

ABSTRACT

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THE INFLUENCE OF ELECTRONIC WORD OF MOUTH, BRAND IMAGE, AND PRODUCT KNOWLEDGE ON GENERATION Z'S PURCHASE INTENTION AT UNIQLO SUN PLAZA MEDAN

(xvii+126 pages; 15 figures; 23 tables; 8 appendices)

The fashion industry's evolution, fueled by technology and social media, has empowered Gen Z consumers to shape brand perceptions profoundly. Uniqlo's strategic initiatives, such as its "Green Sustainability Mode," underscore the importance of aligning with Gen Z's values, especially in urban hubs like Medan, North Sumatra. This study investigates how electronic word-of-mouth, brand image, and product knowledge influence Gen Z's purchase intentions towards Uniqlo at Sun Plaza Medan, offering crucial insights for fashion marketers in Indonesia's fast-fashion sector.

This study employed an electronic questionnaire, Google Form, to collect data from 200 potential buyers of Uniqlo Medan's. This study uses Statistical Package for the Social Sciences (SPSS). Existing research results underscore that eWOM significantly influences purchase intention (t-statistic 8.864, p-value 0.010), contributing 53.9% of the variance, while product knowledge emerges as the strongest predictor (t-statistic 13.668, p-value 0.000). Conversely, brand imageshows a weaker impact, with no statistical significance (t-statistic 0.404, p-value 0.192), suggesting other factors play a larger role in driving purchase intention.

Recommendations include boosting eWOM through referral programs that reward customers for sharing experiences, addressing the neutral sharing score (mean 3.21). For product knowledge, targeted campaigns highlighting pricing tiers and quality assurance can address gaps in price clarity (mean 3.71) and perceived quality (mean 3.30). Efforts to strengthen brand image should emphasize quality control processes and leverage trusted influencers, ensuring alignment with Gen Z's preferences and bolstering trust in Uniqlo's offerings. These strategies aim to maximize purchase intention and enhance Uniqlo's appeal to Gen Z consumers.

Keywords: Electronic Word of Mouth, Brand Image, Product Knowledge, Purchase Intention

References: 161 (1966-2024)

ABSTRAK

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PENGARUH ELECTRONIC WORD OF MOUTH, CITRA MEREK, DAN PENGETAHUAN PRODUK TERHADAP NIAT PEMBELIAN GENERASI Z DI UNIQLO SUN PLAZA MEDAN

(xvii+126 halaman; 15 figur; 23 tabel; 8 lampiran)

Industri fashion terus berkembang pesat berkat teknologi dan media sosial, memungkinkan Gen Z untuk memainkan peran besar dalam membentuk persepsi merek. Inisiatif strategis Uniqlo, seperti "Green Sustainability Mode," menunjukkan pentingnya menyelaraskan nilai-nilai dengan Generasi Z, khususnya di kota besar seperti Medan, Sumatera Utara. Penelitian ini mengkaji bagaimana electronic word-of-mouth (eWOM), citra merek, dan pengetahuan produk memengaruhi niat beli Gen Z terhadap Uniqlo di Sun Plaza Medan, memberikan wawasan berharga bagi pemasar fashion di Indonesia.

Studi ini menggunakan kuesioner elektronik melalui Google Form untuk mengumpulkan data dari 200 responden calon pembeli Uniqlo Medan. Hasilnya menunjukkan bahwa eWOM memiliki dampak signifikan terhadap niat beli (t-statistik 8,864, p-value 0,010) dan berkontribusi sebesar 53,9% terhadap varians, sementara pengetahuan produk menjadi faktor terkuat (t-statistik 13,668, p-value 0,000). Sebaliknya, citra merek memiliki pengaruh yang lebih lemah dan tidak signifikan secara statistik (t-statistik 0,404, p-value 0,192), mengindikasikan adanya faktor lain yang lebih dominan dalam memengaruhi niat beli.

Rekomendasi mencakup meningkatkan eWOM melalui program rujukan yang memberikan insentif kepada pelanggan untuk berbagi pengalaman, serta kampanye yang menyoroti transparansi harga dan jaminan kualitas guna memperkuat pengetahuan produk. Upaya untuk memperkuat citra merek dapat dilakukan dengan menonjolkan kontrol kualitas dan melibatkan influencer terpercaya. Strategi ini bertujuan untuk memaksimalkan niat beli dan memperkuat daya tarik Uniqlo di kalangan konsumen Generasi Z.

Kata Kunci: *Electronic Word of Mouth, Citra Merek, Pengetahuan Produk, Minat Pembelian*

Referensi: 161 (1966-2024)