

Revolusi Strategi Pemasaran: Analisis Pengaruh Guerrilla Marketing, Brand Image, dan Brand Awareness terhadap Keputusan Pembelian Gen Z di Indonesia (Studi Pada Brand Aerostreet) = Marketing Strategy Revolution: Analysis of the Influence of Guerrilla Marketing, Brand Image, and Brand Awareness on Gen Z Purchasing Decisions in Indonesia (Study on Aerostreet Brand)

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Abstrak

Dalam era digital yang kompetitif saat ini, merek lokal seperti Aerostreet ditantang untuk menerapkan strategi pemasaran inovatif guna menarik konsumen Generasi Z yang dikenal kritis, visual, dan aktif secara sosial di ruang digital. Penelitian ini bertujuan menganalisis pengaruh guerrilla marketing yang mencakup viral marketing, ambush marketing, buzz marketing, dan street graphic marketing terhadap keputusan pembelian Generasi Z di Indonesia, dengan brand awareness dan brand image sebagai variabel mediasi. Pendekatan kuantitatif digunakan dengan desain penelitian deskriptif dan teknik purposive sampling. Data dikumpulkan melalui kuesioner online dari 201 responden dan dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa viral marketing, buzz marketing, dan street graphic marketing berpengaruh signifikan dan positif terhadap keputusan pembelian, sedangkan ambush marketing tidak menunjukkan pengaruh langsung yang signifikan. Selain itu, brand awareness dan brand image terbukti memediasi sebagian besar hubungan antara strategi pemasaran dan keputusan pembelian. Hasil ini memberikan wawasan praktis tentang bagaimana persepsi merek memengaruhi perilaku beli konsumen muda dan menjadi dasar strategi pemasaran yang lebih relevan bagi Generasi Z.

.....In today's competitive digital era, local brands like Aerostreet are challenged to implement innovative marketing strategies to engage Generation Z consumers, who are known for being critical, visually driven, and socially active in digital spaces. This study aims to analyze the influence of guerrilla marketing comprising viral marketing, ambush marketing, buzz marketing, and street graphic marketing on the purchase decisions of Generation Z in Indonesia, with brand awareness and brand image as mediating variables. A quantitative approach was employed using a descriptive research design and purposive sampling technique. Data were collected through an online questionnaire from 201 respondents and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings show that viral marketing, buzz marketing, and street graphic marketing have a significant and positive influence on purchase decisions, while ambush marketing does not show a direct significant effect. Moreover, brand awareness and brand image significantly mediate most of the relationships between marketing strategies and purchase decisions. These results contribute to a deeper understanding of how brand perception shapes the purchasing behavior of younger consumers and provide practical insights for developing marketing strategies tailored to Generation Z. Future research is encouraged to broaden the scope of study and apply cross-generational comparisons to obtain more comprehensive insights.