

ABSTRAK

PENGARUH MEME MARKETING, E-WOM, DAN BRAND PERSONALITY TERHADAP MINAT BELI KONSUMEN GENERASI Z DI ALDI'S BURGER

Agnes Anggarawati
Prodi Manajemen Fakultas Bisnis dan Ekonomi
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui : 1) Pengaruh secara simultan *meme marketing*, *electronic word of mouth* (e-WOM), dan *brand personality* terhadap minat beli konsumen, 2) Pengaruh secara langsung *meme marketing* terhadap minat beli konsumen, 3) Pengaruh secara langsung *electronic word of mouth* (e-WOM) terhadap minat beli konsumen, dan 4) Pengaruh secara langsung *brand personality* terhadap minat beli konsumen. Populasi dalam penelitian ini adalah Generasi Z yang aktif menggunakan media sosial dan pernah melihat konten Aldi's Burger di media sosial Instagram, TikTok, atau Threads. Teknik pengambilan sampel menggunakan purposive sampling. Penelitian ini menggunakan 177 responden sebagai sampel yang datanya diperoleh melalui penyebaran kuesioner secara online menggunakan Google Form. Teknik analisis data menggunakan analisis regresi linier berganda dengan bantuan program IBM SPSS Statistics versi 25. Hasil penelitian menunjukkan bahwa: 1) *Meme marketing*, *electronic word of mouth* (e-WOM), dan *brand personality* secara simultan berpengaruh positif dan signifikan terhadap minat beli konsumen, 2) *Meme marketing* secara langsung berpengaruh positif dan signifikan terhadap minat beli konsumen, 3) *Electronic word of mouth* (e-WOM) secara langsung berpengaruh positif dan signifikan terhadap minat beli konsumen, dan 4) *Brand personality* secara langsung berpengaruh positif dan signifikan terhadap minat beli konsumen.

Kata Kunci : *meme marketing*, *electronic word of mouth* (e-WOM), *brand personality*, minat beli, Generasi Z

ABSTRACT

THE INFLUENCE OF MARKETING, E-WOM, AND BRAND PERSONALITY ON GENERATION Z CONSUMER'S PURCHASE INTENTION AT ALDI'S BURGER

Agnes Anggarawati
Management Study Program Faculty of Business and Economics
Sanata Dharma University
Yogyakarta
2026

This study aims to examine: 1) The simultaneous effect of meme marketing, electronic word of mouth (e-WOM), and brand personality on consumers' purchase intention, 2) The direct effect of meme marketing on consumers' purchase intention, 3) The direct effect of electronic word of mouth (e-WOM) on consumers' purchase intention, and 4) The direct effect of brand personality on consumers' purchase intention. The population of this study consisted of Generation Z individuals who actively use social media and have viewed Aldi's Burger content on Instagram, TikTok, or Threads. The sampling technique used was purposive sampling. A total of 177 respondents were selected as the research sample, and the data were collected through an online questionnaire distributed via Google Forms. The data were analyzed using multiple linear regression analysis with the assistance of IBM SPSS Statistics version 25. The results of this study indicate that: 1) Meme marketing, electronic word of mouth (e-WOM), and brand personality simultaneously have a positive and significant effect on consumers' purchase intention, 2) Meme marketing has a positive and significant direct effect on consumers' purchase intention, 3) Electronic word of mouth (e-WOM) has a positive and significant direct effect on consumers' purchase intention, and 4) Brand personality has a positive and significant direct effect on consumers' purchase intention.

Keywords : meme marketing, electronic word of mouth (e-WOM), brand personality, purchase intention, Generation Z