

ABSTRACT

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THE INFLUENCE OF BRAND AWARENESS, ONLINE REVIEW, AND SOCIAL MEDIA ON THE PURCHASE DECISION OF PIGEON TEENS

(xv+81 pages; 10 figures; 25 tables; 10 appedixes)

Gen Z's emphasis on sustainability, social media trends, and Indonesia's youthful population are expected to propel the country's cosmetics industry's 7.5% compound annual growth rate (2021–2027). Local businesses like Pigeon Teens, which prioritize safety and natural beauty, are slowly growing even though international brands still control the premium market. This study looks at how consumer decisions for Pigeon Teens items are influenced by brand awareness, online reviews, and Social Media.

Between September 26 and October 13, 2024, 107 respondents, ages 12 to 27, who had utilized Pigeon Teens goods, provided data for the survey via Google Forms. Using SPSS version 26, the analysis looked at answers to 22 items about brand awareness, online review, Social Media, and purchase decisions. The results showed that these elements had a major influence on Generation Z's purchasing decisions.

According to the research's findings, Generation Z's decisions to buy Pigeon Teens products are highly influenced by brand awareness, online review, and Social Media. Online reviews were found to have the most influence on purchasing decisions, but all three elements had a good effect. Pigeon Teens may engage in a campaign targeted at young people to increase awareness of the company. They could also use social media and online reviews to their advantage by offering incentives and collaborating with influencers.

Keywords: Brand Awareness, Online Review, Social Media, Purchase Decision, Pigeon Teens, Skincare Product.

References: 86 (2020 - 2024)

ABSTRAK

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PENGARUH KESADARAN MEREK, ULASAN ONLINE, DAN MEDIA SOSIAL TERHADAP KEPUTUSAN PEMBELIAN PIGEON TEENS

(xv+81 halaman; 10 gambar; 25 tabel; 10 lampiran)

Penekanan Gen Z pada keberlanjutan, tren media sosial, dan populasi muda Indonesia diharapkan dapat mendorong tingkat pertumbuhan tahunan gabungan industri kosmetik Indonesia sebesar 7,5% (2021–2027). Bisnis lokal seperti Pigeon Teens, yang memprioritaskan keselamatan dan keindahan alam, perlahan-lahan tumbuh meskipun merek internasional masih menguasai pasar premium. Studi ini melihat bagaimana keputusan konsumen untuk item Pigeon Teens dipengaruhi oleh kesadaran merek, ulasan online, dan media sosial.

Antara 26 September dan 13 Oktober 2024, 107 responden, berusia 12 hingga 27 tahun, yang telah menggunakan barang-barang Pigeon Teens, memberikan data untuk survei melalui Google Formulir. Menggunakan SPSS versi 26, analisis melihat jawaban atas 22 item tentang kesadaran merek, ulasan online, social media, dan keputusan pembelian. Hasilnya menunjukkan bahwa elemen-elemen ini memiliki pengaruh besar pada keputusan pembelian Generasi Z.

Menurut temuan penelitian, keputusan Generasi Z untuk membeli produk Pigeon Teens sangat dipengaruhi oleh kesadaran merek, ulasan online, dan pengaruh media sosial. Ulasan online ditemukan memiliki pengaruh paling besar pada keputusan pembelian, tetapi ketiga elemen tersebut memiliki efek yang baik. Pigeon Teens dapat terlibat dalam kampanye yang ditargetkan untuk kaum muda untuk meningkatkan kesadaran akan perusahaan. Mereka juga dapat menggunakan media sosial dan ulasan online untuk keuntungan mereka dengan menawarkan insentif dan berkolaborasi dengan influencer.

Kata kunci: Kesadara Merek, Ulasan Online, Pengaruh Media Sosial, Keputusan Pembelian, Pigeon Teens, Produk Perawatan Kulit.

Referensi: 86 (2020 - 2024)