

PENGARUH *ELECTRONIC WORD OF MOUTH* (E-WOM), *BRAND TRUST*, DAN *CONTENT MARKETING* TERHADAP *BUYING DECISION* DI KALANGAN GENERASI Z YANG AKTIF BERBELANJA PRODUK *FASHION* PADA *PLATFORM* TIKTOK

Rika Fauziah

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word of mouth* (e-wom), *brand trust*, dan *content marketing* terhadap *buying decision* di kalangan generasi Z yang aktif berbelanja produk *fashion* pada *platform* Tiktok. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling*, dengan jumlah sampel sebanyak 138 responden. Jenis data dalam penelitian ini menggunakan data kuantitatif dan sumber data berupa data primer dengan menggunakan kuesioner *online* yang telah diuji validitas dan reliabilitasnya. Alat analisis yang digunakan dalam penelitian ini adalah *Statistical Package for the Social Sciences* (SPSS). Pengujian hipotesis penelitian menggunakan analisis jalur. Hasil menunjukkan bahwa *electronic word of mouth* (e-WOM) berpengaruh signifikan terhadap *buying decision* dengan nilai sig $0,035 < 0,05$, *brand trust* berpengaruh signifikan terhadap *buying decision* dengan nilai sig $0,008 < 0,05$, *content marketing* berpengaruh signifikan terhadap *buying decision* dengan nilai sig $0,001 < 0,05$, *electronic word of mouth* (e-WOM), *brand trust*, dan *content marketing* berpengaruh secara simultan atau bersama-sama terhadap *buying decision* dengan nilai sig $0,001 < 0,05$

Kata Kunci: *Komunikasi Elektronik dari Mulut ke Mulut, Kepercayaan Merek, Pemasaran Konten, Keputusan Pembelian.*



***THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (E-WOM),
BRAND TRUST, AND CONTENT MARKETING ON BUYING DECISIONS
AMONG GENERATION Z WHO ACTIVELY SHOP FOR FASHION
PRODUCTS ON THE TIKTOK PLATFORM***

Rika Fauziah

Abstract

This study aimed to analyze the effect of electronic word of mouth (e-WOM), brand trust, and content marketing on buying decisions among Generation Z who actively shop for fashion products on the TikTok platform. The research employed a purposive sampling technique, with a total sample size of 138 respondents. The research employs quantitative data, with primary data collected through an online questionnaire that was tested for validity and reliability. The analytical tool used in this research is the Statistical Package for the Social Sciences (SPSS). Testing the research hypothesis using path analysis. The results indicate that electronic word of mouth (e-WOM) has a significant influence on buying decisions, with a p-value of 0.035 ($p < 0.05$). Additionally, brand trust has a significant effect on buying decisions, with a p-value of 0.008 ($p < 0.05$). Content marketing also significantly impacts buying decisions, with a p-value of 0.001 ($p < 0.05$). Furthermore, electronic word of mouth (e-WOM), brand trust, and content marketing collectively have a significant joint effect on buying decisions, with a p-value of 0.001 ($p < 0.05$).

Keywords: *Electronic Word of Mouth (e-WOM), Brand Trust, and Content Marketing, Buying Decisions.*