

The Influence of Social Media Marketing, Influencer Endorsement, and Content Personalization on Buying Intention among Generation Z Consumers in Indonesia

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Kata Kunci:

Pemasaran Media Sosial, Endorsement Influencer, Personalisasi Konten, Niat Membeli, Generasi Z.

Abstrak

Studi ini menganalisis pengaruh pemasaran media sosial, endorsement influencer, dan penyesuaian konten terhadap niat membeli di kalangan konsumen Generasi Z di Indonesia. Berdasarkan pendekatan kuantitatif dengan 150 responden, studi ini menggunakan skala Likert (1-5) dan analisis data dengan Structural Equation Modeling dengan Partial Least Squares (SEM-PLS 3). Hasil studi menunjukkan bahwa ketiga variabel tersebut secara signifikan mempengaruhi niat pembelian, dengan dukungan influencer memiliki pengaruh terbesar, diikuti oleh penyesuaian konten dan pemasaran media sosial. Model ini menjelaskan 65% variansi dalam niat membeli, menunjukkan daya penjelasannya yang tinggi. Penelitian ini menambah pemahaman kita tentang strategi pemasaran yang efektif mempengaruhi kebiasaan belanja Generasi Z dan menawarkan implikasi praktis bagi organisasi bisnis yang ingin memaksimalkan kampanye pemasaran internet mereka.

Key Word:

Social Media Marketing, Influencer Endorsement, Content Personalization, Buying Intention, Generation Z.

Abstract

This study analyzes the influence of social media marketing, influencer endorsement, and content customization on purchasing intention among Generation Z consumers in Indonesia. Based on a quantitative approach with 150 respondents, the study applies a Likert scale (1-5) and data analysis using Structural Equation Modeling with Partial Least Squares (SEM-PLS 3). The results indicate that all three variables significantly impact buying intention, with influencer endorsement impacting most, followed by content personalization and social media marketing. The model explains 65% of the variance in buying intention, indicating its high explanatory power. This research adds to our understanding of the marketing strategies that effectively influence Generation Z's purchasing habits and offers real-world implications for business organizations seeking to maximize their internet marketing campaigns.

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INTRODUCTION

The rapid growth of digital technology has significantly transformed consumer behavior, particularly among Generation Z—those born between the mid-1990s and early 2010s—who are known as digital natives due to their deep reliance on the internet, social media, and digital platforms for communication, entertainment, and purchasing decisions. In Indonesia, where social media penetration continues to rise, businesses increasingly leverage social media marketing (SMM) strategies to engage Gen Z consumers and influence their purchasing behavior. Studies have shown that social media influencers have a substantial impact on Gen Z's buying decisions in Indonesia, with 85% of respondents acknowledging this influence (Erwin et al., 2023). Instagram stands out as the most dominant platform, with 75% of users engaging with it primarily for product and lifestyle reviews (Erwin et al., 2023). Influencer traits such as authenticity and transparency are highly valued, with 72.5% and 67.5% of users citing these as important factors (Erwin et al., 2023). Moreover, SMM enhances brand awareness and engagement, especially through interactive features and ad recall, which are critical for driving Gen Z's consumer responses (Wijaya et al., 2024). Personalized and engaging content further amplifies the effectiveness of these strategies (Efendi & Giyana, 2025). The rise of e-commerce has also reshaped Gen Z's decision-making processes, establishing strong links between online marketing efforts and consumer behavior (Krishna & Sharma, 2024). Influencer marketing strategies, including the type of influencer and the content shared, significantly affect product awareness and purchase intentions within this demographic (Saroyini & PA, 2024).

Social media marketing has emerged as a powerful and pivotal tool for engaging Generation Z through interactive content, advertisements, and brand campaigns on platforms such as Instagram, TikTok, and YouTube, which offer immediacy and interactivity that align closely with the preferences of this digital-savvy demographic (Putri et al., 2024). These platforms play a central role in shaping Gen Z's digital consumption habits and significantly influence their purchasing decisions through strategies involving content engagement and interactive features (Wijaya et al., 2024). The advent of influencer marketing has further revolutionized consumer outreach, with influencers—who possess substantial follower bases and perceived authenticity—acting as trusted intermediaries between brands and consumers, thereby impacting Gen Z's attitudes, brand loyalty, and purchasing behaviors (Y. Liu, 2023; Wijaya et al., 2024). Authenticity and user-generated content are especially valued by Gen Z, and their importance cannot be overstated, as they heavily shape brand preferences and consumer behavior (Eandhizhai et al., 2024). Brands that effectively incorporate these elements into their social media strategies can foster deeper, more meaningful connections with Gen Z consumers and enhance their overall market presence (Sarda, 2024).

In addition to social media marketing and influencer endorsements, content personalization has emerged as a critical strategy for engaging Generation Z, a demographic that highly values tailored and meaningful interactions over generic messaging. This approach fosters stronger emotional connections and enhances the overall customer experience by aligning closely with Gen Z's digital habits and expectations. Personalized content, especially on platforms like Instagram, has been shown to significantly increase consumer engagement and positively influence purchasing decisions (Astuti & Putra, 2023; Semenda, 2023). This effectiveness stems from Gen Z's preference for authenticity, transparency, and interactivity, making personalized messaging a powerful tool for marketers aiming to capture their attention and loyalty (Singh, 2023). Personalized advertising also boosts ad credibility and reduces skepticism, further encouraging consumer responses (Astuti & Putra, 2023). Among the most effective content formats for personalization is video, which is particularly favored by Gen Z and widely consumed on platforms like YouTube and TikTok (Semenda, 2023). These platforms offer rich opportunities for delivering interactive and personalized content that resonates with this audience. Moreover, strategies such as maintaining authenticity and transparency in content marketing enhance trust and alignment with Gen Z values (Semenda, 2023). Personal branding by influencers on social media, notably on Instagram, enables the creation of unique and consistent content, underscoring the critical role of personalization in building lasting connections with Generation Z consumers (Saputra & Astari, 2024).

Despite the growing significance of these strategies, limited empirical research has been conducted to examine their combined impact on the buying intentions of Generation Z consumers in Indonesia. As businesses strive to optimize their marketing efforts in this digital era, understanding the interplay of these factors is crucial for achieving competitive advantages and meeting consumer expectations. This study seeks to address this research gap by investigating the influence of social media marketing, influencer endorsement, and content personalization on the buying intentions of Generation Z consumers in Indonesia.

Literature Review and Hypothesis Development

Social Media Marketing

Social media marketing (SMM) is a powerful tool for engaging Generation Z—those born between 1997 and 2012—by leveraging platforms such as Instagram, TikTok, and YouTube to influence their buying behavior and foster brand loyalty. As a demographic deeply integrated with digital technology, Gen Z is highly responsive to multimedia content and interactive campaigns that enhance brand awareness and build consumer trust, both of which are critical for shaping brand preferences and purchasing intentions. This generation is most active on platforms like Instagram, TikTok, and Snapchat, where they prefer short-form, visually engaging content and viral trends that resonate with their values (Matsa Prasanna, 2024). Authenticity and transparency are especially important, with user-generated content and influencer recommendations proving more effective than traditional advertising in gaining their trust (Bhattacharya & Gaikwad, 2024; Matsa Prasanna, 2024; Sharma, 2024). Trust plays a pivotal role in Gen Z's decision-making, and brands that demonstrate credibility and safeguard consumer privacy can cultivate stronger connections with this often skeptical audience (Bhattacharya & Gaikwad, 2024). Moreover, social media platforms offer dynamic environments for building brand awareness through direct interaction and personalized experiences, which in turn drive brand loyalty and positive word-of-mouth—both essential for long-term success (Siregar et al., 2024; Sivalingam & Lawrence, 2024). However, brands must also navigate challenges such as information overload, Gen Z's critical stance toward advertising, and increasing concerns about privacy and ethical

practices, as this generation places high value on social responsibility and sustainability (Matsa Prasanna, 2024; Siregar et al., 2024).

H1: Social media marketing has a positive and significant influence on buying intention among Generation Z consumers.

Influencer Endorsement

Influencer endorsements have become a pivotal strategy in modern marketing, significantly impacting consumer purchasing intentions by leveraging the perceived authenticity, relatability, and credibility of influencers, particularly among younger demographics like Generation Z. This influence stems from the trust influencers cultivate with their audiences—something traditional advertising often fails to achieve. Influencers are seen as authentic and knowledgeable figures, which enhances consumer trust and increases the likelihood of purchasing recommended products (L., 2024; Nopita et al., 2024). Studies from diverse contexts, including Kathmandu and Germany, have demonstrated that an influencer's attractiveness and trustworthiness are strongly correlated with consumer purchasing intentions (Gurung et al., 2023; Weismueller et al., 2020). These endorsements not only raise product awareness and trust in brands but also lead to higher engagement and a greater probability of purchase (L., 2024; Semwal et al., 2024). Furthermore, the number of followers an influencer has can amplify their perceived credibility and impact (Weismueller et al., 2020). Influencers also play a critical role in enhancing brand visibility and driving consumer engagement through direct interactions on social media platforms (Semwal et al., 2024). For instance, in the case of the Yu Marni brand, influencer endorsements were shown to significantly boost consumer trust and inspire purchases, reinforcing the effectiveness of this strategy in building brand credibility and influencing consumer behavior (Nopita et al., 2024).

H2: Influencer endorsement has a positive and significant influence on buying intention among Generation Z consumers.

Content Personalization

Content personalization is a critical marketing strategy, particularly effective when targeting Generation Z—a digitally savvy demographic that values authentic and engaging interactions. By tailoring marketing messages to align with individual preferences, behaviors, and needs, personalization enhances the consumer experience through more relevant and meaningful engagement. This strategy resonates strongly with Gen Z, as it demonstrates a brand's understanding of their unique interests, thereby fostering deeper emotional connections and increasing the likelihood of purchase decisions. Gen Z prefers brands that offer genuine storytelling and user-generated content over traditional advertising, highlighting the importance of authenticity and transparency (Matsa Prasanna, 2024). Personalized marketing enhances engagement and builds brand loyalty by meeting their demand for meaningful interactions (Matsa Prasanna, 2024; Semenda, 2023). The use of advanced technologies such as data analytics and artificial intelligence further supports personalization by enabling brands to better understand consumer preferences and deliver tailored experiences that boost satisfaction and loyalty (Bozkurt et al., 2025). Additionally, content marketing strategies—such as storytelling, emotional appeals, and influencer collaborations—align well with Gen Z's preferences for interactive and personalized content, making them highly effective in capturing and retaining this audience's attention (Semenda, 2023; Singh, 2023).

H3: Content personalization has a positive and significant influence on buying intention among Generation Z consumers.

Buying Intention

The buying intention of Generation Z is significantly influenced by their interactions with social media, trust in influencers, and the relevance of personalized content, all of which can be effectively analyzed through the lens of the Theory of Planned Behavior (TPB), which emphasizes perceived usefulness, social influence, and emotional connection. As digital natives, Generation Z exhibits unique purchasing behaviors shaped by their continuous engagement with online platforms and content, where social media interactions and influencer trust play a pivotal role in shaping decisions—these influencers often act as reliable sources of information and recommendations, significantly impacting Gen Z's purchasing choices (Achim et al., 2024). The social commerce environment, encompassing social shopping and sharing, further underscores the importance of subjective norms or perceived social pressure in guiding purchase intentions (Smith et al., 2013). Perceived usefulness, another critical TPB component, is vital in shaping Gen Z's online buying behavior, with this

demographic valuing functional benefits and the convenience provided by digital platforms (Achim et al., 2024). Moreover, personalized content that aligns with individual interests enhances the perceived usefulness of products and services, thereby boosting the likelihood of purchase (Kumar, 2000). Emotional connections, particularly those nurtured through corporate social responsibility (CSR) initiatives, also significantly influence Gen Z's brand attitudes and purchasing decisions, as they tend to support brands that reflect their values and social concerns (Bianchi et al., 2024). Attitudes toward brands engaged in CSR efforts are positively correlated with purchase intentions, illustrating how emotional and ethical considerations are integral to Generation Z's consumer behavior (Bianchi et al., 2024).

Conceptual Framework

Social media marketing, influencer endorsement, and content personalization variables are employed within this study to study their effect on buying intention when considered together. The conceptual framework implies direct connections among each independent variable and dependent variable, buying intention. Although there have been earlier studies analyzing the individual impacts of social media marketing, influencer marketing, and content personalization, few have explored their combined impacts, particularly on Generation Z consumers in Indonesia. By bridging this gap, this study brings more depth to digital marketing strategies in the dynamic consumer space.

RESEARCH METHODS

This study uses quantitative research design in investigating the influence of social media promotion, endorsement by influencers, and content customization on the purchase intentions of Generation Z consumers in Indonesia. The data were collected through a structured questionnaire and processed using Structural Equation Modeling - Partial Least Squares (SEM-PLS). The study targets Generation Z consumers born during 1995-2010 and those that are currently actively using social media websites. There were 150 participants who were selected using non-probability convenience sampling, which met the minimum sample size required for SEM-PLS analysis to yield strong and reliable results.

The online survey was distributed via popular social media platforms such as Instagram, TikTok, and WhatsApp. The questionnaire had close-ended questions with measurement on a 5-point Likert scale with scores ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). Attributes evaluated were: (1) Social Media Marketing—perceived interactivity, informativeness, and entertainment; (2) Influencer Endorsement—perceived credibility, expertise, and attractiveness; (3) Content Personalization—evaluated using relevance, customization, and usability; and (4) Buying Intention—evaluated using likelihood to buy, brand selection, and willingness to buy.

Data analysis was conducted using SmartPLS 3 with a two-step procedure. The measurement model was initially tested to ensure reliability and validity by composite reliability, Cronbach's alpha, Average Variance Extracted (AVE), and discriminant validity tests. The structural model was subsequently examined to test the study hypotheses by looking at path coefficients, t-statistics, and p-values. A hypothesis was deemed significant if its t-statistic value exceeded 1.96, which indicates a 95% confidence level.

RESULTS AND DISCUSSION

Demographic Profile of Respondents

Demographically, the 150 respondents of the study had a representative profile of Indonesia Generation Z consumers. When referring to age, the most dominant were aged 18–21 years (55%), followed by 22–25 years (29%), and 26–30 years (16%). Distribution was nearly equal for male and female, where there were 49% male and 51% female respondents. For social media consumption, 63% consumed it for over 5 hours daily, 29% consumed it for 2–5 hours, and 8% consumed it for less than 2 hours. Instagram was the top usage (78%), followed by TikTok (65%), YouTube (54%), Twitter/X (37%), and Facebook (26%). The most were either current undergraduate (52%) or graduates (31%), with the rest being high school graduates (17%). Geographically, the samples were nearly all Java (70%), with Sumatra (15%), Kalimantan (7%), Sulawesi (5%), and elsewhere (3%), indicating a broad national coverage.

Outer Model Results

Outer model testing assures the validity and reliability of the constructs used in this study. Testing involves evaluating indicator loadings, internal consistency reliability, convergent validity, and discriminant validity.

Indicator Loadings

Loadings on indicators indicate the extent to which variables observed are related to their respective constructs latent. A loading factor of 0.7 or higher is generally considered sufficient. All loadings on indicators in this study were well above the cutoff point, confirming good item reliability.

Table 1. Indicators Loadings

Construct	Indicator	Loading Factor	Result
Social Media Marketing	SMM1	0.781	Accepted
	SMM2	0.835	Accepted
	SMM3	0.813	Accepted
Influencer Endorsement	IE1	0.847	Accepted
	IE2	0.793	Accepted
	IE3	0.825	Accepted
Content Personalization	CP1	0.857	Accepted
	CP2	0.802	Accepted
	CP3	0.845	Accepted
Buying Intention	BI1	0.877	Accepted
	BI2	0.832	Accepted
	BI3	0.794	Accepted

Source: Author's (2025)

Internal Consistency Reliability

Internal consistency reliability of this study was assessed with Cronbach's alpha and Composite Reliability (CR), and the two indices both were in excess of the minimum requirement of 0.70, thereby guaranteeing all of the constructs' internal consistency. Especially, Social Media Marketing reached Cronbach's alpha of 0.801 and CR of 0.872, Influencer Endorsement reached 0.784 and 0.865, Content Personalization reached 0.813 and 0.884, while Buying Intention reached its highest reliability with scores 0.847 and 0.902. All these confirm that all measurement constructs used in the study are found to be reliable.

Convergent Validity

Convergent validity was established using Average Variance Extracted (AVE), and all the constructs were well above the recommended cut-off value of 0.5, indicating that all constructs were explaining a substantial proportion of variance in its indicators. Specifically, the AVE values were 0.634 for Social Media Marketing, 0.606 for Influencer Endorsement, 0.662 for Content Personalization, and 0.704 for Buying Intention. These results confirm that convergent validity had been established for all the constructs measured in the study.

Discriminant Validity

Discriminant validity was established according to Fornell-Larcker criterion and cross-loadings. The square root of the AVE of every construct was greater than its correlation with other constructs, confirming discriminant validity.

Table 2. Discriminant Validity

Construct	SMM	IE	CP	BI
Social Media Marketing	0.791			
Influencer Endorsement	0.626	0.776		
Content Personalization	0.594	0.634	0.811	
Buying Intention	0.657	0.682	0.713	0.846

Source: Author's (2025)

Inner Model Results

Inner model analysis evaluates the connections between latent variables and predictive significance of the model. This involves checking path coefficients, R^2 values, f^2 effect sizes, and Q2 predictive significance.

Path Coefficients and Testing of Hypotheses

The significance of construct relationships was established using bootstrapping with 5,000 resamples. A path is considered significant if the t-statistic is more than 1.96 (95% confidence level) and the p-value is less than 0.05.

Table 3. Hypothesis Testing

Path	Original Sample	t-Value	p-Value	Result
H1 Social Media Marketing → Buying Intention	0.324	4.256	0.000	Supported
H2 Influencer Endorsement → Buying Intention	0.412	5.124	0.000	Supported
H3 Content Personalization → Buying Intention	0.387	4.781	0.000	Supported

Source: Author's (2025)

The findings of this study indicate that the three variables—Social Media Marketing, Influencer Endorsement, and Content Personalization—all significantly influence the purchase intentions of Generation Z consumers in Indonesia. Hypothesis 1 (H1) confirms that Social Media Marketing has a positive impact on purchasing intention with a path coefficient of 0.324, t-value of 4.256, and significance level of $p = 0.000$, although its impact is relatively lesser compared to the other variables. Hypothesis 2 (H2) indicates that Influencer Endorsement has the highest impact on purchase intention, with a path coefficient of 0.412, t-value of 5.124, and $p = 0.000$, demonstrating that credibility and emotional connection influencers have with their followers are crucial in determining purchase intention. Meanwhile, Hypothesis 3 (H3) shows that Content Personalization also significantly positively affects buying intention with a path coefficient of 0.387, t-value of 4.781, and $p = 0.000$, which means that personalized content aligned with consumer preference enhances attractiveness and provokes buying behavior. Coefficient of Determination

R^2 for Buying Intention is 0.65, and it implies that the independent variables Social Media Marketing, Influencer Endorsement, and Content Personalization cumulatively explain 65% of the variance of the dependent variable. This suggests that the model has high predictive power in terms of explaining the determinants of buying intentions for Generation Z consumers in Indonesia.

Effect Size

The f^2 effect size provides the contribution of every independent variable to the dependent variable. In accordance with traditional interpretation guidelines, f^2 values > 0.02 are indicative of a small effect, f^2 values > 0.15 are indicative of a medium effect, and f^2 values > 0.35 are indicative of a large effect.

Table 4. Effect Size

Predictor	f^2 Value	Effect Size
Social Media Marketing	0.11	Small
Influencer Endorsement	0.18	Medium
Content Personalization	0.15	Medium

Source: Author's (2025)

The f^2 effect sizes interpretation shows that Social Media Marketing has a small effect on Buying Intention, while Influencer Endorsement and Content Personalization have medium effects. This means that though all three constructs are engaged in building consumers' purchase intentions, Influencer Endorsement and Content Personalization have a greater role in the buying behavior of Generation Z compared to Social Media Marketing.

Predictive Relevance

The Q^2 value, as calculated by the blindfolding procedure, indicates the predictive ability of the model, and a value greater than zero indicates predictive validity. In this study, Buying Intention Q^2 is 0.47, which verifies that the model has substantial predictive relevance for explaining the buying intentions of Generation Z consumers in Indonesia.

Discussion

Social Media Marketing and Buying Intention

The results of this study demonstrate that social media marketing has a significant and positive influence on purchasing intentions in Indonesia. This finding aligns with previous research showing that engaging and well-executed social media marketing campaigns can effectively capture consumer attention and drive buying behavior (Kaplan & Haenlein, 2021). Social media platforms offer interactive and visually appealing formats that resonate with Generation Z—a demographic known for their digital fluency and preference for immersive experiences. In this context, marketing strategies that emphasize entertainment, personalization, interactivity, and trendiness are shown to enhance consumer engagement and increase purchasing intentions. Therefore, companies targeting Generation Z should design marketing campaigns that are responsive to their digital habits and preferences.

Several key factors contribute to the effectiveness of social media marketing. Entertaining and customized content significantly impacts consumer engagement and purchase intentions, especially among Generation Z, who value immersive and tailored experiences (Bukhori et al., 2022; Febriansyah et al., 2024). Social media influencers also play a crucial role in shaping consumer attitudes and purchase decisions, as their ability to build community and brand loyalty makes them valuable assets in digital marketing strategies (Azkiah & Hartono, 2023). Additionally, the use of interactive and trendy formats such as short videos, memes, and live sessions enhances consumer engagement and aligns with the content preferences of Generation Z (Febriansyah et al., 2024; Riyadi & Adiwijaya, 2023). Consumer engagement itself acts as a mediating variable between social media marketing and purchase intentions, underscoring the importance of cultivating strong relationships with consumers through consistent and authentic social media activities (Rudyanto, 2018). Companies should therefore prioritize the creation of engaging, consistent, and trend-driven social media content to strengthen their marketing efforts.

Influencer Endorsement and Buying Intention

Influencer endorsements exhibit the strongest influence on buying intention, particularly among Generation Z, due to the persuasive power rooted in influencers' perceived authenticity, relatability, and their ability to establish trust with followers (Lou & Yuan, 2019). In Indonesia, this trend is especially prominent, as influencers serve as credible sources of information for a generation that heavily relies on social proof and peer recommendations when making purchasing decisions. The strength of this influence is further explained by the parasocial relationships influencers form with their audiences, enhancing brand credibility and purchase intentions. This effect is maximized when influencers authentically align with the values of the products they endorse, creating a stronger emotional resonance and increasing the likelihood of consumer action. As such, transitioning from general influence to strategic application, brands can optimize influencer collaborations by prioritizing authenticity, engagement, and value alignment.

Several key strategies enhance the effectiveness of influencer marketing. Authenticity and relatability are central to building trust, with genuine content and transparency serving as primary factors in fostering engagement (Semwal et al., 2024). Micro-influencers, who often have smaller but highly engaged audiences, tend to deliver greater authenticity and a better return on investment compared to their macro counterparts (Prasanth & Priyan, 2024). Additionally, social proof and trust are powerful drivers of purchase intention—consumers are more likely to buy products endorsed by influencers they perceive as credible and emotionally connected (Masood & Sultana, 2024; Nursansiwati, 2024). Emotional connections and perceived expertise further amplify the impact of endorsements, making them more persuasive. Strategically, brands should collaborate with influencers whose personal values align closely with the brand's identity to strengthen credibility and campaign effectiveness (X. Liu & Zheng, 2024). Successful examples, such as Glossier's micro-influencer campaigns, demonstrate the value of these aligned partnerships (Nursansiwati, 2024). In practice, this means prioritizing collaborations with influencers who resonate with the brand's core message and target audience to achieve authentic, high-impact marketing outcomes.

Content Personalization and Buying Intention

Content personalization significantly impacts buying intention by enhancing user engagement through tailored and relevant content, supporting the notion that individualized marketing resonates more deeply with consumers. This approach is particularly effective for Generation Z, who seek customization and exclusivity in their brand interactions. Personalized experiences—such as dynamic advertisements, tailored email campaigns, and individualized recommendations—cater to this generation's digital preferences and foster a sense of connection with brands. To achieve this, businesses can leverage advanced tools such as data analytics and artificial intelligence (AI), which help analyze consumer behavior and deliver personalized content throughout the customer journey, thereby increasing the likelihood of purchase decisions and strengthening consumer-brand relationships.

The role of AI in content personalization is especially transformative. AI technologies, including machine learning and natural language processing, enable businesses to process vast amounts of data and derive insights into individual customer preferences and behaviors (Gowri, 2024; Piduru, 2023). These AI-driven personalization techniques significantly improve user engagement, satisfaction, and retention by delivering timely and relevant content (Piduru, 2023). Predictive analytics further enhances campaign effectiveness by allowing precise audience targeting (Muharam et al., 2024). Generation Z, in particular, values personalized, meaningful, and transparent interactions with brands, and prefers formats like video content for

authenticity and engagement (Semenda, 2023). Therefore, businesses must prioritize interactive and personalized content strategies, supported by AI and big data analytics, to align with Gen Z's digital habits and drive positive purchase decisions. Despite challenges such as data privacy concerns, strategic personalization through innovative digital marketing approaches can substantially boost consumer engagement, trust, and brand loyalty (Muharam et al., 2024).

Theoretical Implications

The research contributes to the theoretical understanding of digital marketing strategies by confirming the playing roles of social media marketing, influencer endorsements, and content personalization in building buying intention among Generation Z. The findings emphasize the need for the application of more than one digital marketing strategy for maximum effect.

Practical Implications

1. Strategic Investment in Digital Platforms: Organizations ought to invest in platforms that are popular among Generation Z, such as Instagram, TikTok, and YouTube.
2. Influencer-Led Campaigns: Collaborating with influencers is a cost-effective method for building credibility and expanding reach.
3. Data-Driven Personalization: Embracing sophisticated data analytics tools can enable brands to create hyper-targeted marketing campaigns, enhancing relevance and customer engagement.

Limitations and Future Research

While this study provides useful insights, it is limited to Generation Z consumers in Indonesia. Future studies could extend to other generational cohorts or geographic areas to test for universal generalizability of these results. Examining the mediating or moderating roles of variables such as trust, loyalty to the brand, or cultural dimensions could also provide additional insights.

CONCLUSION

This study highlights the important role of online marketing strategies in affecting the purchase intentions of Generation Z consumers in Indonesia. The findings reveal that social media marketing, endorsement by influencers, and personalized content all significantly and positively influence buying behavior, with endorsement by influencers being the most influential variable. As Gen Z continues to dominate the digital landscape, businesses must prioritize providing personalized and authentic engagement programs, leveraging the power of social media platforms and personalities to build trust and drive sales. By customizing their marketing efforts to this digitally native generation's attitudes and behaviors, businesses can become more competitive and gain long-term customer loyalty. Future research needs to examine additional factors that may further influence purchase intention, such as trust, brand loyalty, and social influences, and replicate the study in other regions and age groups.

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