

ABSTRAK

**PENGARUH DIGITAL PERSONALIZATION, ONLINE CUSTOMER REVIEW,
BRAND IMAGE, DAN SOCIAL MEDIA ENGAGEMENT TERHADAP MINAT BELI
PRODUK FOOT LOCKER PADA
GENERASI Z**

Kadek Riski Putra Sanjaya
Prodi Manajemen, Fakultas Bisnis Dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026

Penelitian ini bertujuan untuk mengetahui pengaruh *digital personalization*, *online customer review*, *brand image*, dan *social media engagement*, baik secara simultan maupun parsial, terhadap minat beli produk Foot Locker pada Generasi Z. Jenis penelitian ini adalah penelitian asosiatif dengan pendekatan kuantitatif. Populasi penelitian adalah Generasi Z di Daerah Istimewa Yogyakarta yang mengetahui tetapi belum pernah membeli produk Foot Locker dengan jumlah 105 responden. Teknik pengambilan sampel *non probability* sampling jenis *purposive sampling*. Teknik analisis data dalam penelitian ini adalah analisis deskriptif dan analisis regresi linier berganda dengan menggunakan program SPSS 25. Hasil penelitian menunjukkan bahwa *digital personalization*, *online customer review*, *brand image*, dan *social media engagement* secara simultan berpengaruh terhadap minat beli produk Foot Locker pada Generasi Z. Secara parsial, *digital personalization* dan *online customer review* terbukti berpengaruh terhadap minat beli, sedangkan *brand image* dan *social media engagement* secara parsial tidak berpengaruh terhadap minat beli produk Foot Locker pada Generasi Z.

Kata Kunci: *digital personalization*, *online customer review*, *brand image*, *social media engagement*, minat beli, Generasi Z

ABSTRACT

THE INFLUENCE OF DIGITAL PERSONALIZATION, ONLINE CUSTOMER REVIEW, BRAND IMAGE, AND SOCIAL MEDIA ENGAGEMENT ON PURCHASE INTENTION OF FOOT LOCKER PRODUCTS AMONG GENERATION Z

Kadek Riski Putra Sanjaya
Management Study Program, Faculty of Business and Economics
Sanata Dharma University
Yogyakarta
2026

This study aims to examine the influence of digital personalization, online customer reviews, brand image, and social media engagement, both simultaneously and partially, on the purchase intention of Foot Locker products among Generation Z. This study employed an associative research design with a quantitative approach. The population consisted of Generation Z individuals in the Special Region of Yogyakarta who were aware of Foot Locker products but had never purchased them. A total of 105 respondents were selected using a non-probability sampling technique with purposive sampling. Data were analyzed using descriptive statistics and multiple linear regression analysis with SPSS version 25. The results indicate that digital personalization, online customer reviews, brand image, and social media engagement simultaneously have a significant effect on purchase intention toward Foot Locker products among Generation Z. Partially, digital personalization and online customer reviews have a significant positive effect on purchase intention, whereas brand image and social media engagement do not have a significant partial effect on purchase intention toward Foot Locker products among Generation Z.

Keywords: digital personalization, online customer review, brand image, social media engagement, purchase intention, Generation Z