

## THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE CONSUMPTIVE BEHAVIOR OF GENERATION Z

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### ABSTRACT

This study aims to analyze the impact of social media influencers on the consumptive behavior of Generation Z. A quantitative approach was employed, involving 53 respondents from Generation Z who actively use social media. Data were collected through questionnaires and analyzed using the Statistical Package for the Social Sciences (SPSS). The results indicated a significant influence of exposure to social media influencer content on the increase in consumptive behavior among Generation Z. Factors such as the frequency of viewing influencer content, the level of engagement with the content, and trust in influencers were positively correlated with the respondents' consumptive behavior. These findings suggest that social media influencers play a crucial role in shaping consumption behavior among Generation Z, providing important insights for marketers and researchers to understand consumer behavior dynamics in the digital era.

**Keywords:** Social Media Influencers; Consumptive Behavior; Generation Z; SPSS; Consumer Behavior

## INTRODUCTION

Entering the current era of globalization, many changes have occurred in every structure of life which has caused many changes and impacts on human life today, one of which is technological progress (Afandi et al., 2021). Related to technological advances, many social media platforms have developed and are used by various levels of society. With this technology, many various services or content are offered by each social media platform and have spread widely among the public. Many people use social media facilities, one of which is to "share" moments or achievements, and even to do business.

Related to the phenomenon of globalization and technological advances, many people use it as a means and facility for doing business, and one of the digital marketing strategies to get lots of enthusiasts and buyers, many social media actors use the services of an "influencer", who has a reputation and a good name in the community to introduce and market the products being sold. This digital marketing strategy using the services of an influencer is called endorsement. The definition of an Influencer is a person who is liked by several people or consumers who can influence consumer behavior and actions positively (Rahayu & Mulyaningsih, 2021). Apart from that, social media users are now dominated by generation Z.

Moreover, generation Z are people who lived in the 1995-2010 period. This was also confirmed by a researcher named (Oustin & Habiburahman, 2023). Generation Z is nicknamed the internet generation, which is very different from the previous generation, namely the millennial generation, namely people who lived in the era of 1977- 1994. Compared to the millennial generation, generation Z is very closely related to the internet and current technological developments and is known as a creative generation. Not only that, but generation Z is also the generation that is following this era of sophisticated progress, making the majority of generation Z consumers (Oustin & Habiburahman, 2023).

## LITERATURE REVIEW

This research is intended to determine the influence or impact of social media influencers on the consumer behavior of generation Z. The approach applied is a quantitative approach with a descriptive survey. Apart from that, this research also aims to determine the influence of social media use on generation Z's consumptive behavior. The use of social media with a certain level of intensity can be a factor that underlies a teenager's tendency to behave consumptively, and this cannot be separated from the influence of the teenager's social environment. or what is usually called conformity (Khrihananto & Adriansyah, 2021).

The following are some definitions of the variables taken for this research:

### **Influencers**

Influencer is a person who is liked by several people or consumers who can influence consumer behavior and actions positively (Rahayu & Mulyaningsih, 2021).

### **Social media**

Social media is a communication platform that can be used without meeting in person but can be done by utilizing communication technology connected to the internet. This social media offers many various facilities that can be used anywhere (Oustin & Habiburahman, 2023).

### **Consumptive behaviour**

Consumptive behavior is the behavior of purchasing goods at a certain intensity and based on desire, not based on need (Fitriyani et al., 2013).

### **Generation Z**

According to Khrishananto & Adriansyah (2021) generation Z is more active and has a lot of contact with cyberspace because they have been familiar with technology since childhood. This makes people in generation Z people who are technologically savvy and creative. Several characteristics that can be seen from generation Z are the habit of buying goods that are only used for appearance or prestige, apart from that, generation Z follows a model that advertises their social group and wants to try several different products (Khrishananto & Adriansyah, 2021). It was also found from previous research that the factors that influence influencer interactions with social media users are trust factors, brand image factors, and influencer factors.

### **Trust**

Trust or confidence in the online shop platform is a factor that must be available to consumers. The success of the purchasing process on the online shop platform is influenced by the trust factor (Nurchahyo et al., 2017). Consumer trust is the consumer's point of view who will assess the ability of a seller in experience so that consumer expectations and satisfaction can be met (Nurchahyo et al., 2017).

### **Brand Image**

Brand image is the image contained in a particular brand or brand as a reflection of the brand concerned (Pandiangan et al., 2021).

### **Social Media Influencers**

The definition of influencer itself according to Putri (2023) is a person who has an influence that is believed by a number of people on social media that the views they believe in are correct. Influencers also have a large number of followers on social media (Putri, 2023).

## **RESEARCH METHOD**

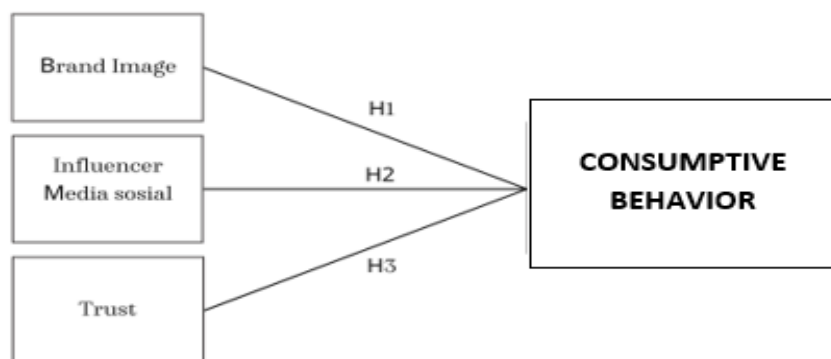
The methodology used for this research is to use quantitative methods to describe various approaches developed in the field of social science. Sugiono added that quantitative research methods can also be used to conduct research on a group, certain conditions, thought patterns, or events at a certain time and to prove research that previously existed.

To complete the data collection process, the author used a scale that was centered on the scale and distributed to research subjects. Therefore, the nature of this research is direct and closed. The criteria for participants in this research were generation Z who were born between 1995-2010, or aged 14–28 years. The method that the author uses to collect data is by distributing questionnaires online using the Google Form application. The choice of this application was based on seeing that many people are comfortable using google forms to fill in answers because it is more practical. Furthermore, after distributing this questionnaire, the author also conducted interviews with several people to get answers that were clearer and more understandable for research.

Not only that, but the author also analyzed the data using a validity test with the help of Pearson Correlation calculations which, if a significant correlation coefficient is achieved, the

research can be said to be valid, and the reliability test refers to Cronbach's Alpha with a value as low as 0.5.

From this research, the following hypothesis can be drawn:



**Figure 1. Research Model**

H1: Brand image has a significant effect on consumer behavior in generation Z.

H2: Instagram influencers have a significant influence on consumer behavior in generation Z.

H3: Trust has a significant influence on consumer behavior in generation Z

## **RESULTS AND DISCUSSION**

Based on the results of the research that has been carried out and distributed, the author asks questions about gender, age and employment status in order to find out the personal data of the respondents. From this research, there were a total of 54 respondents, and 53 respondents were eligible to be tested, because there was 1 respondent who was not generation Z. From the respondents' answers, 98.1% were 14–28 years old and 98.1% were 14-28 years old. year there is 1.9%. There are 100% of those who actively use social media who actively use social media platforms. And from the respondents' answers, as many as 98.1% admitted that they had shopped via online shop platforms in the last 6 months.

From the questionnaire distributed, it was found that the male gender was 49.1%, and the female gender was 50.9%. Respondents who already had their own income were 50.9% and those who did not have their own income were 49.1%. And the work that respondents do is 56.6% who dominate as students, 13.2% as private employees, 11.3% as civil servants, 5.7% as entrepreneurs and the remaining 13.2% whose profession is unknown.

### **Validity and Reliability Test**

The validity of the measuring scale used in this research was assessed using the Part Whole technique. This means that research using the influencer variable validity test on social media has been compiled with a validity range of 0.445–0.673. Test the validity of the brand image, trust and consumer behavior variables in just 1 round and no items were dropped.

Meanwhile, test the validity of the social media influencer variable through 2 rounds of test stages. The first round found validity and reliability tests which stated that there was 1 item that had failed. The validity of the social media influencer variable has been established with a validity range.

Researchers also obtained an Alpha-Cronbach reliability value for the brand image variable of 0.701, the social media image variable of 0.751, the trust variable of 0.727, and the

consumer behavior variable of 0.677. The following are details of the validity and reliability tests for each variable:

**Table 1. Case Processing Summary**

	N	%
Case Valid	53	100.0
Excluded	0	0
Total	53	100.0

**Table 2. Reliability Statistics**

Cronbach's	No Item
.701	5

**Table 3. Nem-Total Statistics**

	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha If Item Deleted
BI1	14.06	3.093	.394	.678
BI2	14.51	3.063	.413	.670
BI3	14.75	2.843	.398	.686
BI4	14.55	2.945	.617	.594
BI5	14.58	3.094	.518	.631

**Table 4. Reliability Statistics**

Cronbach's	No Item
.751	4

**Table 5. Nem-Total Statistics**

	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha If Item Deleted
IMS2	11.43	3.020	.607	.662
IMS3	11.36	2.965	.673	.629
IMS4	12.79	2.821	.445	.774
IMS5	12.02	3.288	.515	.711

From the table above, it is found that the validity and reliability values of each variable have been found to be valid and reliable.

### Test Assumptions

Researchers carried out data analysis using assumption tests to determine the normal distribution of data items and the correlation between variables. This assumption test is carried out by carrying out normality tests and linearity tests.

### Normality Test

This test is carried out to determine the distribution of data that has been carried out within a normal curve or within a curve that does not match. Testing at this stage uses the Kolmogorov-Smirnov Test, and the data will be said to be normal if it has a significance value  $> 0.05$ .

And the following are the normality values obtained after data processing:

- a. The results of the normality test on the brand image scale found a significant value of 0.431 (sig>0.05), so it can be said that the data distribution for the brand image variable is normally distributed.
- b. The results of the normality test on the social media influencer scale found a significant result of 0.108 (sig>0.05) so it can be said that the data distribution for the social media influencer variable is normally distributed.
- c. The results of the normality test on the trust scale found a significant result of 0.004 (sig>0.05) so it can be explained that the distribution of the trust variable data is not normally distributed.
- d. The results of the normality test on the consumer behavior scale found a significant result of 0.555 (sig>0.05) so it can be explained that the distribution of social media image variable data is normally distributed.

The following is a table of the normality test results for each variable:

**Table 6. Brand Image Variable Normality Test Table**

		Total_BI	Total_PK
N		53	53
Normal Parameters <sup>a,b</sup>	Mean	18.11	16.13
	Std. Deviation	2.091	2.682
Most Extreme Differences	Absolute	.120	.109
	Positive	.109	.109
	Negative	-.120	-.084
Kolmogorov-Smirnov Z		.873	.793
Asymp. Sig. (2-tailed)		.431	.555

**Table 7. Social Media Influencer Normality Test Table**

		Total_IMSP 2	Total_PK
N		53	53
Normal Parameters <sup>a,b</sup>	Mean	15.87	16.13
	Std. Deviation	2.228	2.682
Most Extreme Differences	Absolute	.166	.109
	Positive	.094	.109
	Negative	-.166	-.084
Kolmogorov-Smirnov Z		1.209	.793
Asymp. Sig. (2-tailed)		.108	.555

**Table 8. Variable Normality Test Table**

		Total_T	Total_PK
N		53	53
Normal Parameters <sup>a,b</sup>	Mean	18.96	16.13
	Std. Deviation	2.009	2.682
Most Extreme Differences	Absolute	.243	.109
	Positive	.190	.109
	Negative	-.243	-.084
Kolmogorov-Smirnov Z		1.772	.793
Asymp. Sig. (2-tailed)		.004	.555

### Linearity Test

The linearity test is carried out to provide an understanding of whether each variable studied has an appropriate or linear relationship or is not appropriate/non-linear.

1. Based on the calculations carried out, it was found that the significance value of the brand image variable with consumer behavior was 0.006 (sig<0.05) so it could be said that the two variables had a linear relationship.
2. Based on the calculations carried out, it was found that the significance value of the social media influencer variable with consumer behavior was 0.095 (sig<0.05) so it could be said that the two variables had a non-linear relationship.
3. Based on the calculations carried out, it was found that the significance value of the trust variable with consumer behavior was 0.031 (sig<0.05) so it could be said that the two variables had a linear relationship.

The following is a table of linearity test results:

**Table 9. Brand Image Linearity Test Table on Consumer Behavior**

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.140	8.320	1	51	.006	7.430	480

**Table 10. Linearity Test for Social Media Influencers on Consumer Behavior**

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.054	2.888	1	51	.095	11.710	.279

**Table 11. Trust Linearity Test Table on Consumer Behavior**

Equation	Model Summary					Parameter Estimates	
	R Square	F	df1	df2	Sig.	Constant	b1
Linear	.088	4.939	1	51	.031	8.611	.397

## CONCLUSION

This interesting result was carried out to study and assess the impact of social media influencers on consumer behavior in generation Z. Then, this research also focused on research into 3 main factors, namely Brand image, influencer and Trust which are linked in detail in consumer behavior, and targets of respondents in generation Z.

Based on this research, it can be seen and proven that brand image and trust factors greatly influence generation Z in making purchasing decisions. From these two factors, it can also be agreed that brand image revolves around the uniqueness of a product and the popularity of that product. Meanwhile, trust is closely related to credibility, trust and honesty in a brand.

Meanwhile, regarding the social media influencer factor, the results of the research above can prove that social media influencers do not influence buyer decision factors or consumer behavior of generation Z, because the significance value of the social media influencer variable with consumptive behavior is 0.095 (sig<0.05) so it can be said that the

two variables have a relationship that is not in line or is not linear. Moreover, Generation Z's wise attitude in sorting out all kinds of promotions carried out by influencers does not have much influence on consumer behavior.

Of the three factors studied, only 2 factors were found that could influence a person's behavior in having a consumer desire in generation Z, namely the brand image and trust factors. It can be concluded that Generation Z does not really consider the credibility and reputation of influencers and also pays attention to the image of a brand.

Therefore, it is very important for the seller to continue to carry out marketing strategies wisely. By knowing the results of this research, researchers hope that this research can be used as a guide or benchmark for sellers to be able to organize marketing strategies in business, determine consumer targets, and be able to get maximum results from the business they run.

### Suggestion

For future researchers, it would be better if they could research the types of products or services that are most popular and those that are not popular even though they have used the services of influencers. This could provide an interesting new insight that we have not yet explored in this research.

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