

**PENGARUH *SOCIAL MEDIA MARKETING* DAN PERSEPSI KUALITAS
PRODUK TERHADAP NIAT BELI PRODUK *FASHION* PADA
GEN Z DI YEMIMA STUFF**

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ABSTRAK

Penelitian ini dilakukan untuk menguji pengaruh *social media marketing* dan persepsi kualitas produk terhadap niat beli produk *fashion* pada Gen Z di Yemima Stuff. Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif dengan subjek penelitian adalah Gen Z dengan objek penelitian *social media marketing*, persepsi kualitas produk, dan niat beli. Jenis data yang digunakan dalam penelitian ini adalah data primer, metode pengambilan sampel dalam penelitian ini menggunakan *non-probability sampling* dan teknik yang digunakan adalah *purposive sampling* dengan jumlah sampel sebanyak 120 responden. Data dikumpulkan menggunakan kuesioner yang di sebar secara langsung kepada Gen Z yang mengetahui Yemima Stuff dan dianalisis dengan regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) *social media marketing* dan persepsi kualitas produk berpengaruh secara simultan terhadap niat beli di Yemima Stuff, (2) *social media marketing* berpengaruh positif dan signifikan terhadap niat beli di Yemima Stuff, dan (3) persepsi kualitas produk berpengaruh positif dan signifikan terhadap niat beli di Yemima Stuff. Mengacu pada hasil penelitian di Yemima Stuff disarankan untuk meningkatkan *social media marketing* dan persepsi kualitas produk, terutama pada variabel persepsi kualitas produk karena memiliki pengaruh yang lebih dominan dalam mempengaruhi niat beli. Meningkatkan niat beli dapat dengan lebih menonjolkan keunggulan kualitas produk dalam konten promosi, seperti menampilkan detail bahan dan kualitas jahitan agar terlihat lebih baik dibandingkan produk sejenis lainnya. Pada variabel *social media marketing* juga perlu upaya untuk ditingkatkan khususnya pada indikator *entertainment*, Yemima Stuff perlu melakukan upaya untuk meningkatkan seperti tampilan konten yang lebih menarik. Sehingga dengan memperhatikan kedua variabel tersebut secara berkelanjutan, Yemima Stuff mampu meningkatkan niat beli konsumen dan memperkuat posisinya di tengah persaingan usaha sejenis.

Kata Kunci: niat beli, persepsi kualitas produk, *social media marketing*

***THE INFLUENCE OF SOCIAL MEDIA MARKETING AND PERCEIVED
PRODUCT QUALITY ON THE PURCHASE INTENTION OF GENERATION
Z TOWARD FASHION PRODUCTS AT YEMIMA STUFF***

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ABSTRACT

This study was conducted to examine the influence of social media marketing and perceived product quality on the purchase intention of Generation Z toward fashion products at Yemima Stuff. This research employed a quantitative approach, with Generation Z as the research subjects and social media marketing, perceived product quality, and purchase intention as the research variables. The study used primary data collected through questionnaires distributed directly to Generation Z respondents who were familiar with Yemima Stuff. The sampling method applied was non-probability sampling using a purposive sampling technique, resulting in a total of 120 respondents. The collected data were analyzed using multiple linear regression analysis. The results indicate that (1) social media marketing and perceived product quality simultaneously have a significant effect on purchase intention at Yemima Stuff; (2) social media marketing has a positive and significant effect on purchase intention at Yemima Stuff; and (3) perceived product quality has a positive and significant effect on purchase intention at Yemima Stuff. Based on these findings, Yemima Stuff is recommended to enhance both its social media marketing and perceived product quality, with particular emphasis on perceived product quality as it has the more dominant influence on purchase intention. Purchase intention can be increased by highlighting product quality advantages in promotional content, such as providing detailed information about the materials used and the quality of the stitching to demonstrate superiority over similar products. In addition, efforts should be made to improve social media marketing, particularly the entertainment aspect, by creating more engaging and visually appealing content. By continuously improving these two variables, Yemima Stuff can enhance consumers' purchase intention and strengthen its competitive position in the fashion industry.

Keywords: *purchase intention, perceived product quality, social media marketing*