

ABSTRAK

Globalisasi merupakan sebuah fenomena yang mempengaruhi dunia secara signifikan, terutama dalam bidang teknologi. Salah satu contohnya adalah fenomena *Korean Wave* yang menarik perhatian perusahaan untuk memanfaatkannya sebagai ajang promosi produk dengan menggunakan teknik *Product Placement* pada drama atau film. Penelitian ini akan berfokus pada *Product Placement* yang dilakukan oleh merek KAH1 pada Drama Korea Café Minamdang. Perkembangan teknologi juga mempengaruhi dunia pemasaran, contohnya adalah munculnya fenomena *Electronic Word of Mouth (E-WOM)*, yang dapat memberikan pengaruh positif atau negatif terhadap reputasi suatu perusahaan. Penelitian ini berfokus pada pengaruh *E-WOM*, *Product Placement*, dan *Sponsor Program Congruence* terhadap *Purchase Intention* dengan mempertimbangkan variabel intervening *Brand Image*. Penelitian ini penting dilakukan untuk mengetahui pengaruh faktor-faktor yang diteliti terhadap keputusan pembelian konsumen serta dapat menjadi awal bagi penelitian besar yang lain dan menambah khazanah ilmu pengetahuan yang kemudian dapat membantu *digital marketer* untuk menyusun strategi pemasaran bagi perusahaan.

Teknik sampling yang digunakan yaitu *non probability sampling* secara *purposive sampling* yang merupakan teknik penentuan sampel dengan pertimbangan tertentu. Adapun kriteria responden diantaranya yaitu: (1) Mahasiswa aktif UIN SATU Tulungagung pada fakultas FEBI, (2) Pernah menonton Drama Korea Café Minamdang, dan mengetahui adegan *product placement* merek KAH1 pada drama korea Café Minamdang. Tahap selanjutnya, data kuesioner dianalisis dengan regresi linier berganda yang berfungsi untuk membuktikan hipotesis penelitian.

Pengujian hipotesis menggunakan uji t menunjukkan bahwa variabel *Electronic Word of Mouth* tidak berpengaruh terhadap *Purchase Intention* sedangkan variabel *Sponsor Program Congruence*, *Product Placement* dan *Brand Image* berpengaruh terhadap *Purchase Intention* secara parsial. Kemudian melalui uji F dapat diketahui bahwa variabel *e-wom*, *sponsor program congruence*, *product placement*, dan *Brand Image* berpengaruh terhadap *Purchase Intention* secara simultan atau bersama-sama. Angka *Adjusted R Square* sebesar 0.905, hal ini berarti 90.5% variasi *Purchase Intention* dapat dijelaskan oleh variasi variabel independen *e-WOM*, *Sponsor Program Congruence*, dan *Product Placement*, sedangkan sisanya ($100\% - 90.5\% = 9.5\%$) dijelaskan oleh sebab-sebab lain di luar model. *Standard error of estimate (SE of Regression)* sebesar 0.653799, makin kecil nilai *Standard error of estimate (SE of Regression)* akan membuat model regresi semakin tepat dalam memprediksi variabel dependen. Selanjutnya pengujian menggunakan analisis jalur dan uji sobel menunjukkan *Brand Image* tidak mengintervening pengaruh *Sponsor Program Congruence* dan *Product Placement* terhadap *Purchase Intention*, namun berhasil mengintervening *E-WOM* terhadap *Purchase Intention*.

Kata kunci : *Electronic Word of Mouth*, *Sponsor Program Congruence*, *Product Placement*, *Brand Image*, dan *Purchase Intention*

ABSTRACT

Globalization is a phenomenon that significantly influences the world, especially in the field of technology. One example is the Korean Wave phenomenon that attracts companies to use it as a product promotion platform by utilizing Product Placement techniques in dramas or movies. This research will focus on the Product Placement conducted by the KAH1 brand in the Korean drama Cafe Minamdang. Technological development also affects the marketing world, as evidenced by the emergence of the Electronic Word of Mouth (E-WOM) phenomenon, which can have a positive or negative impact on a company's reputation. This Study focuses on the influence of E-WOM, Product Placement, and Sponsor Program Congruence on Purchase Intention while considering the mediating variable of Brand Image. This research is essential to understand the factors examined that influence consumer purchasing decisions and could be the beginning of other large-scale research and add to the body of knowledge that can help digital marketers develop marketing strategies for companies.

The sampling technique used is non-probability purposive sampling, which is a sample determination technique based on certain considerations. The criteria for respondents include: (1) active students at UIN SATU Tulungagung in the FEBI faculty, (2) having watched the Korean drama Café Minamdang and knowing the KAH1 brand's product placement scene in Café Minamdang. The questionnaire data was analyzed using multiple linear regression to test the research hypotheses.

Hypothesis testing using the t-test showed that the Electronic Word of Mouth variable did not affect Purchase Intention, while the Sponsor Program Congruence, Product Placement, and Brand Image variables partially influenced Purchase Intention. Through the F-test, it was found that the e-WOM, sponsor program congruence, product placement, and Brand Image variables together significantly influenced Purchase Intention. The Adjusted R Square value of 0.905 indicates that 90.5% of the variation in Purchase Intention can be explained by the variation in the independent variables of e-WOM, sponsor program congruence, and product placement, while the remaining 9.5% is explained by other factors outside the model. The Standard Error of Estimate (SE of Regression) of 0.653799 indicates that a smaller value of the SE of Regression would make the regression model more accurate in predicting the dependent variable. Furthermore, testing using path analysis and the Sobel test showed that Brand Image did not mediate the influence of Sponsor Program Congruence and Product Placement on Purchase Intention, but successfully mediated E-WOM's influence on Purchase Intention.

Keywords : *Electronic Word of Mouth, Sponsor Program Congruence, Product Placement, Brand Image, dan Purchase Intention*