ABSTRAK

Naswa Eka Listiana, 2026. Pengaruh Variasi Produk, *Influencer Marketing*, *Electronic Word of Mouth* (e-WOM) dan Citra Merek Terhadap Keputusan Pembelian Produk Lip Wardah pada Generasi Z di Kota Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Rizal Ula Ananta Fauzi, S.E., M,M.. Pembimbing (II) Rollis Ayu Ditasari, S,E., M,Ak.

Penelitian ini bertujuan untuk menganalisis pengaruh variasi produk, *influencer marketing*, *electronic word of mouth* (E-WOM), dan citra merek terhadap keputusan pembelian produk lip Wardah pada Generasi Z di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada responden yang merupakan Generasi Z pengguna produk lip Wardah di Kota Madiun. Teknik pengambilan sampel menggunakan metode *purposive sampling* dengan jumlah sampel sebanyak 384 responden. Data yang diperoleh dianalisis menggunakan metode *Structural Equation Modeling-Partial Least Square* (SEM-PLS) dengan bantuan *software* SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa variasi produk, *influencer marketing*, *electronic word of mouth* (E-WOM), dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk lip Wardah pada Generasi Z di Kota Madiun. Hasil pengujian simultan juga menunjukkan bahwa keempat variabel independen secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian. Nilai R-*Square* sebesar 0,561 menunjukkan bahwa variasi produk, *influencer marketing*, *electronic word of mouth* (E-WOM), dan citra merek mampu menjelaskan keputusan pembelian sebesar 56,1%, sedangkan sisanya sebesar 43,9% dijelaskan oleh faktor lain di luar model penelitian. Variabel-variabel tersebut menjadi faktor penting yang dipertimbangkan konsumen dalam melakukan keputusan pembelian produk lip Wardah. Oleh karena itu, perusahaan perlu mempertahankan dan meningkatkan variasi produk, strategi *influencer marketing*, kualitas informasi yang beredar melalui E-WOM, serta citra merek untuk meningkatkan keputusan pembelian konsumen, khususnya Generasi Z.

Kata Kunci: Variasi Produk, *Influencer Marketing*, *Electronic Word of Mouth* (E-WOM), Citra Merek, Keputusan Pembelian.

ABSTRAK

Naswa Eka Listiana, 2026. *The Influence of Product Variation, Influencer Marketing, Electronic Word of Mouth (e-WOM) and Brand Image on Purchasing Decisions of Wardah Lip products among Generation Z in Madiun City. Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor* (I) Dr. Rizal Ula Ananta Fauzi, S.E., M,M.. *Advisor* (II) Rollis Ayu Ditasari, S,E., M,Ak.

This study aims to analyze the influence of product variations, influencer marketing, electronic word of mouth (E-WOM), and brand image on purchasing decisions for Wardah lip products among Generation Z in Madiun City. This study uses a quantitative approach with a survey method by distributing questionnaires to respondents who are Generation Z users of Wardah lip products in Madiun City. The sampling technique used a purposive sampling method with a sample size of 384 respondents. The data obtained were analyzed using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method with the help of SmartPLS 4.0 software.

The results of the study indicate that product variety, influencer marketing, electronic word of mouth (E-WOM), and brand image have a positive and significant effect on the purchasing decision of Wardah lip products among Generation Z in Madiun City. The results of simultaneous testing also show that the four independent variables together have a significant effect on purchasing decisions. The R-Square value of 0.561 indicates that product variety, influencer marketing, electronic word of mouth (E-WOM), and brand image are able to explain purchasing decisions by 56.1%, while the remaining 43.9% is explained by other factors outside the research model. These variables are important factors that consumers consider in making purchasing decisions for Wardah lip products. Therefore, the company needs to maintain and improve product variety, influencer marketing strategies, the quality of information circulating through E-WOM, and brand image to improve consumer purchasing decisions, especially Generation Z.

***Keywords**: Product Variation, Influencer Marketing, Electronic Word of Mouth (E-WOM), Brand Image, Purchasing Decision.*