ACTANOVA DIGITAL ARCHIVE

OPEN ACCESS SCHOLARLY PRESERVATION & PERMANENT REPOSITORY

The Influence of Influencer Marketing on Purchasing Decisions in Generation-Z (Study on Students who use TikTok at UPN "Veteran" East Java)

Authors: Mohamad Deka Saputra, Alvian Eka Ardianto, Moh. Ilham Zanuba S.N, Rusdi Hidayat Nugraha, Indah Respati Kusumasari

Journal: Jurnal Bisnis dan Komunikasi Digital - Vol. 2 No. 2 (2025)

Publisher: Indonesian Journal Publisher

Persistent DOI: https://doi.org/10.47134/jbkd.v2i2.3488

Archived & Retrieved via ActaNova Gateway on: 22 October 2026, 07:59 UTC

DIGITAL PRESERVATION & ARCHIVAL INTEGRITY STATEMENT

This PDF is an authentic, preserved digital version of a peer-reviewed scholarly manuscript deposited into the ActaNova Archival Network. ActaNova guarantees long-term bitstream preservation, cryptographic checksum integrity, and uninterrupted global discovery under Open Archives Initiative Protocol (OAI-PMH) and Google Scholar metadata harvesting.

HOW TO CITE THIS RECORD:

Mohamad Deka Saputra, Alvian Eka Ardianto, Moh. Ilham Zanuba S.N, Rusdi Hidayat Nugraha, Indah Respati Kusumasari. "The Influence of Influencer Marketing on Purchasing Decisions in Generation-Z (Study on Students who use TikTok at UPN "Veteran" East Java)". Jurnal Bisnis dan Komunikasi Digital,...

ActaNova Journal Metadata Preservation & Discovery Service

Media Digital Publikasi Indonesia

National Open Science & Long-Term Digital Repository Infrastructure

Bitstream Storage Verified | OAI-PMH Compliant | Crossref & DOAJ Compatible

Permanent Archival Node: https://actanova.mediadigitalpublikasi.com/journals



Jurnal Bisnis dan Komunikasi Digital: Volume 2, Number 2, 2025, Page: 1-7

The Influence of Influencer Marketing on Purchasing Decisions in Generation-Z (Study on Students who use TikTok at UPN "Veteran" East Java)

Mohamad Deka Saputra*, Alvian Eka Ardianto, Moh. Ilham Zanuba S.N, Rusdi Hidayat Nugraha, Indah Respati Kusumasari

Universitas Pembangunan Nasional Veteran Jawa Timur

DOI: https://doi.org/10.47134/jbkd.v2i2.3488
*Correspondence: Mohamad Deka Saputra
Email: 230420101142@student.upnjatim.ac.id

Received: 01-12-2024
Accepted: 25-12-2024
Published: 01-02-2025

Copyright: © 2025 by the authors. Submitted for open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (http://creativecommons.org/licenses/by/4.0/).

Abstract: In the ever-growing digital era, marketing through social media is now one of the most effective strategies to attract consumer attention, generation Z is a generation that is easy to understand today's technological advances, making it possible to attract attention by using social media marketing. This research aims to analyze and thoroughly understand the influence of influencer marketing on purchasing decisions among Generation Z using a qualitative descriptive approach. Through this analysis, it is expected to explore the views and experiences of generation z consumers towards influencer marketing in decision making. So that it can provide meaningful involvement for the development of digital marketing science and can provide a deeper understanding of consumer behavior.

Keywords: Marketing, Digital, Infuencer

Introduction

In today's modern era, marketing continues to evolve, for example, marketing through social media is currently one of the most effective strategies to attract consumer attention, especially among generation z (Ahmadi et al., 2024). The rapid increase in internet access has brought significant changes in various aspects of people's lives, especially in the shopping patterns of the Indonesian people, especially generation z. Generation z is a group of people born between 1997 and 2012, they are the group most often associated with technology, especially social media (Azhar at al, 2024).

Generation Z is a generation that easily understands today's technological advancements, making it possible to attract attention by using social media marketing, generation z considers influencers as role models and treats them as more trustworthy and reliable. There are many ways to improve the marketing of a product through social media, especially through influencer marketing is a very popular choice because it is considered

effective and relatively cheaper. Especially compared to advertising displayed on mass communication media such as television, newspapers, radio because the costs that must be incurred are much more expensive when compared to using social media.

With the help of marketing influencers to recommend a product or service, it is possible to attract followers who will have trust and confidence in the quality of the product or service endorsed by the influencer. Therefore, endorsement on social media platforms is a highly recommended form of marketing strategy for business development today and in the future. So, when influencers review products, the audience, especially generation z, does not hesitate in making purchasing decisions according to the recommendations of the influencers they see.

This research aims to analyze and thoroughly understand the influence of influencer marketing on purchasing decisions among Generation z through a qualitative descriptive approach. Through this analysis, it is expected to explore the views and experiences of generation z consumers towards influencer marketing in decision making. So that it can provide meaningful involvement for the development of digital marketing science and can provide a deeper understanding of consumer behavior.

Literature Review

A. Digital Marketing

Digital marketing is a marketing strategy carried out through an internet platform that allows users to build personal branding, interact, collaborate, and exchange information with other users so that they can form virtual social ties. Social media provides or facilitates users to interact and build personal branding to other social media users so that they have the potential to be recognized more widely, by increasing the value of content created by users themselves (user-generated content). Another journal argues that digital marketing is the use of technology through social media platforms and software or software that aims to establish a communication network, transfer information, and media to make bargains that have value for individuals who have an interest in a particular organization or group.

Currently in the business world, the internet can provide changes that create a new paradigm in business, these changes are in the form of Digital Marketing. In the past, the business world was more familiar with traditional business interaction models that were face-to-face or direct, so that in the current era the interaction model has developed in a more modern direction with electronic-based. Therefore, in this day and age which is supported by the rapid development of technology. Currently, social media has become an alternative for small companies or MSMEs to increase marketing of both their goods and services to a wider range of consumers. Business people today can easily obtain information and exchange views before making a sales decision. Digital Marketing is a marketing

strategy that is basically used to promote goods and services to customers by utilizing several social media channels. Through social media, buyers can get the information they need. With so many people using social media, it is an opportunity for MSME businesses to expand their market only through cellphone media.

B. Influencer Marketing

Influencer marketing is a marketing strategy for a product that involves people outside the company organization whose job is to market the product according to the infuencer's personal branding to attract customers. Influencers usually have a large and active following on various platforms such as Instagram, YouTube, and TikTok. When these infuencers recommend a product, followers tend to trust and be inspired by the advice, thereby increasing brand awareness.

C. Generation Z (Gen z)

Generation z is a group of people born in the range of 1997 to 2012, they are the group that is most often associated with technology, especially social media (Azhar at al, 2024). Generation z is a generation where they have been familiar with social media technology since they were born, so that between social media and generation z are two things that cannot be separated, half of their lives are spent in the world of social media. This attachment makes generation z the target market of many companies on social media.

Entrepreneurs are more interested in generation z because more than 70% of social media viewers are generation z coupled with their behavior patterns that are very easy to be influenced by others. Influencers play an important role in influencing the behavior and attitudes of generation z, especially if these influencers have a good social media image, all these influencers will always be noticed and followed by generation z.

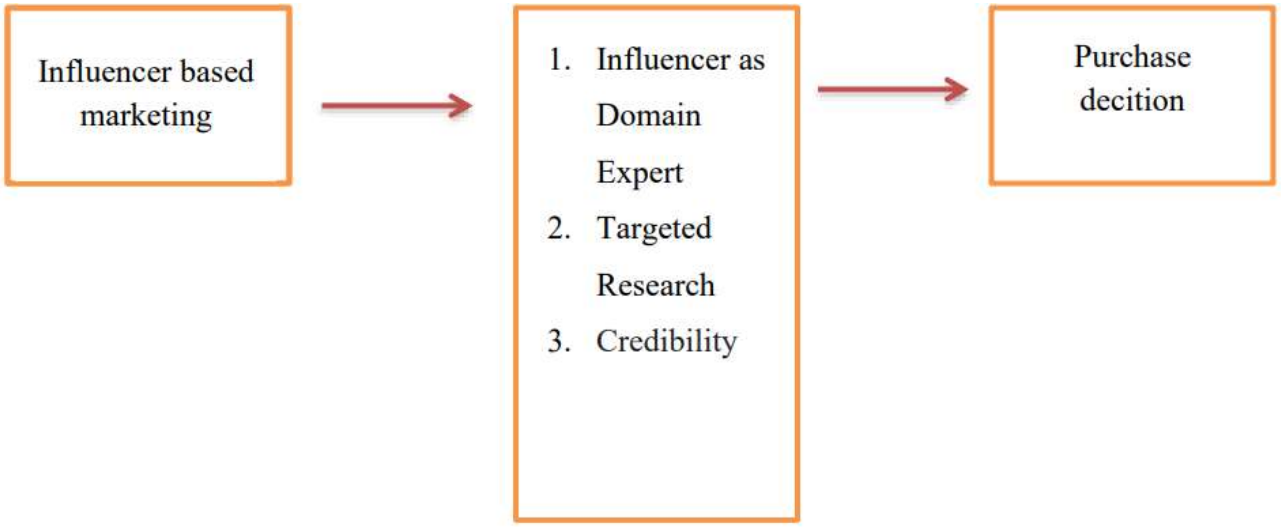
D. Purchase Decision

Purchasing decisions are one of the processes that consumers must go through before they determine products in the form of certain goods or services. Starting with analyzing what needs are needed, consumers then dig up information through social media to find the items they need. Consumers must really ensure that the goods they will buy have good quality according to consumer needs.

This is where the role of influencers as a media or platform that bridges between producers and consumers. Influencers in the media they have try to provide honest and detailed descriptions of an item, starting from the features that exist what benefits can be obtained whether the funds are in accordance with the price offered. So that consumers no longer need to be afraid of the products they will buy because they have been tested by

influencers.takut lagi akan produk yang mereka akan beli karena sudah teruji oleh para influencer.

E. Theoritical Framework



Methodology

In this study the authors used a qualitative descriptive approach, the descriptive approach aims to explain what actually happened to the phenomenon that the author made and also to provide insight into why and how this research was written. A qualitative approach is a method of research conducted directly which is used to analyze, explain and conclude from a phenomenon that occurs. this research will conduct interviews and observations, which are expected to explore the views and experiences of generation z consumers towards influencer marketing in decision making.

Result and Discussion

Based on the results of questionnaires and observations in this study, it shows that influencer marketing has a significant influence on purchasing decisions, especially among Generation Z who are active on social media such as TikTok. The influencer digital marketing process can attract the attention of generation z consumers , especially in TikTok user students at UPN Veteran East Java to make purchasing decisions due to influencing factors.First, influencer credibility is one of the main factors in influencing purchasing decisions. Students tend to trust recommendations from influencers they consider credible and experienced, which makes them more likely to buy the promoted products. The results of this study reveal that influencers with good reputation can increase purchase intention

among their audience. Second, the content format used by influencers also plays an important role in decision-making. The creative and engaging short video content on TikTok proved to be more effective in attracting college students' attention compared to other formats. This suggests that college students are more responsive to informative and entertaining visual content , which may influence their purchasing decisions.

Third, Social interaction between influencers and their followers is a key element in marketing. Students feel more engaged when they can interact directly with influencers through comments or live sessions, which increases trust and loyalty to the brand. This engagement creates a strong emotional connection, thus encouraging students to make purchases.Fourth, content authenticity is also an important aspect in influencing purchase decisions Students prefer content that feels real and less polished, as this creates the perception that the product is the right choice. Research shows that influencers who are able to deliver messages in an authentic way can build trust and increase purchase intention. Fifth, in the context of additional research, despite the influence of influencers, many students from Generation Z still conduct further research before making a final decision. They tend to compare different products based on criteria such as price, quality and features before making a purchase. This suggests that although influencers have a significant impact, purchasing decisions still involve a complex evaluationprocess

Overall, this study confirms that an effective influencer marketing strategy, including influencer selection and content type, can significantly influence the purchasing decisions of university students at UPN "Veteran" East Java. These findings provide valuableinsights for marketers to understand the dynamics of Generation Z consumer behavior in today's digital era.

Conclusion

In today's digital era there are more and more ways to attract interest from customers, marketing techniques that are increasingly developing make many of the business people to compete in terms of their marketing. A lot of things are needed to maximize a digital marketing from starting to learn what is currently trending, what kind of content is suitable for the audience according to the intended target market, it is necessary to make how the video can look good by hiring a person who is good at it. in this digital era, a business person is also competing for how to get a lot of followers, how to make videos enter fyp as well as so that products can be glimpsed to be of interest to customers, this field of marketing is indeed crucial because even though the product made is good and quality but the marketer is lacking the product will also not be of interest to customers. Because of this, the author tries to find new alternatives that might be used to facilitate marketing by involving infuencer to market your product and the results obtained according to residents of Upn

Veteran East Java that many of them are moved to buy an item because of the influence of influencers in selling a product, because they believe about the credibility of the influencer makes the averagecitizen of Upn Veteran East Java want to buy the product offered. This will make it easier in terms of marketing, no need to master marketingscience in depth but can work with influencers alone, but must be good at choosing influencers so that nothing untoward happens.

Suggestions from the author can later be further developed about this title with a broader scope than what has been done by the author so that the results can be more accurate. In developing this business, it may be possible to focus more on the study of this research, such as how influencers can attract customers, the influence of personal branding from infuencers for decision making from companies. It is hoped that more benefits can be taken and passed on to improve the business world in Indonesia.

References

Abednego, F., Kuswoyo, C., Lu, C., & Wijaya, G. E. (2021). Analisis Pemilihan Social Media Influencer Pada Instagram Terhadap Perilaku Konsumen (Studi Kualitatif Pada Generasi Y Dan Generasi Z Di Bandung). Jurnal Riset Bisnis, 5(1), 57-73.

Ali, B. J., & Anwar, G. (2021). Marketing Strategy: Pricing strategies and its influence on consumer purchasing decision. Ali, BJ, & Anwar, G.(2021). Marketing Strategy: Pricing strategies and its influence on consumer purchasing decision. International journal of Rural Development, Environment and Health Research, 5(2), 26-39.

Anggraini, F., & Ahmadi, M. A. (2025). Pengaruh Influencer Marketing terhadap Keputusan Pembelian Produk Kecantikan di Kalangan Generasi Z: Literature Review. Journal of Management and Creative Business, 3(1), 62-73.

Hasibuan, R. R. (2024). DAMPAK PERSONAL BRANDING DAN INFLUENCER MARKETING TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN GENERASI Z. House of Management and Business (HOMBIS) Journal, 3(2), 57-62.

Ihzaturrahma, N., & Kusumawati, N. (2021). Influence of Integrated Marketing Communication To Brand Awareness and Brand Image Toward Purchase Intention of Local Fashion Product. International Journal of Entrepreneurship and Management Practices, 4(15), 23-41.

Kumar, V., Ramachandran, D., & Kumar, B. (2021). Influence of new-age technologies on marketing: A research agenda. Journal of Business Research, 125, 864-877.

Lengkawati, A. S., & Saputra, T. Q. (2021). Pengaruh influencer marketing terhadap keputusan pembelian (studi pada Elzatta Hijab Garut). Prismakom, 18(1), 33-38.

Lestiyani, D. N., & Purwanto, S. (2023). Analisis Pengaruh Influencer Marketing dan Brand Love terhadap Keputusan Pembelian Produk Skincare Skintific. BUDGETING: Journal of Business, Management and Accounting, 5(1), 96-107.

Lestiyani, D. N., & Purwanto, S. (2024). Analisis Pengaruh Influencer Marketing dan Brand Love terhadap Keputusan Pembelian Produk Skincare Skintific. El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam, 5(2), 886-898.

Mahendra, S., & Edastama, P. (2022). Pengaruh Online Customer Review, Rating Dan Influencer Terhadap Keputusan Pembelian Pakaian Casual Pada Marketplace. Jurnal Mahasiswa Manajemen Dan Akuntansi, 1(2), 21-28.

Nemteanu, M. S., & Dabija, D. C. (2021). The influence of internal marketing and job satisfaction on task performance and counterproductive work behavior in an emerging market during the COVID-19 pandemic. International Journal of Environmental Research and Public Health, 18(7), 3670.