

ABSTRAK

Strategi marketing tentunya akan mempengaruhi konsumen dalam membuat Keputusan Pembelian. Penelitian ini bertujuan untuk mengetahui pengaruh Variasi Produk, Korean Wave dan Electronic Word of Mouth (E-WOM) terhadap keputusan Pembelian Mi Instan Korea Samyang (Buldak Bukkeummyeom) oleh Gen Z di Kota Jambi. Penelitian ini bersifat kuantitatif dan data penelitian yang digunakan adalah data primer dan sekunder. Populasi yang digunakan adalah Generasi Z di Kota Jambi yang berjumlah 150.470 jiwa, penarikan sampel menggunakan rumus Slovin dengan persentase 10% dengan jumlah sebanyak 100 responden. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan Skala Likert. Teknik pengujian data menggunakan Uji Validitas dan Uji Reabilitas, Uji R-Square dan Uji Hipotesis dengan Booststrapping dengan menggunakan Software SmartPLS 3.0. Hasil penelitian menunjukkan bahwa Variasi Produk, *Korean Wave* dan *Electronic Word of Mouth* (E-WOM) berpengaruh positif dan signifikan terhadap Keputusan Pembelian.

Kata Kunci : Variasi Produk, *Korean Wave*, *Electronic Word of Mouth* (e-WOM), Keputusan Pembelian.

ABSTRACT

Marketing strategies will certainly influence consumers in making purchasing decisions. This research aims to determine the influence of Product Variation, Korean Wave and Electronic Word of Mouth (E-WOM) on the decision to purchase Korean Samyang Instant Noodles (Buldak Bukkeummyeom) by Gen Z in Jambi City. This research is quantitative in nature and the research used is primary and secondary data. The population used was Generation Z in Jambi City, totaling 150,470 people. Samples were drawn using the Slovin formula with a percentage of 10% with a total of 100 respondents. Data collection was carried out through distributing questionnaires with a Likert Scale. Data testing techniques use Validity Test and Reliability Test, R-Square Test and Hypothesis Test with Booststrapping using SmartPLS 3.0 Software. The research results show that Product Variation, Korean Wave and Electronic Word of Mouth (E-WOM) have a positive and significant effect on Purchasing Decisions..

Keywords: *Product Variations, Korean Wave, Electronic Word of Mouth (e-WOM), Purchasing Decisions.*