

ABSTRAK

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Program Studi : Manajemen

Judul : Pengaruh Media Sosial Dan Electronic Word Of Mouth (E-Wom) Terhadap Keputusan Pembelian Produk Nike Dan Dampak Terhadap Loyalitas Merek Pada Generasi Z

Perkembangan teknologi digital telah mendorong perubahan perilaku konsumen, khususnya Generasi Z, dalam mencari informasi dan mengambil keputusan pembelian melalui media sosial dan Electronic Word of Mouth (E-WOM). Penelitian ini bertujuan untuk menganalisis pengaruh media sosial dan E-WOM terhadap keputusan pembelian serta dampaknya terhadap loyalitas merek pada Generasi Z di kota Lhokseumawe. Jenis penelitian ini menggunakan metode kuantitatif, pengumpulan data menggunakan kuesioner yang berisi pertanyaan - pertanyaan dan membagikan kepada generasi Z di kota Lhokseumawe yang menggunakan produk Nike dengan jumlah 119 responden. Teknik pengambilan sampel menggunakan metode nonprobability sampling. Pengukuran instrumen ini menggunakan skala liker. Teknik analisis data menggunakan SPSS (*Statistical Package For The Social Science*) dengan analisis jalur (*path analysis*) dan uji sobel. Hasil penelitian menunjukkan variabel media sosial dan electronic word of mouth (E-WOM) tidak berpengaruh positif terhadap variabel keputusan pembelian produk Nike, sedangkan media sosial, E-WOM, dan keputusan pembelian berpengaruh positif dan signifikan terhadap loyalitas merek. Keputusan pembelian tidak dapat memediasi secara signifikan antara media sosial dan E-WOM terhadap loyalitas merek produk Nike pada generasi Z di kota Lhokseumawe.

Kata Kunci : Media Sosial, E-WOM, Keputusan Pembelian, Loyalitas Merek

ABSTRACT

Name : Ferji Hariansyah

Study Programs: Management

Title : The Influence of Social Media and Electronic Word of Mouth (e-WOM) on Nike Product Purchase Decisions and the Impact on Brand Loyalty in Generation Z

The development of digital technology has encouraged changes in consumer behavior, especially Generation Z, in seeking information and making purchasing decisions through social media and Electronic Word of Mouth (E-WOM). This study aims to analyze the influence of social media and E-WOM on purchase decisions and their impact on brand loyalty in Generation Z in the city of Lhokseumawe. This type of research uses a quantitative method, data collection using questionnaires containing questions and distributing it to generation Z in the city of Lhokseumawe who use Nike products with a total of 119 respondents. The sampling technique uses the nonprobability sampling method. The measurement of this instrument uses a liker scale. The data analysis technique uses SPSS (Statistical Package For The Social Science) with path analysis and sobel test. The results showed that social media and electronic word of mouth (E-WOM) variables did not have a positive effect on the variables of purchasing decisions for Nike products, while social media, E-WOM, and purchase decisions had a positive and significant effect on brand loyalty. The purchase decision cannot significantly mediate between social media and E-WOM on the brand loyalty of Nike products to Generation Z in the city of Lhokseumawe.

Keywords : *Social Media, e-WOM, Purchase Decision, Brand Loyalty*