

ABSTRACT

The development of digital technology and the increasing use of social media have transformed Generation Z's consumption behavior, including the online purchase of cultural products such as batik fabrics. This study aims to analyze the influence of lifestyle and the utilization of social media marketing on electronic word of mouth (e-WOM) and its impact on online batik purchase decisions among Generation Z.

This research employs a quantitative approach using a survey method conducted through online questionnaires. The research population consists of Generation Z consumers who have purchased batik fabrics online and are familiar with the Gerakan Berkain Bersama movement, with purposive sampling applied as the sampling technique. Data were analyzed using Structural Equation Modeling (SEM) to examine both direct and indirect relationships among variables.

The results indicate that lifestyle and social media marketing utilization have a positive effect on e-WOM. Furthermore, lifestyle, social media marketing utilization, and e-WOM positively influence online batik purchase decisions. e-WOM is proven to mediate the relationship between lifestyle and social media marketing utilization and purchase decisions. These findings highlight the importance of lifestyle-based marketing strategies and social media optimization in encouraging batik purchase decisions among Generation Z.

Keywords: *lifestyle, social media marketing, electronic word of mouth, purchase decision.*

