

## The Influence of Social Media Marketing and Influencer Marketing on Consumer Behaviour (Case Study of Gen-Z In Kota Depok, West Java)

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### ABSTRACT

This study examines the influence of Social Media Marketing (SMM) and Influencer Marketing on the consumer behavior of Generation Z (Gen Z) in Depok City, West Java. Utilizing a quantitative research approach, data were collected from 100 respondents through an online questionnaire. The findings from the multiple linear regression analysis indicate that both Social Media Marketing and Influencer Marketing significantly affect consumer behavior. Social Media Marketing, which is measured through variables such as content engagement, brand awareness, interactive features, and ad recall, has been shown to increase consumer engagement and influence purchasing decisions among Gen Z. Meanwhile, Influencer Marketing, which encompasses trust in influencers, influencer credibility, purchase intention, and content quality, plays a critical role in shaping the attitudes and behaviors of Gen Z consumers, leading to increased brand loyalty and purchase intentions. The study's coefficient of determination ( $R^2$ ) value of 78.1% suggests that these variables collectively explain the majority of the variability in consumer behavior among Gen Z in Depok City. These results align with previous research, underscoring the effectiveness of digital marketing strategies in shaping consumer behavior and offering valuable insights for businesses targeting Gen Z through social media and influencer channels.

**Keywords:** Social Media Marketing; Influencer Marketing; Digital Marketing; Consumer Behaviour; Gen Z

### 1. INTRODUCTION

The role of social media in various aspects of life, particularly in influencing consumer behavior, has become increasingly significant in recent years. With the rapid development of digital platforms, social media has transformed how businesses engage with

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their audiences, especially among younger generations like Gen Z (Serbanescu, 2022). Social media marketing (SMM) has emerged as a crucial tool for businesses to create brand awareness, engage customers, and influence purchasing decisions. At the same time, the rise of influencer marketing has introduced a new dynamic to the digital marketing landscape, where influencers—individuals with substantial social media followings—play a key role in shaping consumer opinions and behaviors.

Gen Z, the generation born between 1997 and 2012, is known for its high engagement with digital technologies and social media platforms. This generation spends a significant amount of time online, interacting with content from brands and influencers alike (Leung et al., 2022). As such, understanding how social media marketing and influencer marketing impact the behavior of Gen Z consumers is essential for businesses aiming to capture this demographic's attention and loyalty.

Consumer behavior, a critical area of study in marketing literature, examines how individuals make decisions about purchasing goods and services. It encompasses various factors, including how consumers perceive and respond to marketing messages, their preferences, and the psychological processes that drive their purchasing decisions (Toha & Supriyanto, 2023). For businesses targeting Gen Z, comprehending these behavioral aspects is crucial for developing effective marketing strategies that resonate with this tech-savvy and socially conscious generation.

Previous studies (Rehman et al., 2022; Sağtaş et al., 2022) have demonstrated that social media marketing significantly influences consumer behavior by enhancing brand visibility and creating a direct line of communication between brands and consumers. Social media platforms like Instagram, TikTok, and YouTube provide businesses with opportunities to engage with Gen Z through creative content and interactive features. These platforms also allow brands to leverage influencer marketing, where influencers can endorse products and sway the opinions of their followers, thus driving consumer behavior (Wahab et al., 2024).

Influencer marketing, which has gained popularity as a subset of social media marketing, involves collaboration between brands and social media influencers to promote products or services. Influencers, with their ability to build trust and authenticity with their followers, have been shown to significantly impact purchase intentions and brand loyalty among Gen Z consumers (Nugroho et al., 2022). Influencers often serve as role models or sources of inspiration for this generation, making their endorsements highly influential in shaping consumer preferences and behaviors.

This research aims to explore the influence of social media marketing and influencer marketing on the consumer behavior of Gen Z in Depok City, West Java. By examining how these digital marketing strategies impact this specific demographic, the study seeks to fill gaps in existing literature and provide valuable insights for marketers and businesses looking to effectively engage with Gen Z. Understanding the interplay between these marketing approaches and consumer behavior will not only enhance academic knowledge but also offer practical guidance for improving marketing strategies targeting this influential generation.

## **2. LITERATURE REVIEW**

Social Media Marketing (SMM) has rapidly evolved as one of the most influential forms of digital marketing in recent years. As businesses increasingly recognize the power of social media platforms to reach large and targeted audiences, the role of SMM has become integral to marketing strategies (Miteva, 2022). Unlike traditional marketing channels, SMM leverages the interactive and communal nature of platforms like Instagram, Facebook, and TikTok, allowing businesses to engage directly with their customers, foster brand loyalty, and stimulate consumer behavior in ways that were previously unattainable (Achyridou,

2024). The interactive nature of these platforms facilitates a two-way communication flow, where consumers are not just passive recipients of marketing messages but active participants in brand-related conversations (Dhaoui, 2022).

The effectiveness of SMM is particularly pronounced among Generation Z, a demographic known for its deep integration with digital technology and social media platforms. This generation, which has grown up with the internet and mobile devices, exhibits unique consumption patterns and behaviors that are significantly influenced by their online interactions (Mason et al., 2022). Studies have shown that Gen Z consumers are highly responsive to digital content that is visually appealing, authentic, and resonates with their values and identity (Wandhe, 2024; Santer et al., 2023). This has led to the development of tailored SMM strategies that focus on creating content that not only informs but also entertains and engages Gen Z, thereby shaping their consumer behavior in a profound way (Shona & Chuubi, 2023).

Parallel to the rise of SMM is the growth of Influencer Marketing, which has become a powerful force in shaping consumer behavior, especially among younger demographics like Gen Z. Influencer marketing leverages the credibility and reach of social media influencers—individuals who have amassed significant followings on platforms like Instagram, YouTube, and TikTok—to promote products and services (Alcántara-Pilar et al., 2024). These influencers, often seen as more relatable and trustworthy than traditional celebrities, can sway the opinions and purchasing decisions of their followers through endorsements, reviews, and sponsored content (Mishra & Ashfaq, 2023). The authenticity perceived in influencer marketing plays a critical role in its effectiveness, as consumers are more likely to trust and be influenced by individuals who they feel genuinely connect with their experiences and aspirations (Okonkwo & Namkoisse, 2023).

The impact of SMM and Influencer Marketing on consumer behavior is multifaceted, influencing not only the purchase decisions of Gen Z but also their brand perceptions and loyalty. Research indicates that the personalized and interactive nature of these marketing strategies fosters a sense of community and belonging among consumers, which in turn drives engagement and repeat purchases (Paruthi et al., 2023). Moreover, the ability of influencers to humanize brands and create a narrative around products enhances consumer connection and long-term loyalty, making influencer marketing an indispensable tool in the modern marketer's arsenal (Anjorin, 2024).

This literature review highlights the significant role that SMM and Influencer Marketing play in shaping the consumer behavior of Gen Z. By understanding the underlying mechanisms through which these marketing strategies operate, businesses can better tailor their approaches to effectively engage with this digitally native generation. Future research should continue to explore the evolving dynamics of SMM and Influencer Marketing, particularly in the context of emerging social media platforms and the changing preferences of Gen Z consumers.

### **3. RESEARCH METHOD**

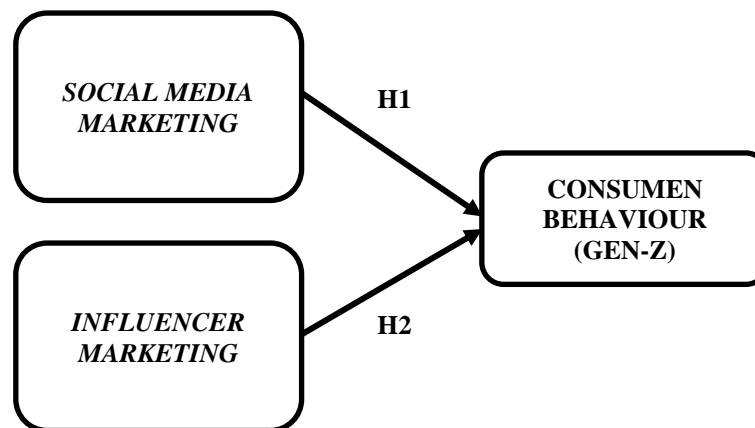
This research aims to investigate the influence of Social Media Marketing (SMM) and Influencer Marketing on the consumer behavior of Generation Z (Gen Z) in Kota Depok, West Java. The study employs a quantitative research approach, utilizing a structured questionnaire to collect data from Gen Z respondents within the specified area.

In this study, Social Media Marketing (SMM) and Influencer Marketing are identified as the primary independent variables influencing Consumer Behavior as the dependent variable. Social Media Marketing is measured through several indicators,

including content engagement, brand awareness, interactive features, and ad recall. These indicators reflect how SMM can affect Gen Z's interaction with and perception of brands, which in turn impacts their consumer behavior (Giombi et al., 2022; Sheeraz et al., 2023). Previous research has shown that high engagement with social media content can enhance brand awareness and influence consumer purchasing decisions (Tarabieh, 2022).

On the other hand, Influencer Marketing is evaluated through trust in the influencer, influencer credibility, purchase intention, and content quality. These indicators demonstrate how an influencer's impact can shape purchasing decisions and brand loyalty among Gen Z, who often view influencers as trustworthy and relevant sources in their daily lives (Gomes et al., 2022; Nguyen et al., 2022). Research indicates that Gen Z consumers are more likely to trust product recommendations from influencers compared to traditional advertisements, making influencer marketing a highly effective tool in marketing strategies (Pradhan et al., 2023).

Consumer Behavior is measured through indicators such as purchase decision, brand loyalty, and engagement continuity. These indicators encompass how SMM and influencer marketing not only influence direct purchase decisions but also shape long-term relationships with brands and maintain consistent consumer engagement (Chen et al., 2022; Lestari et al., 2023). Studies have shown that effective marketing strategies can increase brand loyalty and encourage consumers to continue interacting with a brand over an extended period (Rane et al., 2023).



**Figure 1**  
**Research Concept Method**

Figure 1 illustrates the relationships between the variables studied in this research. Based on this figure, the following hypotheses can be formulated:

H1: Social Media Marketing affects Consumen Behaviour

H2: Influencer Marketing affects Consumen Behaviour

This study employs a quantitative research approach, analyzing numerical data using statistical tools. The research is conducted in Kota Depok, West Java, with the data collection process targeting Gen Z individuals aged 20-24 years, the total population is 162,926 (Badan Pusat Statistik, 2024). The questionnaire is distributed through social media platforms with online form to ensure broad reach and representativeness of the target population.

The population for this study consists of Gen Z individuals in Depok City. To determine the sample size, the study uses the Slovin formula, as follows:

$$n = N / (1 + Ne2)$$

Explanation:

- a. S = sample
- b. N = population
- c. E = sampling error (10%)

Based on this formula, the minimum number of respondents required for the study is calculated to be 99.939, rounded up to 100 respondents, ensuring sufficient representation of the Gen Z population in Depok.

Data collection is carried out through an online questionnaire designed using Google Forms. The questionnaire items are measured using a Likert scale, with responses ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The total number of statements in the questionnaire is 30, covering various aspects of Social Media Marketing, Influencer Marketing, and Consumer Behavior.

Instrument validation is performed through both validity and reliability tests. A statement is considered valid if the calculated Pearson correlation coefficient ( $r$ ) exceeds the critical value ( $r$ -table). In this study, all 30 statement items exhibit a calculated  $r$ -value greater than the critical value of 0.296, confirming their validity. Reliability testing is conducted using Cronbach's Alpha, where a value greater than 0.60 indicates acceptable reliability. The results show that both independent variables, Social Media Marketing (X1) and Influencer Marketing (X2), have Cronbach's Alpha values exceeding 0.60, confirming that the questionnaire is both valid and reliable for use in this research.

The data analysis technique employed in this study is multiple linear regression analysis, with data processing conducted using the SPSS (Statistical Package for the Social Sciences) software. The classical assumptions tested include the normality test, multicollinearity test, and heteroskedasticity test. The normality test, conducted using the Kolmogorov-Smirnov method, yields an asymptotic significance value of 0.084, which is greater than 0.05, indicating that the data is normally distributed.

For the multicollinearity test, the tolerance value for both Social Media Marketing (X1) and Influencer Marketing (X2) is found to be 0.614, well above the threshold of 0.1. Additionally, the Variance Inflation Factor (VIF) for both variables is 1.702, which is less than 10, confirming the absence of multicollinearity issues.

The heteroskedasticity test is conducted using a scatterplot analysis, and the results confirm that the data meets the requirement for the absence of heteroskedasticity. Data analysis through multiple linear regression involves the T-test (for individual coefficient significance), F-test (for model feasibility), and  $R^2$  (coefficient of determination analysis).

#### **4. RESULTS AND ANALYSIS**

The findings of this research are based on data collected from 100 respondents who meet the criteria for this study, specifically Gen Z individuals aged 20-24 years residing in Kota Depok. The collected data include demographic characteristics of the respondents and an analysis of the relationship between Social Media Marketing, Influencer Marketing, and Consumer Behavior among this demographic.

##### **The influence of social media marketing on consumer behavior.**

Based on the conducted research, the following data were obtained:

<b>Table 1. Results of Multiple Regression Analysis</b>			
<b>Model</b>	<b>Coefficient of Regression</b>	<b>t-value</b>	<b>Sig.</b>
(Constant)	1,553		
<i>Social Media Marketing</i>	0,167	3,780	0,000
<i>Influencer Marketing</i>	0,649	11,412	0,000

Based on the data processing results above, the multiple regression equation can be written as follows:

$$Y = 0,167X_1 + 0,649X_2 + e$$

In this study, the significance value of the Social Media Marketing variable is 0.000, which is smaller than 0.05, and the t-value is 3.780, which is greater than the t-table value of 1.765. This indicates that the Social Media Marketing variable has a significant influence on consumer behavior. The first hypothesis, stating that the Social Media Marketing variable (X1) affects the Consumer Behavior variable (Y), is accepted. A partial t-test is used to assess the influence of the Social Media Marketing variable on Consumer Behavior among Gen Z in Kota Depok.

These results confirm that the Social Media Marketing variable (X1) significantly influences Consumer Behavior (Y). This finding is consistent with other studies that conclude Social Media Marketing can effectively shape consumer behavior, particularly among younger demographics such as Gen Z.

#### **The influence of influencer marketing on consumer behaviour.**

In this study, the significance value of the Influencer Marketing variable is 0.000, which is smaller than 0.05, and the t-value is 11.412, which is greater than the t-table value of 1.985. This indicates that the Influencer Marketing variable has a positive influence on Consumer Behavior. The second hypothesis, stating that the Influencer Marketing variable (X2) affects Consumer Behavior (Y), is accepted. A partial t-test confirms the significant influence of the Influencer Marketing variable (X2) on Consumer Behavior among Gen Z in Kota Depok.

These results indicate that the Influencer Marketing variable (X2) significantly influences Consumer Behavior (Y). Influencer marketing has become a crucial strategy worldwide, particularly in reaching younger demographics such as Gen Z, who are highly influenced by online personalities and social media figures.

#### **The influence of social media marketing and influencer marketing on consumer behaviour.**

**Table 2. Results of the coefficient of determination analysis (R<sup>2</sup>)**  
**Model Summary**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	,882a	0,772	0,765	1,662

a. Predictors: (Constant),

## SOCIAL MEDIA MARKETING, INFLUENCER MARKETING

The  $R^2$  determination value is used to assess the extent to which the regression model explains the relationship between the independent variables of Social Media Marketing and Influencer Marketing with the dependent variable of Consumer Behavior. With an R Square value of 0.781, it can be concluded that the combined influence of variables X1 (Social Media Marketing) and X2 (Influencer Marketing) on variable Y (Consumer Behavior) is 78.1%, while the remaining 21.9% is influenced by other factors outside the scope of this study. Therefore, it can be inferred that the utilization of Social Media Marketing and Influencer Marketing together significantly affects the Consumer Behavior of Gen Z in Kota Depok.

The regression coefficient for the Social Media Marketing variable (X1) is 0.167, indicating that for every 1% increase in the Social Media Marketing variable, there will be a 0.167 increase in the Consumer Behavior variable (Y). The significance value of 0.000 suggests that Social Media Marketing has a significant influence, confirming that the sample used in this study represents the population well.

Meanwhile, the regression coefficient for the Influencer Marketing variable (X2) is 0.649, meaning that every 1% increase in the Influencer Marketing variable will result in a 0.649 increase in the Consumer Behavior variable (Y). The significance value of 0.000 indicates that Influencer Marketing also has a significant influence, further validating that the sample used is representative of the population.

## 5. CONCLUSION

After analyzing the research results, it can be concluded that the Social Media Marketing variable has a positive influence on Consumer Behavior among Gen Z in Kota Depok. This is because Social Media Marketing strategies, such as content engagement and brand awareness, effectively capture the attention and influence the purchasing decisions of this demographic.

The Influencer Marketing variable also has a positive influence on Consumer Behavior in Kota Depok. Influencer Marketing, through trust, credibility, and content quality, plays a significant role in shaping the attitudes and behaviors of Gen Z consumers, driving their purchase intentions and brand loyalty.

Furthermore, both variables, Social Media Marketing and Influencer Marketing, have a synergistic positive influence on Consumer Behavior among Gen Z in Kota Depok. The combined effect of these marketing strategies enhances consumer engagement, loyalty, and purchasing behavior, demonstrating that when businesses effectively utilize both Social Media Marketing and Influencer Marketing, they can significantly impact the consumer behavior of Gen Z in a positive manner.

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