

# Pengaruh Social Media Advertising Terhadap Perilaku Pembelian Gen M Pada Industri Modest Fesyen di Indonesia: Peran Moderasi Brand Image = The Effect of Social Media Advertising on Gen M Purchasing Behavior in the Modest Fashion Industry in Indonesia: The Moderating Role of Brand Image

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## Abstrak

Perkembangan industri halal secara global sangat menjanjikan. Perkembangan tersebut dapat dirasakan bagi Indonesia sebagai negara dengan penduduk Muslim terbesar di dunia. Media memegang peran penting terhadap perkembangan industri halal terutama dengan adanya perkembangan media sosial yang sangat cepat dan luas. Salah satu kelompok pengguna media sosial tersebut adalah Gen M. Gen M merupakan kelompok milenial muslim yang memiliki karakteristik melek akan teknologi, berdaya juang, muda, dan modern. Berdasarkan perkembangan pengguna media sosial dari tahun ke tahun yang terus meningkat tentu memberikan peluang baru dan besar bagi banyak industry termasuk industri fesyen yang didalamnya termasuk industri modest fesyen. Perusahaan pada industri telah merubah cara pemasaran mereka dengan lebih berfokus melakukan pemasaran menggunakan platform di media sosial. Penelitian ini akan menganalisis bagaimana pengaruh social media advertising terhadap perilaku pembelian konsumen Muslim terutama bagi Gen M. Penelitian ini juga akan memeriksa apakah terdapat efek moderasi brand image terhadap variable penelitian. Penelitian ini akan menggabungkan Partial Least Squares Structural Equation Model (PLS-SEM) dengan model S-O-R. Survei dilakukan terhadap 253 responden dengan menggunakan metode self-administered questioner. Hasil dari penelitian ini menunjukkan bahwa aspek hiburan, kredibilitas, ease of use, dan konten dalam social media advertising dapat mempengaruhi brand image dan juga perilaku pembelian konsumen Gen M secara positif dan signifikan. Ditemukan juga bahwa Brand Image dapat memoderasi pengaruh hiburan, ease of use, dan konten social media advertising terhadap consumer buying behavior Gen M.

.....The development of the global halal industry is very promising. This development can be felt for Indonesia as a country with the largest Muslim population in the world. The media plays an important role in the development of the halal industry, especially with the rapid and widespread development of social media. One group of social media users is Gen M. Gen M is a Muslim millennial group who has the characteristics of being literate in technology, fighting spirit, young, and modern. Based on the development of social media users from year to year, which continues to increase, it certainly provides new and great opportunities for many industries, including the fashion industry, which includes the simple fashion industry. Companies in the industry have changed their way of marketing by focusing more on marketing using platforms on social media. This study will analyze how social media advertising influences the buying behavior of Muslim consumers, especially for Gen M. This study will also examine whether there is a moderating effect of brand image on research variables. This research will combine the Partial Least Squares Structural Equation Model (PLS-SEM) with the S-O-R model. The survey was conducted on 253 respondents using a self-administered questioner method. The results of this study show that aspects of entertainment, credibility, ease of use, and content in social media advertising can positively and

significantly influence brand image and buying behavior of Gen M consumers. It was also found that brand image can moderate the effect of entertainment, ease of use, and social media advertising content on Gen M consumer buying behavior.