

**PENGARUH *SOCIAL MEDIA ENGAGEMENT*, *BRAND IMAGE*, DAN
CONTENT MARKETING TERHADAP PERILAKU PEMBELIAN *GREEN
FASHION* OLEH GENERASI Z DI *PLATFORM SHOPEE***

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *social media engagement*, *brand image*, dan *content marketing* terhadap perilaku pembelian *green fashion* oleh generasi Z pada *platform* Shopee. Latar belakang penelitian ini berangkat dari meningkatnya kesadaran generasi Z terhadap isu keberlanjutan serta pesatnya pertumbuhan *e-commerce* sebagai saluran utama konsumsi. Penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data melalui kuesioner daring yang disebarakan kepada 97 responden generasi Z. Analisis data dilakukan dengan regresi linear berganda menggunakan SPSS. Hasil penelitian menunjukkan bahwa *brand image* dan *content marketing* berpengaruh signifikan terhadap perilaku pembelian *green fashion*, sedangkan *social media engagement* tidak berpengaruh signifikan secara parsial. Namun secara simultan, ketiga variabel tersebut berpengaruh signifikan terhadap perilaku pembelian. Temuan ini menekankan pentingnya citra merek yang mendukung keberlanjutan serta strategi konten edukatif dalam mendorong keputusan pembelian produk ramah lingkungan di kalangan generasi Z. Hasil penelitian ini diharapkan dapat menjadi rujukan dalam penyusunan strategi pemasaran digital yang berfokus pada keberlanjutan.

Kata Kunci: *Social Media Engagement, Brand Image, Content Marketing, Green Fashion, Generasi Z, Shopee*



***THE INFLUENCE OF SOCIAL MEDIA ENGAGEMENT, BRAND IMAGE,
AND CONTENT MARKETING ON GREEN FASHION BUYING BEHAVIOR
BY GENERATION Z ON THE SHOPEE PLATFORM***

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Abstract

This study aims to analyze the influence of social media engagement, brand image, and content marketing on the green fashion purchasing behavior of Generation Z on the Shopee platform. The research is grounded in the increasing awareness of sustainability issues among Generation Z and the rapid development of e-commerce as the primary channel for consumer activities. This research employs a quantitative method, utilizing data collected through an online questionnaire distributed to 97 Generation Z respondents. The data were analyzed using multiple linear regression with the help of SPSS. The results indicate that brand image and content marketing have a significant impact on green fashion purchase behavior, whereas social media engagement does not have a significant partial effect. However, simultaneously, all three variables have a significant influence on purchase behavior. These findings underscore the significance of a sustainability-oriented brand image and educational content strategies in influencing purchasing decisions for eco-friendly products among Generation Z. This study is expected to serve as a valuable reference for developing digital marketing strategies centered on sustainability.

Keywords: *Social Media Engagement, Brand Image, Content Marketing, Green Fashion, Generation Z, Shopee*

