

Abstrak

Penelitian ini memiliki dua tujuan, yaitu untuk mengetahui pengaruh *Short Video Marketing Aerostreet* di TikTok @aerostreet terhadap *Purchase Intention* di kalangan generasi Z Indonesia serta untuk mengetahui peran *Brand Reputation* sebagai variabel moderasi pada pengaruh *Short Video Marketing Aerostreet* di TikTok @aerostreet terhadap *Purchase Intention* di kalangan generasi Z Indonesia. Penelitian ini dilakukan pada generasi Z Indonesia berusia 18–27 tahun yang pernah menonton *Short Video Marketing Aerostreet* di TikTok @aerostreet. Dalam penelitian ini, jumlah populasi tidak diketahui sehingga penentuan jumlah sampel dilakukan dengan menggunakan rumus Lemeshow dengan *margin of error* 5% dan didapatkan total 385 sampel. Data penelitian dikumpulkan dengan kuesioner daring yang disebarakan melalui sejumlah media sosial seperti Twitter, TikTok, Whatsapp, dan Line untuk kemudian diuji dengan uji korelasi Pearson, uji regresi linear berganda, uji koefisien determinasi, dan uji regresi moderasi. Hasil penelitian menemukan bahwa keempat indikator *Short Video Marketing*, yakni *Content Matching*, *Information Relevance*, *Storytelling*, dan *Emotionality* secara simultan berpengaruh positif dan signifikan terhadap *Purchase Intention* produk Aerostreet di kalangan generasi Z Indonesia dengan tingkat pengaruh yang cukup rendah, yakni sebesar 14% dan hasil uji t menemukan bahwa hanya dua dari empat indikator tersebut, yakni indikator *Storytelling* dan *Information Relevance* yang secara parsial berpengaruh secara positif dan signifikan terhadap *Purchase Intention* produk Aerostreet di kalangan generasi Z Indonesia. Hasil analisis regresi moderasi menunjukkan bahwa *Brand Reputation* sebagai variabel moderasi diketahui berperan dalam memperkuat pengaruh *Short Video Marketing* terhadap *Purchase Intention* sebesar 8,6%.

Kata kunci: *Short Video Marketing*, Tiktok, *Purchase Intention*, *Brand Reputation*, Generasi Z

Abstract

This study has two objectives, namely to determine the effect of Short Video Marketing Aerostreet on TikTok @aerostreet on Purchase Intention among generation Z Indonesia and to determine the role of Brand Reputation as a moderating variable on the effect of Short Video Marketing Aerostreet on TikTok @aerostreet on Purchase Intention among generation Z Indonesia. This research was conducted on generation Z Indonesia aged 18-27 years who have watched Aerostreet's Short Video Marketing on TikTok @aerostreet. In this study, the population size was unknown so that the determination of the sample size was carried out using the Lemeshow formula with a margin of error of 5% and a total of 385 samples were obtained. The research data was collected by online questionnaires distributed through a number of social media such as Twitter, TikTok, Whatsapp, and Line and then tested with Pearson correlation test, multiple linear regression test, coefficient of determination test, and moderation regression test. The results found that the four indicators of Short Video Marketing, namely Content Matching, Information Relevance, Storytelling, and Emotionality simultaneously have a positive and significant effect on Purchase Intention of Aerostreet products among generation Z Indonesia with a fairly low level of influence, which is 14% and the results of the t test found that only two of the four indicators, namely the Storytelling and Information Relevance indicators partially have a positive and significant effect on Purchase Intention of Aerostreet products among generation Z Indonesia. The results of the moderation regression analysis show that Brand reputation as a moderating variable is known to play a role in strengthening the effect of Short Video Marketing on Purchase Intention by 8.6%.

Keywords: Short Video Marketing, Tiktok, Purchase Intention, Brand Reputation, Generation Z