

ABSTRAK

Tesis Dengan Judul: “Peran *Brand Image* dalam Mengintervening Pengaruh *Islamic Branding*, *Electronic Word of Mouth* (E-WOM) dan *Digital Marketing* Terhadap Keputusan Pembelian Emina Kosmetik pada Generasi Z di Kota Blitar” ini ditulis oleh Neni Utami dibawah Bimbingan Prof. Dr. H. Agus Eko Sujianto, SE., MM. dan Dr. Binti Nur Asiyah, M.Si.

Kata kunci: *Brand Image*, *Digital Marketing*, E-WOM, *Islamic Branding*, Keputusan Pembelian

Penelitian ini dilatar belakangi oleh kesuksesan penjualan emina kosmetik yang dibuktikan dengan masuknya emina kosmetik dalam 7 produk kosmetik yang paling banyak dipilih oleh konsumen, termasuk top 10 produk dengan penjualan terbanyak di e-commerce (shopee dan tokopedia) dan menjadi satu satunya brand kosmetik yang memperoleh penghargaan dari *MMA Smarties Global Awards* tahun 2022. Emina kosmetik menysasar konsumen remaja, dimana konsumen remaja ini termasuk dalam generasi Z. Penelitian ini bertujuan untuk menguji peran *brand image* dalam mengintervening pengaruh *Islamic branding*, e-WOM dan *digital marketing* terhadap keputusan pembelian. Variabel bebas penelitian ini adalah *Islamic branding*, e-WOM dan *digital marketing*. Variabel intervening *brand image*, dan variabel terikat keputusan pembelian.

Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan jenis asosiatif. Data penelitian dikumpulkan melalui sebaran angket dan diukur menggunakan skala likert. Sampel ditentukan dengan teknik *non-probability sampling*, *purposive sampling* dan terkumpul 250 sampel. Data penelitian yang terkumpul dilakukan uji instrumen penelitian, uji asumsi klasik, uji F, uji koefisien determinasi, analisis jalur dan uji hipotesis dengan bantuan alat uji statistika SPSS 26 dan kalkulator sobel test.

Hasil penelitian menunjukkan bahwa *islamic branding* berpengaruh positif signifikan terhadap keputusan pembelian, e-wom berpengaruh negatif tidak signifikan terhadap keputusan pembelian, *digital marketing* berpengaruh positif signifikan terhadap keputusan pembelian, *brand image* berpengaruh positif signifikan terhadap keputusan pembelian, *brand image* mampu mengintervening pengaruh *islamic branding* terhadap keputusan pembelian, *brand image* mampu mengintervening pengaruh e-wom terhadap keputusan pembelian, *brand image* mampu mengintervening pengaruh *digital marketing* terhadap keputusan pembelian.

Implikasi praktis penelitian ini adalah perusahaan harus bertindak cepat dalam mengatasi e-WOM agar dapat memiliki pengaruh efektif dalam meningkatkan penjualan. E-WOM dapat ditingkatkan melalui perbaikan pelayanan penjualan, menjalin kerjasama dengan *content creator* dalam mereview produk, membangun komunitas *online*, dan pelaksanaan *event* yang dapat memancing konsumen membagikan pengalaman terbaiknya dalam menggunakan produk emina kosmetik. Hal hal tersebut perlu dilakukan untuk meningkatkan jumlah dan kualitas ulasan terkait emina kosmetik baik di sosial media maupun *platform* belanja sehingga calon konsumen merasa mengambil langkah tepat dengan melakukan pembelian.

ABSTRACT

The thesis with the title: "The Role of Brand Image in Intervening the Influence of Islamic Branding, Electronic Word of Mouth (E-WOM) and Digital Marketing on Emina Cosmetics Purchasing Decisions among Generation Z in Blitar City" was written by Neni Utami under the guidance of Prof. Dr. H. Agus Eko Sujianto, SE., MM. and Dr. Binti Nur Asiyah, M.Si.

Keywords: Brand Image, Digital Marketing, E-WOM, Islamic Branding, Purchasing Decisions

This research is motivated by the successful sales of Emina cosmetics as evidenced by the inclusion of Emina cosmetics in the 7 cosmetic products most chosen by consumers, including the top 10 products with the most sales in e-commerce (Shopee and Tokopedia) and being the only cosmetic brand that received an award from the MMA Smarties Global Awards in 2022. Emina Cosmetics targets teenage consumers, where these teenage consumers belong to Generation Z. This research aims to examine the role of brand image in intervening in the influence of Islamic branding, e-WOM, and digital marketing on purchasing decisions. The independent variables of this research are Islamic branding, e-WOM, and digital marketing. The intervening variable is brand image, and the dependent variable is purchasing decisions.

The research method used is a quantitative approach with an associative type. Research data was collected through distributing questionnaires and measured using a Likert scale. The sample was determined using a non-probability sampling technique, purposive sampling, and 250 samples were collected. The collected research data was tested by research instruments, classical assumption test, F test, coefficient of determination test, path analysis, and hypothesis test with the help of the SPSS 26 statistical test tool and the Sobel test calculator.

The results of the research show that Islamic branding has a significant positive effect on purchasing decisions, e-WOM has an insignificant negative effect on purchasing decisions, digital marketing has a significant positive effect on purchasing decisions, brand image has a significant positive effect on purchasing decisions, brand image can intervene in the influence of Islamic branding on purchasing decisions, brand image can intervene in the influence of e-WOM on purchasing decisions, brand image can intervene in the influence of digital marketing on purchasing decisions.

The practical implication of this research is that companies must act quickly to overcome e-WOM so that it can have an effective influence in increasing sales. E-WOM can be improved by improving sales services, collaborating with content creators to review products, building online communities, and holding events encouraging consumers to share their best experiences using Emina cosmetic products. This needs to be done to increase the number and quality of reviews regarding Emina cosmetics both on social media and shopping platforms so that potential consumers feel they are taking the right steps by making a purchase.