

**PENGARUH *INFLUENCER MARKETING* DAN *E-WOM* TERHADAP
ONLINE PURCHASE DECISION PARFUM MYKONOS PADA
GENERASI Z DI SURABAYA DENGAN *ONLINE TRUST*
SEBAGAI VARIABEL *INTERVENING***

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**PROGRAM STUDI MANAJEMEN
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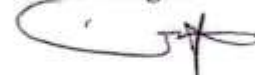
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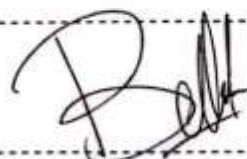
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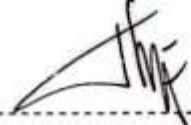
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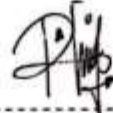
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ABSTRAK

Perkembangan teknologi digital telah mengubah perilaku konsumen dalam melakukan pembelian secara online, termasuk pada produk parfum. Generasi Z sebagai kelompok yang tumbuh bersama internet cenderung memanfaatkan *influencer marketing* dan *electronic word of mouth (E-WOM)* sebagai sumber informasi sebelum melakukan pembelian. Namun, efektivitas kedua faktor tersebut dalam mendorong keputusan pembelian *online* diduga dipengaruhi oleh tingkat kepercayaan konsumen (*Online Trust*). Penelitian ini bertujuan untuk menganalisis pengaruh *influencer marketing* dan *E-WOM* terhadap *online purchase decision* parfum MyKonos pada Generasi Z di Surabaya dengan *Online Trust* sebagai variabel *intervening*.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada Generasi Z di Surabaya yang pernah membeli parfum MyKonos secara *online*. Analisis data dilakukan menggunakan *Structural Equation Modeling-Partial Least Square (SEM-PLS)* dengan bantuan aplikasi *SmartPLS 4.0*.

Hasil penelitian menunjukkan bahwa *influencer marketing* berpengaruh positif dan signifikan terhadap *online purchase decision*. *E-WOM* juga berpengaruh positif dan signifikan terhadap *online purchase decision*. Selain itu, *influencer marketing* dan *E-WOM* terbukti berpengaruh positif dan signifikan terhadap *Online Trust*. *Online Trust* selanjutnya berpengaruh positif dan signifikan terhadap *online purchase decision*. Hasil pengujian mediasi menunjukkan bahwa *Online Trust* mampu memediasi pengaruh *influencer marketing* terhadap *online purchase decision* serta memediasi pengaruh *E-WOM* terhadap *online purchase decision*.

Penelitian ini menunjukkan bahwa kepercayaan konsumen merupakan faktor penting yang memperkuat pengaruh informasi digital terhadap keputusan pembelian *online*. Perusahaan perlu mengoptimalkan strategi *influencer marketing*, mendorong terciptanya *E-WOM* yang positif, serta meningkatkan kepercayaan konsumen guna memperkuat keputusan pembelian *online* produk parfum MyKonos.

Kata Kunci: *Influencer Marketing, Electronic Word of Mouth (E-WOM), Online Trust, Online Purchase Decision, Generasi Z.*

ABSTRACT

The rapid development of digital technology has transformed consumer behavior in online purchasing activities, including the purchase of perfume products. Generation Z, as a generation that has grown up with the internet and social media, tends to rely on influencer marketing and electronic word of mouth (E-WOM) as primary sources of information before making purchasing decisions. However, the effectiveness of these factors in influencing online purchase decisions is assumed to be affected by consumers' level of trust (Online Trust). This study aims to examine the influence of influencer marketing and E-WOM on the online purchase decision of MyKonos perfume among Generation Z in Surabaya, with Online Trust serving as an intervening variable.

This study employed a quantitative research approach using a survey method. Data were collected through questionnaires distributed to Generation Z consumers in Surabaya who were familiar with or had purchased MyKonos perfume online. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0.

The results indicate that influencer marketing has a positive and significant effect on online purchase decisions. E-WOM also has a positive and significant effect on online purchase decisions. Furthermore, both influencer marketing and E-WOM have positive and significant effects on Online Trust. Online Trust, in turn, positively and significantly influences online purchase decisions. The mediation analysis reveals that Online Trust successfully mediates the relationship between influencer marketing and online purchase decisions, as well as the relationship between E-WOM and online purchase decisions.

The findings suggest that consumer trust plays a crucial role in strengthening the impact of digital information on online purchasing decisions. Therefore, companies should optimize influencer marketing strategies, encourage positive E-WOM, and enhance consumer trust to improve online purchase decisions for MyKonos perfume products.

Keywords: *Influencer Marketing, Electronic Word of Mouth (E-WOM), Online Trust, Online Purchase Decision, Generation Z.*

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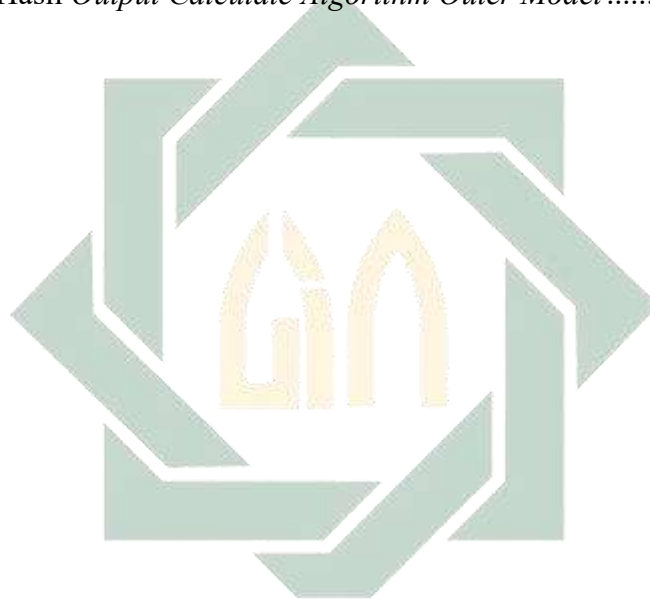
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