

**PENGARUH *SOCIAL MEDIA MARKETING* DAN *BRAND IMAGE*
TERHADAP MINAT PEMBELIAN GENERASI Z PADA MINISO DI
KOTA SINGARAJA**

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ABSTRAK

Pertumbuhan pesat industri ritel di Indonesia meningkatkan tingkat persaingan, termasuk bagi Miniso di Singaraja dalam upaya meningkatkan minat pembelian Generasi Z meskipun telah memiliki citra merek yang positif. Penelitian ini bertujuan untuk menganalisis pengaruh *social media marketing* dan *brand image* terhadap minat pembelian Generasi Z dengan menggunakan pendekatan kuantitatif. Sampel penelitian adalah Generasi Z di Kota Singaraja yang pernah mengenal atau mengunjungi Miniso, dengan teknik pengambilan sampel *accidental sampling*, dengan jumlah sampel berjumlah 110 serta pengumpulan data dilakukan melalui kuesioner. Analisis data dilakukan menggunakan metode regresi linier berganda dengan bantuan program *Statistical Package For The Social Sciences* (SPSS) guna menguji pengaruh variabel independen terhadap variabel dependen, baik secara parsial maupun simultan.. Hasil penelitian menunjukkan bahwa *social media marketing* dan *brand image* berpengaruh positif dan signifikan terhadap minat pembelian, baik secara parsial maupun simultan, dengan kemampuan model dalam menjelaskan variabel dependen berada pada kategori moderat. Temuan ini mengindikasikan bahwa optimalisasi strategi *social media marketing* yang interaktif dan relevan, serta penguatan *brand image* yang konsisten, dapat menjadi langkah strategis yang efektif dalam meningkatkan minat pembelian Generasi Z terhadap produk Miniso di Singaraja.

Kata kunci: *brand image*, minat pembelian, *social media marketing*.

***THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND IMAGE
ON GENERATION Z'S PURCHASE INTENTION TOWARD MINISO IN
THE CITY OF SINGARAJA***

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ABSTRACT

The rapid growth of the retail industry in Indonesia has intensified competition, including for Miniso in Singaraja in its efforts to increase Generation Z's purchase intention despite already possessing a positive brand image. This study aims to analyze the influence of social media marketing and brand image on Generation Z's purchase intention using a quantitative approach. The research sample consisted of Generation Z individuals in the City of Singaraja who had known or visited Miniso, selected through an accidental sampling technique with a total sample size of 110 respondents, with data collected through questionnaires. Data analysis was conducted using the multiple linear regression method with the assistance of the Statistical Package for the Social Sciences (SPSS) program to examine the influence of the independent variables on the dependent variable, both partially and simultaneously. The results indicate that social media marketing and brand image have a positive and significant effect on purchase intention, both partially and simultaneously, with the model's ability to explain the dependent variable falling into the moderate category. These findings suggest that optimizing an interactive and relevant social media marketing strategy, along with strengthening a consistent brand image, can serve as effective strategic steps to increase Generation Z's purchase intention toward Miniso products in Singaraja.

Keywords: brand image, purchase intention, social media marketing.