

ABSTRAK

PENGARUH IKLAN, *MESSAGE CAMPAIGN* “*WASTE DOWN BEAUTY UP*”, DAN *ELECTRONIC WORD OF MOUTH* TERHADAP MINAT BELI GEN Z TERHADAP PRODUK KECANTIKAN DI SOCIOLLA BANDAR LAMPUNG

Oleh

CLARA MONICA EDIRA

Industri kecantikan di Indonesia mengalami pertumbuhan pesat seiring meningkatnya kebutuhan masyarakat, khususnya Generasi Z, terhadap produk kecantikan. Persaingan yang ketat mendorong perusahaan untuk menerapkan strategi pemasaran yang inovatif, salah satunya dilakukan oleh Sociolla melalui iklan, *message campaign* “*Waste Down Beauty Up*”, serta pemanfaatan *electronic word of mouth* melalui platform Sociolla Connect. Penelitian ini bertujuan untuk mengetahui pengaruh iklan, *message campaign*, dan *electronic word of mouth* terhadap minat beli baik secara parsial maupun simultan. Jenis penelitian ini adalah eksplanatori dengan pendekatan kuantitatif. Data dikumpulkan melalui kuesioner, dan dianalisis menggunakan SPSS versi 26 melalui analisis statistik deskriptif, uji asumsi klasik, dan regresi linear berganda. Hasil penelitian menunjukkan bahwa iklan dan *message campaign* tidak berpengaruh signifikan secara parsial, sedangkan *electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli. Namun, secara simultan ketiganya tetap berkontribusi terhadap minat beli. Kesimpulannya, *electronic word of mouth* merupakan faktor penting yang perlu diperhatikan perusahaan. Saran yang diberikan adalah memperkuat dorongan terhadap partisipasi aktif konsumen dalam memberikan ulasan positif melalui berbagai platform digital agar dapat mendorong minat beli konsumen.

Kata kunci: Iklan, *Message Campaign*, *Electronic Word of Mouth*, Minat Beli

ABSTRACT

THE INFLUENCE OF ADVERTISING, MESSAGE CAMPAIGN “WASTE DOWN BEAUTY UP”, AND ELECTRONIC WORD OF MOUTH ON GENERATION Z PURCHASE INTENTION OF BEAUTY PRODUCTS AT SOCIOLLA BANDAR LAMPUNG

By

CLARA MONICA EDIRA

The beauty industry in Indonesia has experienced rapid growth in line with the increasing demand for beauty products, particularly among Generation Z. Intense competition has encouraged companies to implement innovative marketing strategies, one of which is carried out by Sociolla through advertising, the “Waste Down Beauty Up” message campaign, and the utilization of electronic word of mouth via the Sociolla Connect platform. This study aims to determine the influence of advertising, message campaigns, and electronic word of mouth on purchase intention, both partially and simultaneously. This research is explanatory in nature with a quantitative approach. Data were collected through questionnaires and analyzed using SPSS version 26 through descriptive statistical analysis, classical assumption tests, and multiple linear regression. The findings show that advertising and message campaigns do not have a significant partial effect, whereas electronic word of mouth has a positive and significant influence on purchase intention. However, simultaneously, all three variables still contribute to purchase intention. In conclusion, electronic word of mouth is a crucial factor that companies need to pay attention to. The suggestion given is to strengthen consumer encouragement for active participation in providing positive reviews across various digital platforms to further drive purchase intention.

Keywords: Advertising, Message Campaign, Electronic Word of Mouth, Purchase Intention