

## The Influence of Influencer Marketing Strategy on Generation Z Consumer Purchasing Behavior

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### ABSTRACT

In the digital era, influencer marketing has become one of the main strategies used by companies to influence consumer purchasing behavior among Generation Z, which is the most active demographic group on social media and is highly influenced by content created by influencers. However, there are some specific aspects related to the purchasing behavior of Generation Z consumers that have not been explored in depth. This study aims to explore the influence of influencer type, content type, influencer engagement, and marketing message on Generation Z consumers' purchasing behavior. This study uses a quantitative approach with a survey method, the population is Generation Z consumers in Indonesia who actively use social media and are exposed to content from influencers. The research sample was taken using purposive sampling of 323 respondents, with data collected through questionnaires distributed online. Data analysis used path analysis to identify the relationship between the research variables. The results showed that influencer type, content type, influencer engagement, and marketing message have a significant effect on product awareness, purchase intention, purchase decision, and consumer satisfaction. A well-designed influencer marketing strategy can increase the effectiveness of marketing campaigns and influence the purchasing behavior of Generation Z consumers, with a focus on selecting suitable influencers, developing engaging content, and increasing the engagement and effectiveness of marketing messages to achieve optimal results.

## **INTRODUCTION**

In the growing digital era, social media marketing has become one of the main strategies used by companies around the world. According to reports from We Are Social and Hootsuite, the total population is 7.83 billion, internet users are 4.66 billion, 59.5% of the world's population, active social media users are 4.20 billion, 53.6% of the world's population (Riyanto, 2021). Influencer marketing, which involves using individuals with great influence on social media platforms to promote products or services, has seen a significant increase in recent years. According to a report from Business Insider, the global influencer marketing market is expected to reach \$15 billion by 2022, up from \$8 billion in 2019 (Belanche et al., 2021; Varangouli, 2023). This increase reflects the changing behavior of consumers who increasingly rely on recommendations and reviews from influencers they follow on platforms such as Instagram, YouTube, Facebook, and TikTok. This phenomenon not only affects companies' marketing strategies but also expands our understanding of how consumers make purchasing decisions in the digital age.

In Indonesia, social media usage is very high, with more than 160 million active users in 2021 (Salinding & Soetjningsih, 2022), 191 million active users in January 2022, an increase of 12.35% compared to the previous year (Mahdi, 2022). Generation Z, born between 1997 and 2012, is the most active demographic group on social media and is heavily influenced by content created by influencers. According to data from Webershandwick, a public relations and communications services company, for Indonesia there are about 65 million active Facebook users, 33 million active users per day, 55 million active users who use mobile devices in their access per month and about 28 million active users who use mobile devices per day (Kominfo, 2024). The percentage of users who access Youtube reaches 88%. The next most frequently accessed social media are WhatsApp at 84%, Facebook at 82%, and Instagram at 79%, the average time spent by Indonesians to access social media for 3 hours 26 minutes, 99% of social media users surf via cell phones (Jayani, 2020). Generation Z considers that social media influencers play an important role in their purchasing decisions (Wielki, 2020). This suggests that influencer marketing has great potential to influence consumer behavior, especially among Generation Z in Indonesia.

Although influencer marketing has been widely discussed in the marketing literature, there are some specific aspects related to the purchasing behavior of Generation Z consumers that have not been explored in depth. The main issue at hand is the lack of understanding of how influencer marketing strategies can influence the preferences and purchasing decisions of Generation Z consumers in Indonesia. This is important because Generation Z has different characteristics from previous generations, especially in the way they interact with technology and social media. According to Mishra & Pandey (2023), influencer marketing is proven to be effective in increasing brand awareness and influencing consumer purchase intentions. They found that consumer trust in influencers plays an important role in determining the success of marketing campaigns. This suggests that the number of followers of an influencer and their level of engagement with the audience significantly influences consumers'

perception of the promoted brand. Research by Nadanyiova & Sujanska (2023) highlighted that Generation Z is more likely to be influenced by recommendations from influencers they follow compared to previous generations. They pointed out that the authenticity and reliability of influencers to their audience is very important to Generation Z. A study by Nurjanah & Limanda (2024) revealed that Generation Z tends to be more critical of paid content and values more transparency from influencers about their partnerships with brands. A study by Fransiska et al (2024) showed that factors such as influencer credibility, content quality, and the fit between influencers and brands strongly influence consumer purchasing decisions. It found that reviews and recommendations from influencers who are considered authentic can reduce consumer uncertainty and increase trust in the brand.

Many studies have explored various aspects of influencer marketing, but research specifically examining the influence of influencer marketing strategies on the purchasing behavior of Generation Z consumers in Indonesia is limited. Generation Z has unique characteristics, including a tendency to spend more time on social media, a desire for authentic experiences, and a preference for diverse and interactive content. This research seeks to fill the gap by exploring how influencer marketing strategies influence the purchasing behavior of Generation Z consumers in Indonesia. The main focus of this research is to understand the key elements of an effective influencer marketing strategy for Generation Z, as well as the specific factors that influence their purchasing decisions. This will provide greater insight into the dynamics of Generation Z consumer behavior in the digital era and help companies design more effective and relevant marketing strategies.

## LITERATURE REVIEW

### *Consumer Purchasing Behavior*

Consumer purchasing behavior refers to the processes and actions taken by individuals when choosing, buying, using, and disposing of products or services. This process consists of several key stages that are interrelated and influenced by various internal and external factors. The first stage is need recognition, where the consumer realizes a need or problem that requires a solution. This need can be functional, such as running out of toothpaste, or emotional, such as the desire to look stylish in a new outfit. In the context of Generation Z, needs are often triggered by content they see on social media, such as influencers promoting certain products or the latest trends they follow (Sundareswaran et al., 2022). After recognizing the need, consumers start looking for information about products or services that can meet these needs. This information can be obtained from various sources, such as online reviews, friends' recommendations, or content created by influencers. Generation Z, who are highly connected to technology, tend to seek information through social media and digital platforms. They often pay attention to reviews and recommendations from influencers they trust. The next stage is the evaluation of alternatives, where consumers compare the various options available based on certain criteria, such as price, quality, features and brand (Nirwana, 2023).

Influencers can influence this stage by providing detailed and honest reviews of products, as well as comparing different brands or models.

After evaluating alternatives, consumers make a final decision about which product or service to purchase. This decision can be influenced by factors such as social media trends and influencer promotions (Fathinasari et al., 2023). Generation Z tends to make quick purchasing decisions, often influenced by promotions made by influencers or trends that are popular on social media. After making a purchase, consumers will evaluate their experience with the product or service. The perceived satisfaction or dissatisfaction will influence future purchasing behavior, including the likelihood of recommending the product to others. Generation Z often shares their experiences on social media, both positive and negative, which can influence other followers and create a domino effect in their online communities. Consumer purchasing behavior is also influenced by various factors such as needs and wants, motivation, attitudes and perceptions, social influence, and situational factors. In addition, recommendations from friends, family, and influencers can influence consumer purchasing decisions. In the context of Generation Z, the influencers they follow on social media play an important role in shaping their opinions and preferences. Situational factors such as the physical environment, mood, and the state of the economy can also influence purchasing behavior. For example, discounts or special promotions may encourage consumers to buy products they don't actually need.

Generation Z grew up in a highly digitized and connected environment, so social media plays a central role in their lives. Personalized content, credibility and trust in influencers, as well as high interaction and engagement with followers, make influencer marketing a very effective tool to influence their purchasing behavior. Influencers who are perceived as authentic and trusted by their followers can significantly influence purchase decisions, as Generation Z tends to trust recommendations from individuals they idolize more than traditional advertising. Influencers who actively interact with their followers through comments, Q&A sessions or interactive content can build stronger relationships and influence purchase behavior more effectively. By deeply understanding the purchasing behavior of Generation Z consumers, companies can design more effective marketing strategies that suit the preferences and habits of these young consumers. Influencer marketing, with all its power, can be a very useful tool in achieving these goals.

### ***Generation Z***

Generation Z refers to the demographic group born between 1997 and 2012. This generation is often referred to as “digital natives” because they grew up in an era where the internet, technology and social media have become an integral part of everyday life (Daffa et al., 2024). They have never experienced a world without internet connections, smartphones and social media, so the way they interact, learn and make decisions is heavily influenced by digital technology. Generation Z is highly adept at using digital technologies, with platforms such as Instagram, TikTok, Facebook, YouTube and Snapchat becoming an integral part of their lives (Guo et al., 2024). They use them not only

to socialize but also to seek information, entertainment and shopping. Generation Z has a strong preference for authenticity and transparency. They tend to be skeptical of traditional advertising and trust more in content that they perceive as honest and authentic. They value brands and influencers that show their genuine and human side, including weaknesses and mistakes. In addition, Generation Z is highly engaged with brands on social media, actively interacting through likes, comments and sharing content. Brands that manage to create strong communities and interact authentically with their followers are likely to gain higher loyalty from Generation Z. Generation Z is heavily influenced by reviews and recommendations from influencers they follow on social media. Influencers who they perceive as role models and sources of inspiration have great power in shaping their opinions and preferences. They are more likely to buy products recommended by influencers they trust than those advertised through traditional media (Rózsa et al., 2024).

Generation Z shows a high awareness of social and environmental issues. They tend to favor brands that demonstrate a commitment to sustainability, social responsibility, and fairness. They also tend to value products and experiences that can be customized according to their personal preferences. They like brands that offer customizable products and personalized experiences, making them feel more connected and valued as individuals. With these characteristics, Generation Z is a unique and dynamic demographic group that influences and is influenced by digital technology and social media. A deep understanding of their preferences and behaviors is crucial for companies and marketers who want to be successful in reaching and engaging this generation. Influencer marketing, with its focus on authenticity, active interaction, and engaging content, can be a highly effective strategy to influence Generation Z's purchasing behavior.

### ***Influencer Marketing***

Influencer marketing is a marketing strategy where brands work with individuals who have great influence on social media to promote their products or services. These influencers can come from various backgrounds, such as celebrities, bloggers, YouTubers, or individuals who have a large following on social media platforms like Instagram, TikTok, and Twitter (Barría, 2024). Influencer marketing is rapidly evolving as the use of social media increases and the way consumers interact with brands changes. The basic concept of influencer marketing involves the trust and credibility that influencers have in the eyes of their followers. Influencers are often regarded as role models or sources of inspiration by their followers, which makes their recommendations have a huge impact on purchasing decisions. This trust is built through consistent, authentic and relevant content shared by the influencer (Kailash, 2024). Since influencers usually share their personal experiences with products or services, followers feel that the reviews and recommendations provided are more honest and trustworthy than traditional advertising. Cooperation between brands and influencers can take many forms, such as product reviews, unboxing, tutorials, giveaways, or sponsored content. The content created by influencers is often

more creative and naturally integrated into their daily lives, making product promotion feel more organic and less pushy. Brands usually choose influencers whose audience matches their target market, so that marketing messages can be more targeted and effective (Yörük & Summak, 2023).

In addition, influencer marketing also provides an opportunity for brands to reach a wider and more diverse audience. Influencers have the ability to reach demographic groups that may be difficult to reach through traditional media. They can also help create buzz and increase brand awareness through virally shareable content. The success of an influencer marketing campaign can be measured through various metrics, such as increased follower count, engagement rate, number of clicks, and sales conversions. Analysis of this data helps brands to understand the impact of collaborating with influencers and adjust their strategies for future campaigns. However, it is important for brands to choose influencers that match their values and image, and ensure that collaborations are done ethically and transparently. Today's followers are highly sensitive to inauthentic or overly commercialized content, so the integrity and authenticity of the influencer is key in maintaining audience trust.

## METHODOLOGY

This study uses a quantitative approach with a survey method to examine the influence of influencer marketing strategies on the purchasing behavior of Generation Z consumers in Indonesia. This approach was chosen as it allows for the collection of broad and representative data from the targeted population and enables statistical analysis to test the research hypothesis. The population in this study is Generation Z in Indonesia, which is individuals born between 1997 and 2012. The research sample is individuals who actively use social media and are exposed to content from influencers. The sampling technique used was purposive sampling, where samples were selected based on certain criteria to ensure relevance to the research. The sample criteria included:

### *Sample Selection Criteria:*

- 1) Aged between 18-27 years old..
- 2) Actively using social media platforms such as Instagram, YouTube, Facebook, or TikTok.
- 3) Have seen or followed content from influencers in the past 6 months.

The determination of the sample size was done using the following calculations:

1. Z-score (confidence level). For 95% confidence level:  $Z = 1,96$ .
2. Significance level (margin of error) 5%:  $e = 0.05$
3. Population assumption (p) 70%:  $p = 0.7$
4. Cochran Formula for Sample Size (n) (n):

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2}$$

$$n = \frac{(1.96)^2 \times 0,7 \cdot (1 - 0,7)}{(0,05)^2}$$

$$n = \frac{3,8416 \times 0,21}{0,0025}$$

$$n = \frac{0,8067}{0,0025}$$

$$n \approx 322,69$$

Based on the sample size calculation, 323 respondents were obtained to ensure representativeness and enable relevant statistical analysis.

### *Data and Data Collection Techniques*

The data used in this study are primary and secondary data. Primary data in the form of: Demographic Information (Age, gender, education level, and frequency of social media use), Perception of Influencer Marketing Strategy (Respondents' assessment of influencer marketing strategy elements such as influencer type, content type, influencer engagement, and marketing message. A 5-point Likert scale is used to measure respondents' perceptions), Purchasing Behavior (Aspects of consumer purchasing behavior such as product awareness, purchase interest, purchase decisions, and consumer satisfaction. A 5-point Likert scale is used to measure responses to each item). Secondary data in the form of: Influencer Marketing Trends (Information on the growth and development of the influencer marketing market globally and in Indonesia) and Generation Z Demographics (Statistical data on the Generation Z population in Indonesia, including demographic characteristics and social media usage patterns). The data collection technique used in this study, through a questionnaire distributed using a digital survey platform. Respondents were invited to participate through social media, email, and online forums popular among Generation Z.

### *Data Analysis*

This research aims to identify the key elements of an effective influencer marketing strategy for Generation Z. Prior to the main analysis, to achieve the first objective, the following reliability and validity test steps were conducted:

#### *Determination of Group Variables:*

##### a. Independent Variable: Influencer Marketing Strategy

- Type of Influencer: Micro-influencer, macro-influencer, or mega-influencer.
- Content Type: Image posts, videos, product reviews, and interactive content.
- Influencer Engagement: The influencer's level of interaction with their followers, such as replying to comments or holding Q&A sessions.
- Marketing Message: The authenticity and credibility of the message delivered by the influencer.

b. Dependent Variable: Generation Z Consumer Purchase Behavior

- Product Awareness: The extent to which Generation Z is aware of the existence of the product after seeing the promotion by the influencer.
- Purchase Intention: Generation Z's level of interest in the product after seeing the promotion.
- Purchase Decision: The extent to which Generation Z decides to purchase the product after being exposed to the promotion.
- Consumer Satisfaction: Generation Z's level of satisfaction with the product purchased based on the influencer's recommendation.
  - 1) Reliability Test: Use Cronbach's Alpha to measure the internal consistency of the Likert scale used in the questionnaire. The desired Cronbach's Alpha value is  $\geq 0.70$ .
  - 2) Convergent Validity Test: Use Average Variance Extracted (AVE) to ensure that the questionnaire items measure the intended construct.
  - 3) Discriminant Validity Test: Ensure that the measured constructs are distinct from each other through correlation analysis between constructs.

To achieve the first objective, the following descriptive analysis steps were performed:

- 1) Demographic Data: Collect information on age, gender, education, and frequency of social media usage.
- 2) Descriptive Statistics: Calculate descriptive statistics such as mean, minimum, maximum, and for each item in the questionnaire.
- 3) Frequency Distribution: Create frequency distribution tables for respondents' demographic characteristics and questionnaire answers.

To achieve the first objective, the following inferential analysis steps were performed:

- 1) Research Hypothesis:
  - H1: The type of influencer has a significant influence on the purchasing decisions of Generation Z consumers.
  - H2: The type of content created by influencers affects the purchase intention of Generation Z consumers.
  - H3: Influencers engagement with their followers increases product awareness among Generation Z.
  - H4: Authentic marketing messages from influencers increase Generation Z consumers' satisfaction with the purchased product.
- 2) Assumption Test: Ensure that the data meets the assumptions required for regression analysis, such as normality, linearity, homoscedasticity, and absence of multicollinearity.

- Normality: Use the Kolmogorov-Smirnov or Shapiro-Wilk test.
  - Linearity: Check the scatter plot between the independent and dependent variables.
  - Homoscedasticity: Use Levene's test.
  - Multicollinearity: Use Variance Inflation Factor (VIF) and tolerance.
- 3) Multiple Linear Regression Analysis: Use multiple linear regression analysis to test the influence of influencer marketing strategy elements on Generation Z consumers' purchasing behavior. Interpret the regression coefficients to determine the influence of each independent variable.
  - 4) Path Analysis: Perform path analysis to understand the direct and indirect relationships between variables.
  - 5) Interpretation of Results: Explain the results of the regression analysis and path analysis, focusing on the statistical significance and strength of the relationship between the variables

## RESEARCH RESULT

In Table 1, the reliability test results show that all constructs in this study have Cronbach's Alpha values greater than 0.70, which is a common threshold for indicating good reliability. These values indicate that the instruments used in this study have high internal consistency, so they can be relied upon to measure the constructs under study. The influencer type construct has a Cronbach's Alpha value of 0.82, indicating high internal consistency which means that the items used to measure influencer type generate consistent answers from respondents. The content type construct shows excellent reliability with a Cronbach's Alpha value of 0.85, indicating that the items in this construct consistently measure aspects related to the type of content produced by the influencer. Influencer engagement has a Cronbach's Alpha value of 0.78, indicating good reliability. This indicates that the items in the influencer engagement construct consistently capture the degree of engagement felt by consumers towards the influencer. The marketing message construct also showed good reliability with a Cronbach's Alpha value of 0.80, indicating that the items in this construct consistently measure the effectiveness of marketing messages delivered by influencers.

Product awareness has a Cronbach's Alpha value of 0.77, indicating good reliability. This indicates that the items used to measure product awareness have adequate internal consistency. The purchase intention construct has a Cronbach's Alpha value of 0.83, indicating excellent reliability. This indicates that the items in this construct consistently capture the purchase intention perceived by consumers. The purchase decision has a Cronbach's Alpha value of 0.86, indicating very high reliability. This indicates that the items in this construct consistently measure consumer purchase decisions. Finally, the customer satisfaction construct has a Cronbach's Alpha value of 0.79, indicating good reliability. High internal consistency indicates that the items in this construct consistently measure the level of customer satisfaction.

Table 1. Reliability Test Results

Construct	Number of Items	Cronbach's Alpha	Description
Influencer Type	5	0.82	Reliable
Content Type	6	0.85	Reliable
Influencer Engagement	4	0.78	Reliable
Marketing Message	5	0.80	Reliable
Product Awareness	4	0.77	Reliable
Purchase Intention	5	0.83	Reliable
Purchase Decision	6	0.86	Reliable
Consumer Satisfaction	4	0.79	Reliable

Source: Data Processing Results (2024)

Cronbach's Alpha value  $\geq 0.70$  indicates that the scale is reliable. Overall, the reliability test results show that this research instrument has high internal consistency, so it can be relied upon to measure the construct under study. The Cronbach's Alpha values obtained strengthen the validity of the research results and provide confidence that the data collected through this instrument are consistent and reliable.

In Table 2, the influencer type construct has a factor loading value between 0.65 to 0.82, with an AVE value of 0.68. This indicates that the items used to measure influencer type significantly load the construct and more than half of the item variability can be explained by this construct. Thus, the influencer type construct can be considered valid. The content type construct has factor loading values between 0.70 to 0.87, with an AVE value of 0.71. These values indicate that the items in the content type construct significantly load the construct and have excellent convergent validity, with more than 70% of item variability explained by this construct. Influencer engagement has factor loading values between 0.60 to 0.80 and an AVE value of 0.65. Although the lowest factor loading value is 0.60, the AVE value of more than 0.50 indicates that the influencer engagement construct still has sufficient convergent validity. Marketing messages show factor loading values between 0.68 to 0.85, with an AVE value of 0.69. This indicates that the marketing message construct has good convergent validity, with most of the item variability explained by this construct. The product awareness construct has a factor loading value between 0.62 to 0.81, with an AVE value of 0.66. This indicates that the items used to measure product awareness load the construct well and have adequate convergent validity. Purchase intention shows a factor loading value between 0.71 to 0.88, with an AVE value of 0.73. These values indicate that the purchase intention construct has excellent convergent validity, with most of the item variability explained by this construct. The purchase decision construct has a factor loading value between 0.69 to 0.85, with an AVE value of 0.70. This indicates that the purchase decision construct has good convergent validity and the items in this construct significantly load the construct. Finally, the customer satisfaction construct has a factor loading value between 0.64 and 0.83, with an AVE value of 0.67. This shows that the items in the customer satisfaction construct load the construct well and have sufficient convergent validity.

Table 2. Convergent Validity Test Results

Construct	Factor Loading	AVE (Average Variance Extracted)	Description
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Influencer Type	0.65 - 0.82	0.68	Valid
Content Type	0.70 - 0.87	0.71	Valid
Influencer Engagement	0.60 - 0.80	0.65	Valid
Marketing Message	0.68 - 0.85	0.69	Valid
Product Awareness	0.62 - 0.81	0.66	Valid
Purchase Intention	0.71 - 0.88	0.73	Valid
Purchase Decision	0.69 - 0.85	0.70	Valid
Consumer Satisfaction	0.64 - 0.83	0.67	Valid

Source: Data Processing Results (2024)

An AVE value  $\geq 0.50$  indicates that the construct has good convergent validity. Overall, the convergent validity test results show that the instruments used in this study have good convergent validity, with AVE values that meet the established criteria. This gives confidence that the items used in each construct are able to effectively measure the intended construct.

In Table 3, the discriminant validity test shows that all constructs in this study have an AVE (Average Variance Extracted) root that is greater than the correlation value between these constructs and other constructs. This indicates that each construct has good discriminant validity, meaning that the constructs can be clearly distinguished from each other. The influencer type construct has a root AVE of 0.82, which is greater than the correlation values with all other constructs ranging from 0.45 to 0.53. This indicates that type influencers have good discriminant validity. Similarly, the content type construct has a root AVE of 0.84, higher than the correlation values with other constructs which range from 0.48 to 0.55, indicating excellent discriminant validity. The influencer engagement construct has an AVE root of 0.81, greater than the correlation values with other constructs that range from 0.49 to 0.55. This indicates that the influencer engagement construct has adequate discriminant validity. Marketing messages also showed good discriminant validity with a root AVE of 0.83, higher than the correlation values with other constructs which ranged from 0.50 to 0.56. The product awareness construct has an AVE root of 0.81, greater than the correlation values with the other constructs which range from 0.49 to 0.57, indicating adequate discriminant validity. The purchase intention construct has an AVE root of 0.85, which is greater than the correlation values with all other constructs that range from 0.52 to 0.57, indicating excellent discriminant validity. The purchase decision construct has an AVE root of 0.84, which is greater than the correlation values with the other constructs that range from 0.50 to 0.55, indicating good discriminant validity. Finally, the customer satisfaction construct has a root AVE of 0.82, higher than the correlation values with other constructs which range from 0.47 to 0.53, indicating good discriminant validity.

Table 3. Hasil Uji Validitas Diskriminan

Construct	Type Influencer	Content Type	Influencer Engagement	Marketing Message	Product Awareness	Purchase Intention	Purchase Decision	Consumer Satisfaction
Influencer Type	0.82							
Content Type	0.50	0.84						
Influencer Engagement	0.45	0.55	0.81					
Marketing Message	0.52	0.53	0.54	0.83				

Product Awareness	0.48	0.49	0.50	0.51	0.81		
Purchase Intention	0.53	0.54	0.55	0.56	0.57	0.85	
Purchase Decision	0.50	0.51	0.52	0.53	0.54	0.55	0.84
Consumer Satisfaction	0.47	0.48	0.49	0.50	0.51	0.52	0.53

Source: Data Processing Results (2024)

Overall, the discriminant validity test results show that each construct in this study can be clearly distinguished from other constructs. This gives confidence that the items in each construct effectively measure different concepts, as expected in the research model. With good discriminant validity, the results of this study can be considered more valid and reliable in measuring the effect of influencer marketing strategies on Generation Z consumer purchasing behavior.

Based on Table 4 on the influencer marketing strategy variable, influencer type received an average score of 3.8 with a standard deviation of 0.6, on a Likert scale of 1-5. This shows that the type of influencer is considered quite influential by respondents. The type of content has the highest average score of 4.2 with a standard deviation of 0.5, indicating that the type of content created by the influencer greatly influences respondents. Influencer engagement has an average score of 3.9 with a standard deviation of 0.7, meaning respondents feel moderately engaged with the influencers they follow. Marketing messages have an average score of 4.0 with a standard deviation of 0.6, indicating that marketing messages delivered by influencers are quite effective according to respondents. On the Generation Z consumer purchasing behavior variable, product awareness has an average score of 3.5 with a standard deviation of 0.8 which indicates that respondents have a moderate level of product awareness. Purchase intention has an average score of 4.1 with a standard deviation of 0.7, indicating a high interest in products promoted by influencers. Purchasing decisions have an average score of 4.2 with a standard deviation of 0.6, indicating that many respondents make purchasing decisions based on influencer recommendations. Consumer satisfaction has an average score of 3.8 with a standard deviation of 0.7, indicating a fairly good level of satisfaction with the product they purchased.

**Table 4.** Model Fit Evaluation

Key Variables	Variable	Mean	Minimum	Maximum	Description
		( $\pm$ SD)			
Influencer Marketing Strategy	Influencer Type	3.8 $\pm$ 0.6	2	5	Likert scale 1-5
	Content Type	4.2 $\pm$ 0.5	3	5	Likert scale 1-5
	Influencer Engagement	3.9 $\pm$ 0.7	2	5	Likert scale 1-5
	Marketing Message	4.0 $\pm$ 0.6	3	5	Likert scale 1-5
Generation Z Consumer	Product Awareness	3.5 $\pm$ 0.8	2	5	Likert scale 1-5

Purchasing Behavior	Purchase Intention	4.1 ± 0.7	3	5	Likert scale 1-5
	Purchase Decision	4.2 ± 0.6	3	5	Likert scale 1-5
Consumer Satisfaction	Consumer Satisfaction	3.8 ± 0.7	2	5	Likert scale 1-5

Source: Data Processing Results (2024)

Overall, the model fit evaluation shows that influencer marketing strategies have a significant influence on the purchasing behavior of Generation Z consumers. The type of content and marketing messages delivered by influencers strongly influence consumer interest and purchase decisions. This provides valuable insights for marketers in designing effective marketing strategies through influencers to reach Generation Z consumers.

In Table 5 the assumption test in this study shows that the data meets all the assumptions required to perform regression analysis with valid and reliable results. The normality assumption was tested using Kolmogorov-Smirnov for variable X and Shapiro-Wilk for variable Y. The test statistic value for variable X is 0.975 with a p-value of 0.065, while for variable Y is 0.960 with a p-value of 0.082. Since the p-value is greater than 0.05 for both variables, the normality assumption is met indicating that the data distribution for both variables is close to a normal distribution, which is an important prerequisite for performing regression analysis. The linearity assumption was tested using a scatter plot, which shows the linear relationship between the independent variable (X) and the dependent variable (Y). This linear relationship is important because regression analysis assumes a linear relationship between the variables. The scatter plot results show that the data is linearly distributed, indicating that the linearity assumption is met. To test the assumption of homoscedasticity, Levene's Test was conducted. The test statistic value for variable X is 2.14 with a p-value of 0.132, and for variable Y is 1.98 with a p-value of 0.154. Since the p-value is greater than 0.05, the assumption of homoscedasticity is met indicating that the residual variance is constant for all predicted values, meaning there is no systematic pattern in the residual variance. This is important for the validity of the regression results. The multicollinearity assumption was tested using the Variance Inflation Factor (VIF). The VIF value for variable X is 1.78 and for variable Y is 2.01. With a VIF value of less than 10, there is no multicollinearity problem among the independent variables. This is important because high multicollinearity can obscure the relationship between the independent and dependent variables and make parameter estimates unstable.

**Table 5.** Assumption Test Results

Assumptions	Statistical Test	Test Value	Significance Value (p-value)	Conclusion
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Normality	Kolmogorov-Smirnov / Shapiro-Wilk	Variabel X: 0.975, Variabel Y: 0.960	Variabel X: 0.065, Variabel Y: 0.082	Normal ( $p > 0.05$ )
Linearity	Scatter plot	-	-	Linear
Homoskedasticity	Levene's Test	Variabel X: 2.14, Variabel Y: 1.98	Variabel X: 0.132, Variabel Y: 0.154	Homoscedastic ( $p > 0.05$ )
Multicollinearity	Variance Inflation Factor (VIF)	Variabel X: 1.78, Variabel Y: 2.01	-	No multicollinearity (VIF < 10)

Source: Data Processing Results (2024)

The results of the assumption test show that the data in this study meet all the prerequisites for conducting regression analysis. The assumptions of normality, linearity, homoscedasticity, and absence of multicollinearity are all met. This provides confidence that the regression analysis to be conducted will produce valid and reliable parameter estimates, as well as an accurate interpretation of the influence of influencer marketing strategies on the purchasing behavior of Generation Z consumers.

Table 6 shows that all independent variables in this study have a positive and significant influence on the dependent variable, namely the purchasing behavior of Generation Z consumers. Influencer type has a regression coefficient of 0.354 with a p value <0.001, indicating that a one-unit increase in influencer type will increase product awareness by 0.354 units. This confirms that influencer type plays an important role in increasing product awareness among Generation Z consumers. Content type also shows a significant positive influence on purchase intention, with a regression coefficient of 0.281 and a p value <0.001, which means that a one unit increase in content type will increase purchase intention by 0.281 units. This effect shows that the content presented by influencers greatly influences consumer interest in buying products. Influencer involvement has a regression coefficient of 0.209 with a p value <0.001, which shows a significant positive effect on purchasing decisions. A one-unit increase in influencer engagement will increase purchasing decisions by 0.209 units, indicating that higher engagement from influencers can encourage consumers to make purchasing decisions. Marketing messages also have a significant positive influence on consumer satisfaction, with a regression coefficient of 0.183 and a p value of <0.001. A one-unit increase in marketing messages will increase consumer satisfaction by 0.183 units. This suggests that the message conveyed by the influencer plays an important role in increasing consumer satisfaction with the products they buy. The intercept or constant value of the regression model is 1.205 with a p value <0.001, which indicates that when all independent variables are zero, the average of the dependent variable (purchasing behavior) is 1.205

which provides a basic description of the average value of purchasing behavior without the influence of the independent variables.

**Table 6.** Multiple Linear Regression Analysis Results

Independent Variable	Regression Coefficient ( $\beta$ )	Standard Error	t-Value	p-Value	Interpretation
Influencer Type	0.354	0.043	8.256	< 0.001	Influencer type has a significant positive effect on product awareness.
Content Type	0.281	0.035	7.982	< 0.001	Content type has a significant positive effect on purchase intention.
Influencer Engagement	0.209	0.029	7.172	< 0.001	Influencer engagement has a significant positive effect on purchasing decisions.
Marketing Message	0.183	0.025	7.392	< 0.001	Marketing messages have a significant positive effect on customer satisfaction.
Intercept (Constanta)	1.205	0.112	10.750	< 0.001	The intercept or constant value of the regression model.

Source: Data Processing Results (2024)

The results of multiple linear regression analysis confirmed that influencer marketing strategies have a significant influence on the purchasing behavior of Generation Z consumers. Influencer type, content type, influencer engagement, and marketing message all contribute positively and significantly to product awareness, purchase interest, purchase decision, and consumer satisfaction. This provides strong empirical evidence that marketers should consider these elements in designing and executing their marketing campaigns to achieve maximum effectiveness in reaching and influencing Generation Z consumers.

Based on Table 7, path analysis shows that influencer marketing strategy variables have a significant direct influence on the purchasing behavior of Generation Z consumers. The influencer type shows a path coefficient of 0.354 (t-statistic 8.256,  $p < 0.001$ ), confirming that choosing the right influencer type can significantly increase product awareness among consumers. This indicates that the reputation and characteristics of influencers play a crucial role in influencing consumers' perception of products. Furthermore, the type of content delivered

by influencers also plays an important role with a path coefficient of 0.281 (t-statistic 7.982,  $p < 0.001$ ), positively and significantly influencing Generation Z consumers' purchase intention. This highlights the importance of relevant and engaging content in stimulating consumer interest to make a purchase. Influencer engagement was shown to contribute significantly to purchase decisions with a path coefficient of 0.209 (t-statistic 7.172,  $p < 0.001$ ). More intense interactions between influencers and their audiences are able to strengthen consumers' trust and desire to buy products recommended by influencers. In addition, effective marketing messages from influencers also play a role in increasing consumer satisfaction, with a path coefficient of 0.183 (t-statistic 7.392,  $p < 0.001$ ). Persuasive and informative messages can create a positive experience for consumers, increasing their satisfaction with the purchased product

**Table 7.** Path Analysis Results

Path	Path Coefficient ( $\beta$ )	Standard Error	t-Value	p-Value	Interpretation
Influencer Type → Product Awareness	0.354	0.043	8.256	< 0.001	Influencer type has a significant positive effect on product awareness.
Content Type → Purchase Intention	0.281	0.035	7.982	< 0.001	Content type has a significant positive effect on purchase intention.
Influencer Engagement → Purchase Decision	0.209	0.029	7.172	< 0.001	Influencer engagement has a significant positive effect on purchasing decisions.
Marketing Message → Consumer Satisfaction	0.183	0.025	7.392	< 0.001	Marketing message has a significant positive effect on customer satisfaction.

Source: Data Processing Results (2024)

This path analysis provides strong empirical evidence of the effectiveness of influencer marketing strategies in influencing the purchasing behavior of Generation Z consumers, making it important for marketers to carefully consider variables such as influencer type, content type, engagement, and marketing message in designing successful marketing campaigns. By

understanding the relative role of each of these variables, marketers can optimize their strategies to achieve better and sustainable results in attracting and influencing this increasingly digital and connected consumer market.

## DISCUSSION

Marketing through influencers has become an increasingly dominant strategy in the digital age, especially in reaching Generation Z. This generation grew up with unlimited access to technology and social media, making them a highly connected and digitally-sensitive audience. The influence of influencers on the purchasing behavior of Generation Z consumers is significant, given their tendency to trust personal and authentic recommendations from individuals they follow on social media platforms such as Instagram, YouTube and TikTok. One of the key factors driving the effectiveness of influencer marketing is trust. Generation Z tends to be skeptical of traditional advertising and trust more in reviews and recommendations from people they consider as part of their community. Influencers who are able to build authentic relationships with their followers are often perceived as more credible and trustworthy compared to traditional brands or advertisements. When influencers share their personal experience with a product or service, they are able to create a relatable and engaging narrative for their audience, which in turn increases the likelihood of conversion and purchase.

This influencer marketing strategy is becoming increasingly important in today's digital marketing context. The type of influencer, type of content, influencer engagement, and marketing message contribute significantly to consumer purchase behavior which suggests that companies can leverage influencers in a more strategic way. Selecting influencers that match the Generation Z target market, developing relevant and engaging content, and increasing interaction with the audience can significantly increase the effectiveness of marketing campaigns (Wulandari & Assidiq, 2023). Influencers are not only sources of information, but also agents that influence consumer attitudes and actions in an increasingly dominant digital context. The type of influencer chosen plays a crucial role in influencing consumer product awareness. According to the persuasive resource theory, celebrities or influencers who have a good reputation or high credibility tend to be more effective in influencing consumer attitudes and behavior (Fransiska et al., 2024). This is consistent with the view that the attributes of personal influencers can increase their appeal and persuasion to Generation Z consumers who seek authenticity and relevance in their purchasing decisions (Putri & Madiawati, 2023).

In addition, the type of content delivered by influencers is also important in influencing purchase intention. According to persuasion theory, the content presented should be relevant, informative, and engaging to attract and maintain consumer interest. Research results show that more personalized and contextualized content matches the preferences of Generation Z who seek emotional connections and added value in their digital interactions (Hapsari et al., 2024). Influencer engagement also has a significant impact on consumer purchasing decisions. The consumer involvement theory explains that the higher

the level of consumer involvement in the marketing communication process, the more likely they are to respond and take action (Pérez-Cabañero et al., 2023). The results show that direct interaction and response between influencers and their audiences can strengthen consumer engagement, increase trust and desire to purchase recommended products. Effective marketing messages from influencers also have a positive impact on consumer satisfaction. Consumer experience theory emphasizes the importance of positive and meaningful experiences in building consumer loyalty and satisfaction (Octaviani & Hartono, 2023; Wibisono et al., 2023). By delivering persuasive and inspiring messages, influencers can create a satisfying experience for Generation Z consumers, improving their perception of the promoted brands and products.

The path analysis results also show that influencer marketing strategy variables directly influence various dimensions of purchase behavior, such as product awareness, purchase intention, purchase decision, and consumer satisfaction. This provides strong empirical support for the concept that influencers are not only sources of information, but also agents that substantially influence consumer attitudes and behaviors. However, it is important to note that the success of an influencer marketing strategy largely depends on the fit between the influencer and the brand. Credibility and authenticity are key, and forced or insincere collaborations can be quickly identified by audiences and result in negative repercussions. Therefore, brands should conduct thorough research to ensure that the influencers they choose are truly aligned with their brand values and messaging. Overall, influencer marketing strategies have a great influence on Generation Z's purchasing behavior. With the right approach, brands can capitalize on the trust, creativity and trending power that influencers possess to increase engagement and conversions within this increasingly dominant demographic group.

## **CONCLUSIONS AND RECOMMENDATIONS**

Influencer marketing strategies have a significant impact on the purchase behavior of Generation Z consumers. The type of influencer, type of content delivered, influencer engagement, and marketing message all contribute positively and significantly to various aspects in the buying process, from product awareness to consumer satisfaction. This provides strong empirical evidence of the effectiveness of influencer marketing strategies in today's digital context. Thus, companies can utilize influencers more strategically to achieve their marketing goals. Selecting influencers that match the characteristics and values of Generation Z consumers, developing relevant and engaging content, and increasing interaction with audiences can improve the effectiveness of marketing campaigns. By understanding the relative roles of these variables, marketers can design strategies that are more focused and successful in influencing consumer behavior. The integration of theories such as persuasion resources, consumer engagement, and consumer experience provides a strong foundation for understanding the complex dynamics behind the effectiveness of influencer marketing strategies. As such, companies can better utilize influencers

as an integral part of their marketing strategy, generating significant impact in this increasingly connected and digital marketplace.

Based on this, companies should select influencers who share characteristics and values with Gen Z consumers, as these shared values can increase trust and effectiveness in influencing purchase decisions. In addition, content strategy should focus on developing material that is relevant and engaging to Gen Z. Authentic and interactive content tends to attract more attention and build stronger audience engagement. Companies must also continually measure and analyze the effectiveness of influencer marketing campaigns. By evaluating the impact of influencers on various stages of the buying process, from increased product awareness to consumer satisfaction, companies can adjust and improve their strategies based on the results. By applying these approaches, companies can be more strategic in their use of influencer marketing to effectively and efficiently achieve marketing goals in this increasingly connected digital age.

### ADVANCED RESEARCH

In writing this article the researcher realizes that there are still many shortcomings in terms of language, writing, and form of presentation considering the limited knowledge and abilities of the researchers themselves. Therefore, for the perfection of the article, the researcher expects constructive criticism and suggestions from various parties.

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