terhadap keputusan pembelian.

Kata Kunci : Kualitas Jasa, *e-services*, *website*, *content marketing*, uji regresi linear berganda, servqual, IPA (*importance-performance analysis*), QFD (*Quality Function Deployment*)

**IMPROVING QUALITY OF E-SERVICES, WEBSITE AND CONTENT
MARKETING TO DECISION PURCHASE IN DIGITAL MARKETING
STRATEGY
(CASE STUDY IN INSIGHT OUT)**

ABSTRACT

The development of industry in the digital age provides opportunities for companies by integrating business into the digital world. This affects the service system to provide customer satisfaction. The digital world is also changing consumer behavior and marketing activities, where digital marketing activities, which utilize the website and content marketing in digital marketing strategy become aspects that must be maintained to be able to grow and compete in the digital business. This study aims to analyze the improvement of the quality of e-services, websites and content marketing to purchase decisions in digital marketing strategy. In this research, the integration of multiple linear regression test, servqual method, IPA (importance-performance analysis) and QFD (Quality Function Deployment) analysis.

The result of this research is to know and design the quality improvement of e-services, website and content marketing to purchasing decision in digital marketing strategy. E-services, websites and content marketing have a relationship influence with purchase decisions of 72%, where e-services and websites have a positive effect while content marketing has a negative effect on purchasing decisions. Improving the quality of e-services from this research, which is improving the quality of "online discussion", adding the method of learning "live discussion" and personal assistance as the service program I'm On My Way. While on the website, improving the quality that must be done is to redesign the features and look of the website and improve the quality of content. Improved quality as a digital marketing strategy that affect the purchase decision.

Keywords : service quality, e-services, website, content marketing, multivariate linear regression, servqual, IPA (importance-performance analysis), QFD (Quality Function Deployment)