

## **The Role of Digital Marketing Strategy in Influencing Generation Z Purchasing Decisions on E-Commerce Platforms**

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**Abstract:** *The development of digital technology has transformed consumer behavior, particularly in seeking information and making purchasing decisions on e-commerce platforms. This study aims to analyze the role of digital marketing strategies in influencing Generation Z's purchasing decisions through a literature review approach. The findings show that content marketing, affiliate marketing, influencer marketing, electronic word of mouth (e-WOM), online customer reviews, and promotional activities contribute to purchasing decisions. In addition, product quality, consumer satisfaction, brand awareness, and pricing strengthen consumers' purchasing intentions. Consumer trust is identified as a key factor linking digital marketing strategies to purchasing decisions. Therefore, effective and consumer-oriented digital marketing strategies play an important role in encouraging Generation Z's purchasing decisions on e-commerce platforms.*

**Abstrak :** *Perkembangan teknologi digital telah mengubah perilaku konsumen, khususnya dalam mencari informasi dan mengambil keputusan pembelian pada platform e-commerce. Penelitian ini bertujuan untuk menganalisis peran strategi pemasaran digital dalam memengaruhi keputusan pembelian Generasi Z melalui metode studi literatur. Hasil kajian menunjukkan bahwa content marketing, affiliate marketing, influencer marketing, electronic word of mouth (e-WOM), online customer review, dan promosi berperan dalam membentuk keputusan pembelian konsumen. Selain itu, kualitas produk, kepuasan konsumen, kesadaran merek, dan harga turut memperkuat keputusan pembelian. Kepercayaan konsumen ditemukan sebagai faktor utama yang menghubungkan strategi pemasaran digital dengan keputusan pembelian. Oleh karena itu, strategi pemasaran digital yang efektif dan berorientasi pada konsumen berperan penting dalam mendorong keputusan pembelian Generasi Z pada platform e-commerce.*

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**Keywords:** *Digital Marketing, Generation Z, Purchasing Decisions, E-commerce, Consumer Behavior.*

### **INTRODUCTION**

Development digital technology shows existence transformation significant in pattern marketing and behavior consumers in the modern era. The presence of *e-commerce* platforms such as Shopee , Tokopedia , and TikTok Shop are pushing company For utilise strategy digital marketing as means main in interesting attention consumers , in particular Generation Z. Generation This known as growing *digital natives* side by side with the internet, social media , and development technology information , which forms characteristics behavior different consumption compared to generation previously . Generation Z tends to more responsive to visual content , promotion interactive , *influencer* , review

users , as well as various recommendations available on digital media. (Putri, 2025) Besides that , preference they also lead to experience fast , practical , and personal shopping . Development technology *Artificial Intelligence* (AI) is involved support effectiveness digital marketing through personalization services and recommendations suitable product with need consumers . Characteristics the show that strategy digital marketing is necessary customized with preference consumers , especially through utilization technology . The use of AI is one of the innovation important in strategy digital marketing because capable analyzing consumer data in a way more deep and productive approach more marketing relevant and targeted . Implementation technology such as system recommendation personalized products , advertising based behavior , as well as automation service customers , proven capable influence decision purchase Generation Z on *e-commerce platforms* . (Soni Harsono, Nathan Tidiend Haripraditya, 2022)

Rapidly development *e-commerce* also change pattern behavior shopping consumers , especially Generation Z as group largest internet users . Preferences to online shopping shows orientation towards convenience access , efficiency time , and suitability with style digital life . In context this , decision purchase No only based on needs , but also influenced by various factors factor like trust to the platform, quality information products , reviews users , as well as experience interactive features offered . This is show that behavior consumer Generation Z is complex and influenced by various digital stimuli. Therefore that , understanding to characteristics and behavior consumer become aspect important in designing strategy effective and precise digital marketing target . (Divine Grace, Septian Bayu Rahmadi, 2025)

Digital transformation also has an impact directly in the process of taking decision purchase . Consumer the more depends on the internet inside look for information , comparing price , evaluate alternative , until do transaction through *e-commerce* platforms . Availability extensive and easy information accessible the more strengthen position consumer in determine choice , so that decision purchase tend more rational and based information . In perspective behavior consumers , decisions purchase is a process that goes through a number of stages , namely introduction needs , search information , evaluation alternative , until decision purchase . In the context of *e-commerce* , every stages the influenced by various digital elements such as review users , comparison price , and exposure online advertising . With Thus , the strategy digital marketing has significant role in influence decision purchase consumer in a way more effective . (Etty Zuliawati Zed, Selvi Indriani, 2025)

Although various study has study influence strategy digital marketing towards decision purchase consumers , results study previously Still show existence inconsistencies , especially related the most dominant factors in influence behavior consumers on *e-commerce* platforms . In addition that , research previously tend focuses on the use of digital media in a common and not yet in a way specific study

characteristics Generation Z as group primary digital consumers . On the other hand other , development technology like utilization *Artificial Intelligence* (AI) and features *live shopping* Still relatively new and not yet Lots reviewed in a way comprehensive , especially in integrate aspect personalization marketing and decisions purchase consumers . This is show existence gap necessary research reviewed more continue . Therefore that , research This become important done use give greater understanding comprehensive about behavior consumer Generation Z in the digital era. As for objective study This is For analyze influence strategy digital marketing towards decision purchase Generation Z on *e-commerce platforms* as well identify factors main factors that influence the decision-making process decision the .

## METHOD

Study This use method studies literature (*literature review*) with approach qualitative method studies literature used For reviewing , analyzing , and synthesizing various results study related previous with role strategy digital marketing in influence decision purchase Generation Z on *e-commerce platforms* . Data used in study This is secondary data obtained from various source relevant scientific with topic study .

Research data sources obtained from a number of article journal national published in the period 2022–2025 and has relatedness with focus study . Search process literature done through academic databases , such as Google Scholar, with using keywords among other strategies digital marketing , *digital marketing*, *content marketing*, *affiliate marketing*, *influencer marketing*, *electronic word of mouth* (e-WOM), *online customer reviews* , decisions purchasing , Generation Z, and *e-commerce* . Selected literature is research that has relevance with objective study as well as discuss factors that influence decision purchase consumers on digital platforms.

Furthermore , the literature that has been collected reviewed in a way systematic and analyzed in a way comparative For identify similarities , differences , and development findings study related strategy digital marketing and decisions purchase Generation Z. Analysis process done with grouping results study based on variables studied , such as *content marketing*, *affiliate marketing*, *influencer marketing*, *electronic word of mouth* (e-WOM), *online customer reviews* , quality product , price , promotion , satisfaction consumers , and awareness brand .

Data analysis techniques used is analysis descriptive qualitative analysis done through stage identification , classification , interpretation , and synthesis to various findings research that has been selected . Through this process , research This make an effort get comprehensive understanding about factors that play a role in form decision purchase Generation Z on *e-commerce platforms* as well explain relatedness between variables found in various study previous . Synthesis results from various literature

the Then used as base For interesting conclusion about role strategy digital marketing in influence decision purchase Generation Z on *e-commerce platforms* in the digital era.

## RESULTS AND DISCUSSION

Based on the results of a review of previous research, it was found that Generation Z's purchasing decisions on *e-commerce platforms* are influenced by a combination of digital marketing factors, social factors, platform characteristics, and consumer psychological factors. The development of information technology and social media has changed the way consumers obtain information, evaluate product alternatives, and make purchasing decisions. Generation Z, as a group that grew up in a digital environment, tends to utilize various online information sources, such as marketing content, customer reviews, *influencer recommendations*, and interactive features on *e-commerce platforms* before making a transaction.

In general, research shows that digital marketing success is determined not only by a company's ability to introduce products to consumers, but also by its ability to build trust, provide credible information, and create a positive experience during the product search and purchase process. Factors such as *affiliate marketing*, *content marketing*, *Influencer marketing*, *electronic word of mouth* (e-WOM), online *customer reviews*, product quality, consumer satisfaction, brand awareness, price, and promotions have been shown to contribute to shaping Generation Z purchasing decisions.

The research results show that *affiliate marketing* and online *customer reviews* play a significant role in influencing consumer purchasing decisions on *e-commerce platforms*. *Affiliate marketing* allows consumers to obtain product information through third parties, perceived as more relevant to their daily lives than direct company promotions. The information provided by affiliates generally covers user experiences, product benefits, quality, advantages, and even disadvantages, helping consumers gain a more comprehensive understanding before making a purchase. On the other hand, online *customer reviews* serve as a source of information based on real user experiences. Customer reviews serve as a form of social proof that helps potential buyers assess product quality and reduce uncertainty in online transactions. Consumers tend to consider the number of reviews, their content, and the ratings given by other users as a basis for evaluating a product. These findings indicate that purchasing decisions are not only influenced by the company's promotional activities, but also by information obtained from other users and affiliates. The more comprehensive, relevant, and credible the information received, the higher the consumer's confidence in making a purchase. Therefore, companies need to optimize affiliate programs and encourage consumers to provide informative reviews to increase potential buyers' trust. (Nadi Patala Shinta, Ayun Maduwinarti, 2024) .

Further research shows that TikTok Shop's success as an *e-commerce platform* is inextricably linked to its ability to integrate social media with e-commerce activities. The platform's emphasis on

short-form video content makes product promotion more engaging and accessible to users, particularly Generation Z. Content packaged through storytelling, the use of *viral* trends, popular music, and engaging visual effects can increase consumer attention to the products being promoted. Furthermore, *live streaming offers consumers the opportunity to obtain product information directly, interact with sellers, and ask questions before making a purchase*. This creates a more interactive shopping experience and increases trust in the product. The effectiveness of TikTok Shop's marketing strategy is also supported by various promotional programs, such as discounts, vouchers, and limited-time offers, which can increase consumer purchasing interest. Thus, TikTok Shop's success demonstrates that the integration of digital content, social interaction, and ease of transaction can be a crucial factor in improving consumer purchasing decisions. (Raflia Faisal Firdaus, 2024).

Research on skincare products shows that *content marketing* has a strong influence on Generation Z's purchasing decisions. Content that is compiled in an informative, relevant, and consistent manner can help consumers understand the product's benefits, ingredients, how to use it, and the added value it offers. Generation Z tends to research information independently before making a purchase. Therefore, content quality is a crucial factor in shaping consumer perceptions of a product. Content that addresses consumer information needs will increase trust and strengthen purchase intention. Although *electronic word of mouth* (e-WOM) also influences purchasing decisions, this study shows that the influence of *content marketing* is more dominant. This indicates that consumers pay more attention to systematically organized and easily understood information than relying solely on the opinions of other users. Nevertheless, the presence of e-WOM still serves as validation, strengthening consumer confidence before making a purchase. (Dimas Ramadhan, Lerdi Sabdiel PunantaTarigan, Wahyu Dicky Octavian, 2024).

Subsequent research findings corroborated previous findings by showing that *content marketing* is the most dominant variable influencing purchasing decisions on *e-commerce platforms*. Engaging, creative, and relevant content can increase consumer attention, interest, and purchase intention. Unlike *content marketing*, the e-WOM variable in this study did not show a significant partial effect. This indicates that not all consumers consider other users' reviews as a primary factor in making purchasing decisions. The level of trust in online reviews can vary depending on the credibility of the source and the individual's experience. However, when tested simultaneously, *content marketing* and e-WOM still showed an influence on purchasing decisions. These results confirm that the effectiveness of digital marketing is the result of the synergy of various forms of marketing communication that support each other. (Raeni Dwi Santy, 2023).

The results of research conducted by Ni Putu Aprilia Dewi, Faizatul Fajariah showed that *influencer marketing* and *electronic word of mouth* (e-WOM) have a greater influence on purchasing

decisions than *content marketing on smartphone* consumers . (Ni Putu Aprilia Dewi, Faizatul Fajariah, 2023) . This finding indicates that in product categories that require specific technical considerations and specifications, consumers tend to trust recommendations from individuals perceived to have experience or knowledge of the product. *Influencers* act as information sources, bridging consumers' need for product information in a simpler and more understandable way. Through reviews, product demonstrations, and personal experiences shared on social media, *influencers* can build positive perceptions and increase consumer trust in the products they promote. The close relationship between *influencers* and their followers also contributes to the effectiveness of this marketing strategy.

In addition to *influencer marketing*, *electronic word of mouth* (e-WOM) has been shown to significantly influence purchasing decisions. Reviews, comments, and experiences shared by other users are considered more objective sources of information because they come from real-life experiences. Consumers tend to use this information to reduce purchase risk and ensure that the product they choose meets their needs. Furthermore, this study found that e-WOM acts as a mediating variable that strengthens the relationship between *content marketing* and *influencers*. *marketing* on purchasing decisions. These findings indicate that digital marketing strategies will be more effective if they can encourage positive consumer responses, which are then disseminated through various digital platforms.

Research conducted by Ariyani Dewi Safitri Research shows that *content marketing* and *electronic word of mouth* (e-WOM) influence purchasing decisions for food and beverages promoted through social media (Ariyani Dewi Safitri, 2024) . In the culinary industry, attractive product visualization and creatively presented information are important factors in attracting consumer attention. *Content marketing* featuring photos, videos, and reviews of food and beverage products can increase consumer curiosity and interest in trying the products offered. Content relevant to audience trends and preferences has also proven more effective in generating user engagement on social media. Additionally, e-WOM serves as an additional source of information, helping potential consumers assess product quality based on the experiences of other users. Positive recommendations and reviews can boost consumer trust, while negative reviews often serve as a basis for evaluation before making a purchase. These findings show that the success of culinary marketing in the digital era does not only depend on product quality, but also on the ability of business actors to produce interesting content and encourage the formation of positive reviews from consumers .

Found that *content marketing*, *celebrity endorsement* , and *electronic word of mouth* (e-WOM) together influence consumer purchasing decisions on *e-commerce platforms*. (Diah Rahmadani, Rizky Eka Febriansah, Mochamad Rizal Yulianto & Pebrianggara, 2024) . These three variables function as sources of information as well as a means of shaping consumer perceptions of marketed products. *Content marketing* allows companies to convey product information in a more detailed and engaging

manner. Comprehensive information about product benefits, specifications, and advantages helps consumers evaluate before making a purchasing decision. Meanwhile, *celebrity endorsements* play a role in increasing a product's appeal through public figures with a certain level of popularity and credibility. The presence of celebrities in product promotions can build a positive image and increase consumer trust in the promoted brand. On the other hand, e-WOM serves as a supporting factor that strengthens consumer confidence through the experiences of other users. The combination of these three strategies demonstrates that successful digital marketing requires an integration of corporate communications, the influence of public figures, and consumer participation in sharing product experiences.

According to Muh . Nasar , *influencers* and *e-commerce* have a significant influence on Generation Z's consumption behavior. *Influencers* are able to shape preferences and purchasing interests through content delivered in an interesting, informative, and easy-to-understand manner by the audience. (Muh. Nasar, 2025) . Generation Z tends to have a high level of engagement with social media, making it easier to accept information conveyed by *the influencers* they follow. The high frequency of interaction between *influencers* and their followers creates a closer relationship, making product recommendations more trustworthy. Furthermore, the development of *e-commerce* has made it easier to search for information, compare products, and make purchases. A diverse selection of products, flexible payment methods, and various promotional programs have made *e-commerce platforms* increasingly popular among Generation Z. Nevertheless, this study emphasizes the importance of consumer awareness in managing consumption behavior wisely so that the convenience of digital technology does not encourage excessive consumer behavior .

Research conducted by Alda Pebrianti, Navisa Anindiya Riyanto Putri, Muhammada Kosim, Muhammad Raihan Ibrahim shows that social media and *influencers* have an important role in shaping Generation Z's purchasing decisions on *e-commerce platforms*. (Alda Pebrianti, Navisa Anindiya Riyanto Putri, Muhammada Kosim, Muhammad Raihan Ibrahim, 2025) . As a generation that grew up amidst the development of digital technology, Generation Z tends to use social media as the main source in obtaining information about the products to be purchased. Before making a transaction, consumers generally seek various information through product reviews, video *reviews*, user testimonials, and recommendations provided by *influencers* . *Influencers* act as *opinion leaders* , able to influence consumer perceptions and preferences through product experiences shared directly with their followers. The communicative and easy-to-understand delivery of information makes *influencer recommendations* more readily accepted than conventional advertising. The closeness established between *influencers* and their audiences also contributes to increased trust in the products being promoted.

In addition to social media and *influencers*, this study found that awareness of local products also positively influences purchasing decisions. Generation Z tends to favor local products that are high-quality, attractively designed, and represent Indonesian cultural identity. Promotional programs and campaigns that encourage the use of domestic products also contribute to increasing consumer interest in local products. These findings indicate that purchasing decisions are influenced not only by digital marketing factors but also by social and cultural factors that develop within society. Therefore, businesses need to combine digital marketing strategies with strengthening product identity to increase competitiveness in the digital marketplace.

Research conducted by Romansyah Sahabuddin, Azlan Azhari, Riska, Indah Cahya Kamila, Rifqah Maharani shows that online *customer reviews* (OCR) are one of the most influential factors in online purchasing decisions among Generation Z. In an *e-commerce environment* with minimal direct interaction between sellers and buyers, customer reviews are a very important source of information in helping consumers evaluate product quality before making a purchase. (Romansyah Sahabuddin, Azlan Azhari, Riska, Indah Cahya Kamila, Rifqah Maharani, 2025). Consumers tend to pay attention to the content of reviews, the number of reviews, and the ratings given by other users. Reviews that are detailed and describe real user experiences are considered more credible than promotional information conveyed by the company. The more positive reviews a product receives, the higher the level of consumer trust in that product. Interestingly, this study found that *influencers Marketing* and social media don't have a significant direct influence on purchasing decisions. Nevertheless, both factors still play a role in building brand awareness and expanding the reach of product information. In this context, online *customer reviews* serve as a link that strengthens the effectiveness of various digital marketing strategies implemented by companies. The results of this study confirm that consumer experiences shared through online reviews are an important asset for companies because they can influence potential consumers' perceptions and increase the likelihood of a purchase.

According to Tiara Marlina Putri, product quality is one of the main factors influencing Generation Z's purchasing decisions, particularly for skincare products (Tiara Marlina Putri, 2024). The intense competition in the beauty industry has made consumers increasingly selective in choosing the products they use. Consumers consider not only price but also the benefits, safety, ingredients, and effectiveness of the product. Generation Z is known as a consumer group that actively seeks information before making a purchase. They tend to compare various product alternatives through social media, marketplaces, and user reviews. Therefore, product quality is a crucial factor in building consumer trust in a brand. A product that meets needs and delivers the desired results will create a positive experience for consumers. This experience not only influences the initial purchase decision but also increases the likelihood of repeat purchases and recommendations to other consumers. Thus, product quality can be

seen as the main foundation in creating consumer satisfaction while maintaining customer loyalty in the long term .

Research conducted by Andi Muh. Aman. Z, Nur Annisa Asa'd showed that consumer satisfaction has a close relationship with purchasing decisions. (Andi Muh. Aman. Z, Nur Annisa Asa'd, 2025) . Satisfaction arises when consumers feel that the products or services they receive meet or even exceed their previous expectations. In the context of *e-commerce* , customer satisfaction is determined not only by product quality but also by the quality of service provided. Factors such as ease of transaction, delivery speed, payment security, quality of customer service, and product conformity to the displayed description are aspects that influence the level of customer satisfaction. Satisfied consumers tend to have higher trust in a brand and show a tendency to make repeat purchases. Furthermore, they are also more willing to provide positive reviews and recommend products to others. This indirectly helps companies improve their reputation and expand their marketing reach through digital word-of-mouth communication. Therefore, companies need to ensure that the entire purchasing process is able to provide a positive experience for consumers in order to create ongoing satisfaction .

Findings research conducted by several researchers show that *Brand awareness* is one of the factors that influences Generation Z's purchasing decisions . Consumers generally find it easier to trust and choose products from well-known brands than brands that are still unfamiliar in the market. Brand awareness is built through various marketing activities undertaken by companies, such as digital promotions, social media campaigns, the use of *influencers* , online advertising, and direct consumer experience with the product. The more frequently consumers are exposed to information about a brand, the more likely they are to remember that brand when they need a relevant product. Besides increasing recognition, *brand awareness* also contributes to building a positive company image. Brands with a good reputation are more likely to gain consumer trust and foster long-term customer loyalty. In a highly competitive digital market, *brand awareness* is an important asset that can help companies maintain their position and improve consumer purchasing decisions. (Saifuddin Zuhri, Ahmad Fathur Rozi, Anjar Sulistyowati, 2025) .

The results of research conducted by Jopinus Saragih, Margono shows that price is one of the factors that influences consumer purchasing decisions on *e-commerce platforms*. (Jopinus Saragih, Margono, 2023) . For Generation Z, price is often the main consideration because this consumer group has a tendency to compare various alternatives. products before making a purchase. Easy access to information through digital platforms allows consumers to compare prices, quality, and product benefits from various sellers in a relatively short time. A price that is perceived to be commensurate with a product's quality can increase the perceived value of *the product* in the eyes of consumers. When consumers feel that the benefits they receive are comparable to, or even greater than, the cost, they are

more likely to make a purchase. Conversely, a price that is perceived as too high without being supported by quality increases the likelihood of a purchase. Adequate prices can reduce buying interest and encourage consumers to look for alternative products that are considered more profitable.

In a highly competitive *e-commerce environment*, companies are not only required to offer competitive prices but also to provide added value through product quality, service, and a satisfying shopping experience. Therefore, pricing strategies need to be tailored to the characteristics of the target market to create a balance between profits, company benefits, and customer satisfaction.

Research conducted by Putri Nur Afifah shows that promotional programs in the form of *Flash sales* have a positive influence on consumer purchasing decisions on *e-commerce* platforms. (Putri Nur Afifah, 2025). *Flash sales* are a promotional strategy that offers products at lower prices for a limited time, creating a sense of urgency and encouraging consumers to make a purchase immediately. The effectiveness of *flash sales* lies not only in the discounts offered, but also in the psychological impact they create. Limited promotional time often triggers a fear of *missing out* (FOMO), prompting consumers to make quicker purchasing decisions. This is particularly relevant to the characteristics of Generation Z, who actively use digital devices and are responsive to various promotions delivered through apps and social media.

Furthermore, this study found that the influence of *flash sales* is even stronger when supported by high levels of customer satisfaction. Consumers who have had positive experiences with a product or brand are more likely to be attracted to promotional programs than those without prior experience. Therefore, the success of *flash sales* depends not only on the size of the discount offered, but also on product quality, brand reputation, and previous customer experiences.

Research conducted by Cut Puspita shows that the effectiveness of *influencers Marketing* in influencing purchasing decisions is not only determined by the number of followers an influencer has, but also by various other factors related to the credibility and quality of communication built with the audience. (Cut Puspita, 2024). These factors include *influencer credibility*, content *authenticity*, *social proof*, audience engagement, and the suitability between *the influencer's characteristics* and the product being promoted. *Influencer* credibility is a crucial aspect because it relates to the audience's level of trust in the information conveyed. Generation Z tends to trust *influencers* perceived as having knowledge, experience, and a good reputation in a particular field. When *influencers* are perceived as competent and honest in their reviews, their marketing messages are more easily accepted by the audience.

Besides credibility, authentic content also plays a crucial role in shaping consumer perceptions. Generation Z prefers content that is presented naturally, transparently, and reflects real experiences over content that appears overly commercial. Authentic content can create a stronger emotional connection between *influencers* and their followers, increasing the effectiveness of marketing communications. This

study also highlights the importance of *social proof*, reflected in the number of views, comments, *likes*, and various other forms of interaction. High levels of interaction on content are often used as an indicator that the promoted product is of good quality and receives a positive response from other consumers. Furthermore, the fit between *the influencer* and the product's target market is also a determining factor in the success of a marketing campaign. *Influencers* whose characteristics and audience align with the product's market segment tend to have a greater influence on consumer purchasing decisions.

## CONCLUSION

Based on the results of a review of previous research, it can be concluded that Generation Z's purchasing decisions on *e-commerce platforms* are influenced by various factors originating from digital marketing strategies, social factors, product characteristics, and economic factors. Variables such as *affiliate marketing*, *content marketing*, *influencer marketing*, *celebrity endorsements*, *Electronic word of mouth* (e-WOM), *online customer reviews*, product quality, consumer satisfaction, brand awareness, price, and promotion have been shown to contribute to shaping consumer purchasing decisions. Among these factors, *content marketing*, *Influencer marketing*, *electronic word of mouth* (e-WOM), and *online customer reviews* are the most dominant factors because they play a role in building trust and helping consumers obtain information before making a purchase. Meanwhile, product quality, consumer satisfaction, brand awareness, price, and promotions serve to strengthen purchasing decisions by increasing consumers' perceived value of the products offered. These findings indicate that companies need to implement an integrated digital marketing strategy by combining the provision of quality content, utilizing credible *influencers*, *managing customer reviews*, *improving product quality*, and *providing promotions that are in line with market needs*. Through this strategy, companies can increase consumer trust, strengthen purchasing interest, and encourage Generation Z purchasing decisions on *e-commerce platforms* more effectively.

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