

## ABSTRAK

Di era digital saat ini, keputusan pembelian produk fashion lokal seperti tas Bostanten semakin dipengaruhi strategi pemasaran digital di tengah persaingan ketat antar-kompetitor. Penelitian ini bertujuan menganalisis pengaruh personal branding, *social media engagement*, dan electronic word-of-mouth (*E-wom*) terhadap *Purchase Decision* mahasiswa Universitas Muhammadiyah Jember sebagai representasi Generasi Z. Pendekatan kuantitatif digunakan dengan metode survei kuesioner terhadap responden mahasiswa, dianalisis melalui regresi linier berganda berbasis SPSS. Hasil penelitian menunjukkan bahwa personal branding, *social media engagement*, dan *E-wom* berpengaruh positif serta signifikan secara parsial terhadap keputusan pembelian, di mana *personal branding* membangun kepercayaan melalui dimensi nilai, sikap, serta reputasi; *Social media engagement* mendorong interaksi aktif via consumption, contribution, dan creation; serta *E-wom* mempercepat konversi melalui intensity, positive valence, dan konten informatif. Temuan ini mengonfirmasi efektivitas strategi digital dalam meningkatkan loyalitas Gen Z terhadap produk tas lokal, memberikan implikasi praktis bagi Bostanten untuk mengoptimalkan konten autentik, komunitas online, serta pengelolaan ulasan guna membalikkan tren penurunan penjualan; secara teoritis, membuka peluang penelitian lanjutan dengan variabel moderasi seperti trust pada platform TikTok atau konteks produk berbeda.

Kata Kunci: Personal branding, *social media engagement*, *E-wom*, purchase decision

## **ABSTRACT**

*In today's digital era, the decision to purchase local fashion products such as Bostanten bags is increasingly influenced by digital marketing strategies amid fierce competition between competitors. This study aims to analyze the influence of personal branding, social media engagement, and electronic word-of-mouth (E-wom) on the Purchase Decision of students of the University of Muhammadiyah Jember as a representation of Generation Z. Quantitative approach was used by a questionnaire survey method on student respondents, analyzed through multiple linear regression based on SPSS. The results of the study show that personal branding, social media engagement, and E-wom have a positive and partially significant effect on purchase decisions, where personal branding builds trust through the dimensions of values, attitudes, and reputation; Social media engagement encourages active interaction via consumption, contribution, and creation; and E-wom accelerates conversions through intensity, positive valence, and informative content. These findings confirm the effectiveness of digital strategies in increasing Gen Z's loyalty to local bag products, providing practical implications for Bostanten to optimize authentic content, online communities, and review management to reverse the downward trend in sales; theoretically, it opens up opportunities for further research with moderation variables such as trust on the TikTok platform or different product contexts.*

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