

ABSTRAK

**PENGARUH BRAND IMAGE, PROMOSI, DAN INFLUENCER
MARKETING TERHADAP MINAT BELI KONSUMEN GEN Z
PADA PRODUK FASHION CRSL STORE**

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *brand image*, promosi, dan *influencer marketing* secara simultan terhadap minat beli konsumen Gen Z pada produk *fashion* CRSL Store, 2) pengaruh *brand image* terhadap minat beli konsumen Gen Z pada produk *fashion* CRSL Store, 3) pengaruh promosi terhadap minat beli konsumen Gen Z pada produk *fashion* CRSL Store, serta 4) pengaruh *influencer marketing* terhadap minat beli konsumen Gen Z pada produk *fashion* CRSL Store. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan metode *purposive sampling*. Data diperoleh melalui kuisisioner yang disebarakan kepada total 120 responden yang memenuhi kriteria, yaitu Gen Z yang mengenal CRSL Store dan berdomisili di DIY dan sekitarnya. Teknik analisis data menggunakan regresi linear berganda dengan bantuan program SPSS. Hasil menunjukkan bahwa 1) *brand image*, promosi, dan *influencer marketing* secara simultan berpengaruh signifikan terhadap minat beli konsumen Gen Z pada produk *fashion* CRSL Store, 2) *brand image* berpengaruh signifikan terhadap minat beli konsumen Gen Z pada produk *fashion* CRSL Store, 3) promosi berpengaruh signifikan terhadap minat beli konsumen Gen Z pada produk *fashion* CRSL Store, serta 4) *influencer marketing* tidak berpengaruh secara signifikan terhadap minat beli konsumen Gen Z pada produk *fashion* CRSL Store.

Kata Kunci: *Brand Image*, Promosi, *Influencer Marketing*, Minat Beli.

ABSTRACT

**THE INFLUENCE OF BRAND IMAGE, PROMOTION, AND
INFLUENCER MARKETING ON GEN Z CONSUMER PURCHASE
INTEREST IN CRSL STORE FASHION PRODUCTS**

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This study aims to determine: 1) the simultaneous effect of brand image, promotion, and influencer marketing on the purchase intention of Generation Z consumers toward CRSL Store fashion products, 2) the effect of brand image on the purchase intention of Generation Z consumers toward CRSL Store fashion products, 3) the effect of promotion on the purchase intention of Generation Z consumers toward CRSL Store fashion products, and 4) the effect of influencer marketing on the purchase intention of Generation Z consumers toward CRSL Store fashion products. The sampling technique used in this study was non-probability sampling with a purposive sampling method. The data were obtained through questionnaires distributed to 120 respondents who met the criteria, namely Generation Z consumers who are familiar with CRSL Store and domiciled in DIY and surrounding areas. The data analysis technique used was multiple linear regression with the assistance of the SPSS program. The results show that: 1) brand image, promotion, and influencer marketing simultaneously have a significant effect on the purchase intention of Generation Z consumers toward CRSL Store fashion products, 2) brand image has a significant effect on the purchase intention of Generation Z consumers toward CRSL Store fashion products, 3) promotion has a significant effect on the purchase intention of Generation Z consumers toward CRSL Store fashion products, and 4) influencer marketing does not have a significant effect on the purchase intention of Generation Z consumers toward CRSL Store fashion products.

Keywords: Brand Image, Promotion, Influencer Marketing, Purchase Intention.