

**PENGARUH SOCIAL MEDIA MARKETING DAN ELECTRONIC
WORD OF MOUTH TERHADAP PURCHASE INTENTION PADA BRAND
ERSPO DIMEDIASI OLEH BRAND IMAGE**

(Survei pada Gen-Z di Wilayah Provinsi Daerah Istimewa Yogyakarta)

FERDIAN GEMILANG PUTRA

NIM. 141210194

Program Studi Manajemen

Fakultas Ekonomi dan Bisnis

Universitas Pembangunan Nasional “Veteran” Yogyakarta

ferdiangemilang8@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing* dan *electronic word of mouth* terhadap *purchase intention* dengan *brand image* sebagai variable mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan pengambilan data menggunakan metode kuesioner. Populasi dalam penelitian ini adalah gen-z yang berlokasi di Provinsi Daerah Istimewa Yogyakarta. Teknik pengambilan sampel menggunakan metode *nonprobability* sampling dengan pendekatan *purposive sampling*. Data diperoleh melalui kuesioner menggunakan *Google Form* dengan jumlah 100 responden. Analisis data dilakukan menggunakan metode *Partial Least Square - Structural Equation Modeling* (PLS-SEM) menggunakan software SmartPls 4. Hasil penelitian menunjukkan bahwa: 1) *Social media marketing* berpengaruh positif dan signifikan terhadap *purchase intention*, 2) *Electronic word of mouth* (E-WOM) berpengaruh positif dan signifikan terhadap *purchase intention*, 3) *Brand image* berpengaruh positif dan signifikan terhadap *purchase intention*, 4) *Social media marketing* berpengaruh positif dan signifikan terhadap *brand image*, 5) *Electronic word of mouth* (E-WOM) berpengaruh positif dan signifikan terhadap *brand image*, 6) *Social media marketing* berpengaruh positif dan signifikan terhadap *purchase intention* dimediasi oleh *brand image*, 7) *Electronic word of mouth* (E-WOM) berpengaruh positif dan signifikan terhadap *purchase intention* dimediasi oleh *brand image*.

Kata kunci: *Social Media Marketing, Electronic Word of Mouth (Ewom), Brand Image, Purchase Intention.*

**INFLUENCE OF SOCIAL MEDIA MARKETING AND ELECTRONIC
WORD OF MOUTH ON PURCHASE INTENTION OF THE ERSPO BRAND
WITH BRAND IMAGE AS A MEDIATING VARIABLE**

(Case on Gen-Z in Special Regional of Yogyakarta)

FERDIAN GEMILANG PUTRA

NIM. 141210194

Program Studi Manajemen

Fakultas Ekonomi dan Bisnis

Universitas Pembangunan Nasional “Veteran” Yogyakarta

ferdiangemilang8@gmail.com

ABSTRACT

This study aims to analyze the influence of social media marketing and electronic word of mouth on purchase intention with brand image as a mediating variable. This research uses a quantitative approach with data collection through questionnaires. The population in this study is gen-z located in the Special Region of Yogyakarta Province. The sampling technique used is nonprobability sampling with a purposive sampling approach. Data were obtained through questionnaires using Google Forms with a total of 100 respondents. Data analysis was performed using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method using SmartPLS 4 software. The results of the study indicate that: 1) Social media marketing has a positive and significant effect on purchase intention, 2) Electronic word of mouth (E-WOM) has a positive and significant effect on purchase intention, 3) Brand image has a positive and significant effect on purchase intention, 4) Social media marketing has a positive and significant effect on brand image, 5) Electronic word of mouth (E-WOM) has a positive and significant effect on brand image, 6) Social media marketing has a positive and significant effect on purchase intention mediated by brand image, 7) Electronic word of mouth (E-WOM) has a positive and significant effect on purchase intention mediated by brand image.

Keywords: Social Media Marketing, Electronic Word of Mouth (Ewom), Brand Image, Purchase Intention