

ABSTRAK

PENGARUH SOCIAL MEDIA MARKETING, INFLUENCER ENDORSEMENT DAN E-WOM TERHADAP PEMBELIAN IMPULSIF GENERASI Z

Denis Tirtania Otori Dindasaputri
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh positif *social media marketing* terhadap pembelian impulsif, 2) pengaruh positif *influencer endorsement* terhadap pembelian impulsif, 3) pengaruh positif *electronic word of mouth* terhadap pembelian impulsif, 4) perbedaan positif antara laki-laki dan perempuan terhadap pembelian impulsif. Populasi dalam penelitian ini adalah masyarakat atau konsumen yang membeli produk The Originote secara impulsif. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner secara *online* kepada konsumen Gen Z yang mengetahui dan juga pernah membeli secara impulsif pada produk The Originote, pernah melihat The Originote melalui *social media*, pernah melihat atau mengetahui *influencer endorsement* memasarkan produk The Originote, serta pernah melihat ulasan, mendengar atau membaca produk The Originote secara *electronic word of mouth* melalui *platform online*. dengan jumlah sampel 96 responden. Teknik analisis data yang digunakan dalam penelitian ini menggunakan analisis regresi linier berganda dan uji beda sample t-test dengan menggunakan program aplikasi SPSS Statistic 25. Hasil penelitian menunjukkan bahwa: 1) *social media marketing* berpengaruh positif terhadap pembelian impulsif, 2) *influencer endorsement* berpengaruh positif terhadap pembelian impulsif, 3) *electronic word of mouth* tidak berpengaruh positif terhadap pembelian impulsif, 4) tidak terdapat perbedaan antara laki-laki dan perempuan pada pembelian impulsif.

Kata kunci: *social media marketing*, *influencer endorsement*, *electronic word of mouth*, pembelian impulsif.

ABSTRACT

**THE EFFECT OF SOCIAL MEDIA MARKETING, INFLUENCER
ENDORSEMENT AND E-WOM ON
GENERATION Z IMPULSIVE BUYING**

Denis Tirtania Otori Dindasaputri
Sanata Dharma University
Yogyakarta
2024

This research aims to find out: 1) the positive influence of social media marketing on impulse buying, 2) the positive of influence of influencer endorsements on impulsive buying, 3) the positive of electronic word of mouth on impulsive buying, 4) positive differences between men and women towards impulse buying. The population in this research are people or consumers who buy The Originote products impulsively. The sampling technique uses purposive sampling. Data was obtained by distributing questionnaires online to Gen Z consumers who know and have also impulsively bought The Originote products, have seen The Originote through social media, have seen or know of influencer endorsements marketing The Originote products, and have seen reviews, heard or read The Originote products electronically word of mouth via online platforms. with a total sample of 96 respondents. The data analysis technique used in this research uses multiple linear regression analysis and different sample t-test using the SPSS Statistics 25 application program. The results of the research show that: 1) social media marketing has a positive effect on impulse buying, 2) influencer endorsement has a positive effect on impulse buying, 3) electronic word of mouth has no positive effect on impulsive buying, 4) there is no difference between men and women on impulse buying.

Keywords: social media marketing, influencer endorsement, electronic word of mouth, impulsive buying.