

ABSTRAK

PENGARUH *INFLUENCER MARKETING* DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK *FASHION* PAKAIAN PADA MAHASISWA GEN Z FAKULTAS EKONOMI UNIVERSITAS DARUL ‘ULUM

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Perkembangan media sosial yang pesat telah mengubah lanskap pemasaran, terutama di kalangan generasi Z. Penelitian ini bertujuan untuk menganalisis pengaruh influencer marketing dan citra merek terhadap keputusan pembelian produk fashion di kalangan mahasiswa Gen Z Fakultas Ekonomi Universitas Darul ‘Ulum. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan pendekatan survei. Sebanyak 79 mahasiswa Gen Z berperan sebagai responden dalam studi ini. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa baik influencer marketing maupun citra merek memiliki pengaruh yang signifikan terhadap keputusan pembelian produk fashion di kalangan mahasiswa Gen Z. Temuan ini menunjukkan bahwa mahasiswa Gen Z sangat dipengaruhi oleh rekomendasi dari influencer yang mereka ikuti, serta persepsi mereka terhadap citra merek suatu produk. Dari hasil penelitian ini, pelaku bisnis diharapkan dapat memahami pentingnya memanfaatkan influencer marketing dan membangun citra merek yang positif untuk menarik minat konsumen generasi Z.

Kata kunci: *Influencer Marketing*, Citra Merek, Keputusan Pembelian, Gen Z, *Fashion*.

ABSTRACK

THE INFLUENCE OF INFLUENCER MARKETING AND BRAND IMAGE ON PURCHASING DECISIONS FOR FASHION CLOTHING PRODUCTS FOR GEN Z STUDENTS AT THE FACULTY OF ECONOMICS, DARUL 'ULUM UNIVERSITY

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The rapid development of social media has changed the marketing landscape, especially among Generation Z. This study aims to analyse the influence of influencer marketing and brand image on purchasing decisions for fashion products among Gen Z students at the Faculty of Economics, Darul 'Ulum University. The method used in this research is quantitative with a survey approach. A total of 79 Gen Z students served as respondents in this study. Data were collected through questionnaires and analysed using multiple linear regression. The results showed that both influencer marketing and brand image have a significant influence on the purchase decision of fashion products among Gen Z students. These findings suggest that Gen Z students are highly influenced by recommendations from influencers they follow, as well as their perception of a product's brand image. From the results of this study, businesses are expected to understand the importance of utilising influencer marketing and building a positive brand image to attract Generation Z consumers.

Keywords: Influencer Marketing, Brand Image, Purchase Decision, Gen Z, Fashion