

PENGARUH *SOCIAL MEDIA MARKETING* INSTAGRAM DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *FACE WASH*

NIVEA MEN

(Studi pada Generasi Z di Kota Bandung)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Social Media Marketing* Instagram dan *Brand Image* terhadap Keputusan Pembelian produk *Face Wash* Nivea Men pada Generasi Z di Kota Bandung. Fenomena penelitian ini didasari oleh ketatnya persaingan industri *skincare* pria serta perlunya optimalisasi penggunaan Instagram sebagai kanal pemasaran utama bagi segmen Generasi Z. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan verifikatif. Data dikumpulkan melalui kuesioner terhadap 100 responden laki-laki Generasi Z di Kota Bandung yang dipilih menggunakan teknik *non-probability sampling*. Analisis data dilakukan dengan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) melalui perangkat lunak SmartPLS. Hasil analisis deskriptif menunjukkan bahwa *Social Media Marketing* berada pada kategori kurang baik, sedangkan *Brand Image* dan Keputusan Pembelian berada pada kategori baik. Secara verifikatif, hasil penelitian membuktikan bahwa *Social Media Marketing* dan *Brand Image* berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Temuan ini juga mengonfirmasi bahwa *Brand Image* memiliki pengaruh yang lebih dominan dalam mendorong keputusan pembelian dibandingkan *Social Media Marketing*. Kesimpulan dari penelitian, Nivea Men perlu meningkatkan kualitas interaksi di Instagram agar lebih personal serta mempertahankan konsistensi citra merek melalui inovasi visual dan produk agar tetap menjadi pilihan utama bagi konsumen Generasi Z.

Kata kunci: *Social Media Marketing*, *Brand Image*, Keputusan Pembelian

***THE INFLUENCE OF SOCIAL MEDIA MARKETING INSTAGRAM
BRAND IMAGE AND PURCHASE DECISION OF FACE WASH NIVEA
MEN***

(A Study on Generation Z in Bandung)

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ABSTRACT

This study aims to analyze the influence of Instagram Social Media Marketing and Brand Image on Purchasing Decisions for Nivea Men Face Wash products among Generation Z in Bandung City. This research phenomenon is based on the tight competition in the men's skincare industry and the need to optimize the use of Instagram as the main marketing channel for the Generation Z segment. The research method used is quantitative with a descriptive and verification approach. Data were collected through questionnaires to 100 male Generation Z respondents in Bandung City who were selected using a non-probability sampling technique. Data analysis was carried out using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method through SmartPLS software. The results of the descriptive analysis show that Social Media Marketing is in the poor category, while Brand Image and Purchasing Decision are in the good category. Verifiably, the results of the study prove that Social Media Marketing and Brand Image have a positive and significant effect on Purchasing Decisions. This finding also confirms that Brand Image has a more dominant influence in driving purchasing decisions than Social Media Marketing. The conclusion of the research is that Nivea Men needs to improve the quality of interactions on Instagram to be more personal and maintain brand image consistency through visual and product innovation to remain the main choice for Generation Z consumers.

Keywords: Social Media Marketing, Brand Image, Purchase Decision