

ABSTRACT

The tendency of people to search for information through websites is driven by digitalization. In relation to websites, online or digital media is the platform that has the largest number of media, thus creating quite tight digital competition. In addition, the spread of fake news (hoaxes) is a challenge for digital media and internet users because internet users need media that can present reliable information. This study aims to analyze the factors that influence Detikcom's brand loyalty through brand trust based on the influence of content marketing and website quality, and to identify how brand trust can play a role in mediating content marketing and website quality on brand loyalty. The research phenomenon was analyzed using the PLS-SEM (Partial Least Square Structural Equation Modeling) method, using mediation analysis tests, hypotheses, and descriptive statistical analysis. The conclusion of this study is that content marketing does not have a clear impact on brand loyalty or brand trust, and also does not indirectly affect brand loyalty by affecting brand trust. On the contrary, brand trust significantly affects brand loyalty, and website quality shows a significant impact on brand loyalty, brand trust, and an indirect effect on brand loyalty mediated by brand trust. In addition, brand trust functions as a partial mediator in the relationship between the observed variables.

Keywords: content marketing, website quality, brand loyalty, brand trust