

ABSTRACT

Analysis of the Influence of Electronic Word of Mouth, Online Communities, and Online Advertising on Brand Loyalty Through Brand Image Mediation (Study on Generation Z Gamers of Genshin Impact).

Monika Claudia Sarita ¹⁾, Cynthia Sari Dewi ²⁾

¹⁾ Student of Management Department, Pembangunan Jaya University

²⁾ Lecturer of Management Department, Pembangunan Jaya University

The growth of the gaming industry driven by technological advancements has sparked significant interest among Generation Z. However, the popularity of some games like Genshin Impact has gradually declined in recent years. This research aims to examine the influence of e-WOM, online communities, online advertising, and brand image on the loyalty of Genshin Impact players. The study adopts a quantitative approach using primary data. Purposive sampling technique was employed to select a sample of 100 game players residing in Jakarta. Structural Equation Model (SEM) was utilized for data analysis using SMART PLS. The results of the study indicate that e-WOM and online communities have a significant positive effect on brand image and brand loyalty. Online advertising affects brand loyalty but does not influence brand image.

Keywords: Electronic Word of Mouth, Online Community, Online Advertising, Brand Image, and Brand Loyalty.