

ABSTRAK

Wanda Dwi Anugerah. 2026. Pengaruh *Electronic Word Of Mouth* (e-WOM) Dan Harga Terhadap Keputusan Pembelian Melalui *Brand Image* Pada Pengguna Aplikasi Layanan *Video Streaming* iQIYI (Studi Kasus Generasi Z Di Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Anggita Langgeng Wijaya, S. E., M. Si., Ak. C.A, Pembimbing (II) Dian Citaningtyas Ari Kadi, S. E., M. M.

Penelitian bertujuan menganalisis pengaruh e-WOM dan harga terhadap keputusan pembelian aplikasi iQIYI, langsung maupun melalui *brand image*, pada Generasi Z di Madiun. Penelitian menggunakan pendekatan kuantitatif asosiatif dengan *purposive sampling* terhadap 170 responden, melalui kuesioner daring, dianalisis dengan PLS-SEM menggunakan SmartPLS 4.0. Hasil menunjukkan e-WOM dan harga berpengaruh signifikan terhadap keputusan pembelian, dan harga berpengaruh signifikan terhadap *brand image*. Namun *brand image* tidak berpengaruh terhadap keputusan pembelian, e-WOM tidak berpengaruh terhadap *brand image*, dan tidak memediasi pengaruh e-WOM maupun harga. Generasi Z memutuskan berlangganan berdasarkan ulasan dan harga, tanpa melalui citra merek. Hasil penelitian menjadi masukan bagi manajemen iQIYI merumuskan strategi pemasaran digital.

Kata Kunci: *Electronic Word of Mouth*, Harga, *Brand Image*, Keputusan Pembelian, Generasi

ABSTRACT

Wanda Dwi Anugerah. 2026. *The Effect of Electronic Word of Mouth (e-WOM) and Price on Purchase Decisions through Brand Image among Users of the iQIYI Video Streaming Application (A Case Study of Generation Z in Madiun)*. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Advisor (I) Dr. Anggita Langgeng Wijaya, S.E., M.Si., Ak.C.A., Advisor (II) Dian Citaningtyas Ari Kadi, S.E., M.M.

This study aims to analyze the effect of e-WOM and price on purchase decisions for the iQIYI application, both directly and through brand image, among Generation Z in Madiun. The study employs a quantitative associative approach with purposive sampling on 170 respondents, using an online questionnaire, and is analyzed using PLS-SEM with SmartPLS 4.0. The results show that e-WOM and price have a significant effect on purchase decisions, and price has a significant effect on brand image. However, brand image has no effect on purchase decisions, e-WOM has no effect on brand image, and brand image does not mediate the effect of either e-WOM or price. Generation Z decides to subscribe based on reviews and price, without going through brand image formation. The findings are expected to serve as input for iQIYI's management in formulating a more effective digital marketing strategy.

Keywords: *Electronic Word of Mouth, Price, Brand Image, Purchase Decision, Generation Z*