

ABSTRAK

PENGARUH INFLUENCER REVIEW, PARASOCIAL INTERACTION, BRAND TRUST DAN ELECTRONIC WORD OF MOUTH DI TIKTOK TERHADAP PURCHASE INTENTION IPHONE PADA GENERASI Z

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh simultan *influencer review*, *parasocial interaction*, *brand trust*, dan *electronic word of mouth (e-WOM)* di Tiktok terhadap *purchase intention* iPhone pada Generasi Z; 2) pengaruh parsial *influencer review*, *parasocial interaction*, *brand trust*, dan *electronic word of mouth (e-WOM)* di Tiktok terhadap *purchase intention* iPhone pada Generasi Z. Populasi dalam penelitian ini adalah Generasi Z yang berdomisili di Daerah Istimewa Yogyakarta dan aktif menggunakan aplikasi Tiktok. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *purposive sampling*. Data diperoleh dengan membagikan kuesioner dalam format *google form* dan memperoleh 111 responden dari bulan Februari sampai Maret 2026. Analisis data yang digunakan yaitu analisis Regresi Linear Berganda dengan bantuan aplikasi SPSS versi 25. Hasil penelitian menunjukkan bahwa: 1) *influencer review*, *parasocial interaction*, *brand trust* dan *electronic word of mouth (e-WOM)* di Tiktok secara simultan berpengaruh signifikan terhadap *purchase intention* iPhone pada Generasi Z di Daerah Istimewa Yogyakarta; 2) *influencer review*, *parasocial interaction*, *brand trust* dan *electronic word of mouth (e-WOM)* secara parsial berpengaruh terhadap *purchase intention* iPhone pada Generasi Z di Daerah Istimewa Yogyakarta.

Kata kunci: *Influencer Review, Brand Trust, Parasocial Interaction, Electronic Word of Mouth (e-WOM), Purchase Intention, Tiktok, Generasi Z.*

ABSTRACT

THE INFLUENCE OF INFLUENCER REVIEW, PARASOCIAL INTERACTION, BRAND TRUST, AND ELECTRONIC WORD OF MOUTH ON TIKTOK TOWARD IPHONE PURCHASE INTENTION AMONG GENERATION Z

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This study aims to determine: 1) the simultaneous effect of influencer reviews, parasocial interaction, brand trust, and electronic word of mouth (e-WOM) on TikTok on Generation Z's intention to purchase an iPhone; 2) the partial effect of influencer reviews, parasocial interaction, brand trust, and electronic word of mouth (e-WOM) on TikTok on Generation Z's intention to purchase an iPhone. The population for this study consists of Generation Z residents of the Special Region of Yogyakarta who actively use the TikTok app. The sampling technique employed non-probability sampling using a purposive sampling method. Data were collected by distributing a questionnaire via Google Forms, yielding 111 respondents from February through March 2026. Data analysis was conducted using multiple linear regression with the assistance of SPSS version 25. The results of the study indicate that: 1) influencer reviews, parasocial interaction, brand trust, and electronic word of mouth (e-WOM) on TikTok simultaneously have a significant effect on iPhone purchase intention among Generation Z in the Special Region of Yogyakarta; 2) influencer reviews, parasocial interaction, brand trust, and electronic word of mouth (e-WOM) partially influence iPhone purchase intention among Generation Z in the Special Region of Yogyakarta.

Keywords: Influencer Review, Parasocial Interaction, Brand Trust, Electronic Word of Mouth (e-WOM), Purchase Intention, TikTok, Generation Z