

**PENGARUH E-WOM DAN SOCIAL MEDIA MARKETING TERHADAP
PURCHASE INTENTION KONSUMEN FESYEN “MUSLIMADANI”
YANG DIMEDIASI OLEH BRAND IMAGE
(Survei Pada Pengguna Aplikasi Shopee di Daerah Istimewa Yogyakarta)**

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ABSTRAK

Penelitian ini dilakukan guna menguji pengaruh *social media marketing* dan *electronic word of mouth* terhadap *purchase intention* konsumen Muslimadani pada *e-commerce* Shopee yang dimediasi oleh *brand image*. Penelitian ini dilakukan dengan menggunakan metode kuantitatif dengan teknik *purposive sampling*. Pengumpulan data dilakukan dengan menyebarkan kuesioner survei Google Form terhadap 105 konsumen Muslimadani pada *e-commerce* Shopee. Data dianalisis menggunakan *software* analisis SmartPLS 4. Hasil penelitian menunjukkan bahwa dari tujuh hipotesis yang diajukan terdapat enam hipotesis yang diterima dan satu hipotesis yang ditolak. Hipotesis yang diterima yaitu *social media marketing* terhadap *purchase intention*, *electronic word of mouth* terhadap *brand image*, *social media marketing* terhadap *brand image*, *brand image* terhadap *purchase intention*, *electronic word of mouth* terhadap *purchase intention* melalui *brand image*, serta *social media marketing* terhadap *purchase intention* melalui *brand image*. Sedangkan untuk hipotesis yang ditolak yaitu *electronic word of mouth* terhadap *purchase intention*.

Kata Kunci: *Electronic Word of Mouth*, *Social Media marketing*, *Brand Image*, *Purchase Intention*.

**THE EFFECT OF E-WOM AND SOCIAL MEDIA MARKETING ON
PURCHASE INTENTION OF “MUSLIMADANI” FASHION PRODUCTS
MEDIATED BY BRAND IMAGE
(Study on Shopee Application Users in the Special Region of Yogyakarta)**

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ABSTRACT

This study was conducted to examine the effect of social media marketing and electronic word of mouth on the purchase intention of Muslimadani consumers in Shopee e-commerce which is mediated by brand image. This research was conducted using quantitative methods with purposive sampling techniques. Data collection was carried out by distributing Google Form survey questionnaires to 105 Muslimadani consumers in Shopee e-commerce. The results showed that of the seven hypotheses proposed, six hypotheses were accepted and one hypothesis was rejected. The accepted hypotheses are social media marketing on purchase intention, electronic word of mouth on brand image, social media marketing on brand image, brand image on purchase intention, electronic word of mouth on purchase intention through brand image, and social media marketing on purchase intention through brand image. Meanwhile, the rejected hypothesis is electronic word of mouth on purchase intention.

Kata Kunci: Electronic Word of Mouth, Social Media marketing, Brand Image, Purchase Intention.