

ABSTRAK

**PERAN GAMIFICATION MARKETING, SOCIAL MEDIA MARKETING,
PERCEIVED SAFETY, DAN USER GENERATED CONTENT TERHADAP
CUSTOMER EXPERIENCE GENERASI Z PADA PRODUK HELM KYT KYOTO**

Stefanus Pramayoga Wiradharma
Prodi Manajemen Fakultas Bisnis & Ekonomi
Universitas Sanata Dharma
Yogyakarta
2026

Penelitian ini bertujuan untuk mengetahui pengaruh *gamification marketing*, *social media marketing*, *perceived safety*, dan *user generated content* terhadap *customer experience* Gen Z pada produk helm KYT Kyoto di Daerah Istimewa Yogyakarta. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah Generasi Z di Daerah Istimewa Yogyakarta yang pernah menggunakan, mengetahui, atau terpapar promosi helm KYT Kyoto melalui media sosial maupun pengalaman langsung. Sampel penelitian berjumlah 384 responden yang ditentukan menggunakan rumus *Cochran* dan dipilih dengan teknik *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner, sedangkan analisis data menggunakan regresi linear berganda dengan bantuan program SPSS 26. Hasil penelitian ini menunjukkan bahwa: (1) *gamification marketing*, *social media marketing*, *perceived safety*, dan *user generated content* berpengaruh secara simultan terhadap *customer experience*, (2) *gamification marketing* berpengaruh secara parsial terhadap *customer experience*, (3) *social media marketing* berpengaruh secara parsial terhadap *customer experience*, (4) *perceived safety* berpengaruh secara parsial terhadap *customer experience*, (5) *user generated content* berpengaruh secara parsial terhadap *customer experience*.

Kata kunci: *gamification marketing*, *social media marketing*, *perceived safety*, *user generated content*

ABSTRACT

**THE ROLE OF GAMIFICATION MARKETING, SOCIAL MEDIA MARKETING,
PERCEIVED SAFETY, AND USER-GENERATED CONTENT IN SHAPING
GENERATION Z'S CUSTOMER EXPERIENCE OF KYT KYOTO HELMETS**

Stefanus Pramayoga Wiradharma
Management Study Program Faculty of Business & Economics
Sanata Dharma University
Yogyakarta
2026

This study aimed to examine the influence of gamification marketing, social media marketing, perceived safety, and user-generated content on the customer experience of Generation Z consumers of KYT Kyoto helmets in the Special Region of Yogyakarta. The study employed a quantitative approach using a survey method. The population consisted of Generation Z individuals in the Special Region of Yogyakarta who had used, been aware of, or been exposed to promotions of KYT Kyoto helmets through social media or direct experience. A total of 384 respondents were selected as the sample using Cochran's formula and a purposive sampling technique. Data were collected through a questionnaire distribution and were analyzed using multiple linear regression with the assistance of SPSS version 26. The results of this study indicated that: (1) gamification marketing, social media marketing, perceived safety, and user-generated content simultaneously had a significant effect on customer experience; (2) gamification marketing had a significant partial effect on customer experience; (3) social media marketing had a significant partial effect on customer experience; (4) perceived safety had a significant partial effect on customer experience; and (5) user-generated content had a significant partial effect on customer experience.

Keywords: gamification marketing, social media marketing, perceived safety, user-generated content, customer experience