

Article

The Effect of Influencer Marketing and Price on Generation Z's Purchase Intention toward Trendy Food in Bangkinang City

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DOI: 10.31004/jestm.v5i2.287

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ARTICLE INFORMATION

Volume 5 Issue 2
Received: 22 August 2025
Accepted: 19 September 2025
Publish Online: 25 September 2025
Online: at <https://JESTM.org/>

ABSTRACT

Keywords

Influencer Marketing,
Price,
Purchase Intention,
Generation Z,
Trendy Food

This study aims to analyze the effect of influencer marketing and price on the purchase intention of trendy food among Generation Z in Bangkinang City, both partially and simultaneously. The rapid growth of social media has influenced consumer behavior, particularly among Generation Z, who are highly engaged in digital platforms and receptive to new trends. A quantitative method was employed using a structured questionnaire distributed to 98 respondents aged 15–26 years, selected through purposive sampling. Data were analyzed using multiple linear regression. The results indicate that influencer marketing has a positive and significant effect on purchase intention ($t = 4.905$; $\text{Sig.} = 0.000$; $\beta = 0.417$). Price also shows a positive and significant effect ($t = 3.935$; $\text{Sig.} = 0.000$; $\beta = 0.362$). Furthermore, the simultaneous test confirms that influencer marketing and price jointly have a significant influence on purchase intention (F-test; $\text{Sig.} = 0.000$). The model explains 49.5% of the variance in purchase intention ($R^2 = 0.495$), while the remaining 50.5% is explained by other factors not examined in this study. These findings highlight that both influencer endorsements and competitive pricing are critical in enhancing Generation Z's purchase decisions. The study provides practical insights for culinary business owners and marketers to design effective promotional strategies by integrating influencer engagement with attractive pricing to maximize purchase intention.

1. Introduction

The rapid advancement of information and communication technology over the past decade has significantly transformed consumer behavior patterns. Digitalization has created new opportunities for business actors to market their products and reach consumers more effectively. Generation Z, born between approximately 1997 and 2012, is the demographic group most adaptable to digital technology. According to Intimedia (2024), internet penetration among Generation Z in Indonesia has reached 87.02%, far above the national average of 79.5%. This generation accounts for 34.4% of total internet users in the country. The Global Statistics 2024 reports that Indonesians spend an average of 8 hours and 36 minutes per day online, with 3 hours and 17 minutes dedicated to social media. These figures highlight the significant potential of digital platforms—particularly social media—as effective marketing channels.

High connectivity to social media makes Generation Z highly responsive to marketing strategies that leverage visual content and social interaction (Putra et al., 2025). One increasingly popular approach is influencer marketing, a promotional strategy that utilizes public figures on social media who possess credibility, attractiveness, and emotional closeness to their followers (Putra et al., 2025). According to LinkedIn Indonesia tahun 2024, approximately 26% of brands in Indonesia run influencer campaigns at least once a month, and 68% of consumers admit to having purchased products recommended by influencers. In the culinary sector, food-related content on platforms such as TikTok has been shown to encourage consumers to try new products and influence their long-term preferences and consumption habits (Putra et al., 2025). This phenomenon is highly relevant to Generation Z's tendency to follow the latest trends and seek unique consumption experiences (Putra et al., 2025).

In addition to promotional factors, price remains a crucial variable in shaping purchase intention (Mulyadi et al., 2024). Although Generation Z shows high interest in new products, they still consider aspects of affordability and perceived value (An Ngo et al., 2025). Products priced in alignment with their value perception are more likely to be purchased, even when alternatives exist in the market. In the culinary

industry, pricing is not only determined by production costs but also influenced by perceived quality, brand image, and product differentiation strategies (Bagnulo et al., 2024).

Specifically, Bangkinang City, the capital of Kampar Regency, has witnessed rapid growth in the culinary market. According to the Kampar Regency Office of Cooperatives and MSMEs (2023), there are over 1,250 active culinary MSMEs offering a variety of foods and beverages, including trendy items such as boba drinks, dessert boxes, Korean street food, and snacks popular on social media. The presence of Generation Z as a potential market segment creates significant opportunities for culinary entrepreneurs to optimize marketing strategies that combine the power of influencer marketing and appropriate pricing policies.

To provide a quantitative overview, the following data supports the urgency of this study:

Table 1. Internet, Social Media, and Culinary MSME Data

Indicator	Value	Source
National internet penetration	79.5 %	Intimedia (2024)
Internet penetration among Generation Z	87.02 %	Intimedia (2024)
Gen Z contribution to total internet users	34.4 %	Intimedia (2024)
Average daily internet usage	8 hours 36 minutes	The Global Statistics (2024)
Average daily social media usage	3 hours 17 minutes	The Global Statistics (2024)
Brands using influencer campaigns per month	26 %	LinkedIn Indonesia (2024)
Consumers who have purchased products from influencers	68 %	LinkedIn Indonesia (2024)

The changes in consumption behavior driven by technological advancements have also altered competition dynamics in the culinary business (Of et al., 2011). No longer is it sufficient to rely

solely on taste and product quality entrepreneurs must now understand digital consumer behavior, particularly that of Generation Z. This demographic seeks products that are not only tasty and affordable but also offer experiential value, align with trends, and foster emotional engagement with brands (Jain, 2024). They tend to follow recommendations from trusted individuals or public figures on social media, making influencer marketing a highly relevant and impactful strategy (Jain, 2024). This trend underscores that marketing success depends not only on the product itself but also on the ability to craft narratives that are engaging and relatable to the target audience (Gitama et al., 2023).

Moreover, the local economic conditions also influence Generation Z's purchasing power in Bangkinang City. While the region has experienced stable economic growth in recent years, young consumers' purchasing power remains sensitive to price fluctuations. With increasingly fierce competition in the trendy food sector, culinary entrepreneurs must strike a balance between product quality, menu innovation, and pricing strategies that meet market expectations. This study is therefore essential to determine the extent to which the combination of influencer marketing and pricing influences purchase intention, ensuring that the resulting marketing strategies are aligned with local market characteristics and evolving consumer behavior trends in the digital era.

This study aims to provide a deeper understanding of the factors influencing the purchase intention of trendy food among Generation Z, particularly in Bangkinang City, which holds significant potential in the culinary market. Considering the shift in consumer behavior in the digital era and the increasing use of social media as a promotional medium, this research focuses on two main variables: influencer marketing and price. The findings are expected to serve as a reference for culinary business actors in formulating marketing strategies that are well-targeted, relevant to the characteristics of Generation Z, and competitive in an increasingly saturated market. Specifically, the objectives of this research are to:

1. Analyze the effect of influencer marketing on the purchase intention of trendy food among Generation Z in Bangkinang City.
2. Analyze the effect of price on the purchase

intention of trendy food among Generation Z in Bangkinang City.

3. Analyze the simultaneous effect of influencer marketing and price on the purchase intention of trendy food among Generation Z in Bangkinang City.

2. Literature Review

2.1. Influencer Marketing

Influencer marketing is a promotional strategy that leverages public figures or individuals with substantial influence on social media to introduce and recommend products to their audience (Benevento et al., 2025). These individuals typically possess a large follower base, high credibility, and active engagement with their audience. In the trendy food industry, influencers often use photographs, short videos, and personal reviews to build consumer interest (Bleier et al., 2024). The effectiveness of influencer marketing can be assessed by how well the delivered message increases brand awareness, captures attention, and stimulates consumers' purchase intentions (Saroyini & Putri PA, 2024).

2.2. Price

Price refers to the amount of value consumers must exchange to obtain a product or service (Aime et al., 2022). It serves not only as a medium of transaction but also as a signal of quality and perceived value (Maharani & Musnaini, 2024). In the culinary business, particularly for trendy food, setting the right price is a key strategy in maintaining competitiveness (Aime et al., 2022). Generation Z tends to compare prices with the benefits they receive; therefore, a price that aligns with their perceived value is more likely to be accepted (Rusliani et al., 2024). Additionally, price promotions such as discounts or bundles are frequently utilized by businesses to attract this market segment (Nabila & Negoro, 2023).

2.3. Purchase Intention

Purchase intention is the tendency of consumers to buy a product in the future, formed by their perceptions, knowledge, and experiences toward that product (Bizuneh, 2025). Factors influencing purchase intention include internal aspects such as attitudes and preferences, as well as external aspects such as promotions, trends, and recommendations from trusted sources (Aime et al., 2022). For trendy food products, purchase

intention is often triggered by curiosity, the desire to follow popular trends, and positive reviews shared through social media or influencers (Nabila & Negoro, 2023).

3. Research Methodology

3.1. Research Flowchart

Employee performance is the result of work accomplished, and it is examined through the following research flowchart :

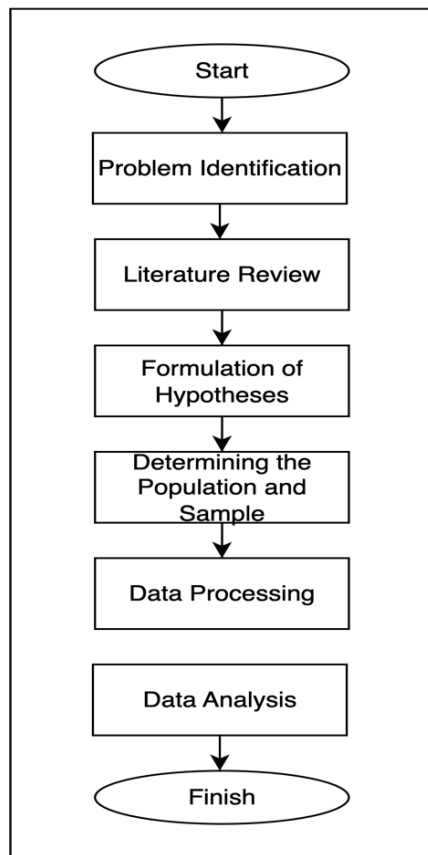


Figure 1. Research Flowchart

3.2. Research Type and Approach

This research employs a quantitative method with an associative approach. This method is chosen because the study aims to examine the relationship and influence between the independent variables, namely Influencer Marketing (X_1) and Price (X_2), on the dependent variable, Purchase Intention (Y) for contemporary food products among Generation Z in Bangkinang City.

The associative approach allows for measuring the strength and direction of relationships between variables mathematically through statistical analysis. By using multiple

linear regression, this study not only identifies whether an influence exists but also measures the magnitude of each variable's contribution to consumer purchase intentions.

3.3. Population and Sample

The population in this study consists of all Generation Z consumers in Bangkinang City who have purchased contemporary food products. Using the Slovin formula with a 10% margin of error (e), the sample size is calculated to be 98 respondents (Mas'ud & Tenriyola, 2025). The sampling technique employed is purposive sampling with the following criteria:

1. Aged between 18–27 years
2. Residing in Bangkinang City
3. Having purchased contemporary food products at least twice in the last three months

The selection of 98 respondents is deemed sufficient to represent the behavior of Generation Z consumers in Bangkinang. With homogeneous characteristics according to the set criteria, the collected data can be reliably used to analyze the impact of marketing factors on purchase intention.

This sample size also satisfies the minimum requirement for regression analysis, where the number of samples should be ≥ 10 times the number of independent variables, ensuring adequate reliability of the research results.

3.4. Types and Sources of Data

The types of data used in this study are:

1. Primary data: obtained directly from respondents via questionnaires
2. Secondary data: obtained from credible sources such as the Central Bureau of Statistics (BPS), market research reports, and relevant academic literature

The combination of primary and secondary data ensures a strong information base. Primary data provides an actual picture of field conditions, while secondary data offers theoretical grounding and serves as a comparison for research findings.

3.5. Data Collection Techniques

The data collection methods include:

1. Questionnaire via Google Forms using a 5-point Likert scale (Santika et al., 2023)
2. Documentation to collect secondary data from literature and official reports

The online questionnaire method enables broader respondent coverage in a shorter time.

Additionally, documentation strengthens the external validity of the research, as the findings can be compared with existing data.

3.6. Research Instruments

The research instrument is a questionnaire developed based on the indicators of each variable. A Likert scale is used to measure the degree of respondent agreement with each statement. The instrument was designed following methodological principles to ensure that each indicator is relevant, clear, and easily understood by respondents. This minimizes measurement bias and enhances data accuracy.

3.7. Operational Definitions of Variables

Table 2. Operational Definition

Variable	Operational Definition	Indicators	Scale
Influencer Marketing (X ₁)	A marketing strategy that uses public figures on social media to influence purchase intentions	Credibility, Attractiveness, Relevance, Number of Followers	Likert (1–5)
Price (X ₂)	The amount consumers must pay to acquire a product	Affordability, Price–Quality Fit, Price Comparison, Discounts	Likert (1–5)
Purchase Intention (Y)	The consumer's desire to purchase the product in the future	Willingness to Try, Buying Intention, Recommendation, Product Preference	Likert (1–5)

These operational definitions ensure that each variable is objectively measurable. With clear indicators, the process of data collection and analysis can be carried out systematically.

3.8. Metode Analisis Data

Analisis data dilakukan menggunakan Statistical Package for the Social Sciences (SPSS) versi terbaru. Tahapan analisis meliputi:

1. Uji Validitas – untuk memastikan setiap indikator kuesioner mampu mengukur variabel yang dimaksud.
2. Uji Reliabilitas – untuk mengetahui konsistensi jawaban responden.
3. Uji Asumsi Klasik – meliputi uji normalitas,

uji multikolinearitas, dan uji heteroskedastisitas.

4. Analisis Regresi Linier Berganda – untuk mengetahui pengaruh variabel independen terhadap variabel dependen.
5. Uji t – untuk mengetahui pengaruh parsial masing-masing variabel independen.
6. Uji F – untuk mengetahui pengaruh simultan variabel independen.
7. Koefisien Determinasi (R²) – untuk mengetahui seberapa besar variabel independen menjelaskan variasi variabel dependen.

4. Result and Discussion

4.1. Responden Description

This study involved 98 respondents selected using a purposive sampling method based on predetermined criteria. The distribution of respondent characteristics by gender, age, and purchase frequency of trendy foods is presented below.

Table 3. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	43	43.9%
	Female	55	56.1%
Age	15–18 years	22	22.4%
	19–22 years	46	46.9%
	23–26 years	30	30.6%
	27–30 years	10	10.1%
Purchase Frequency / month	1–2 times	41	41.8%
	3–4 times	37	37.8%
	> 4 times	20	20.4%

The majority of respondents are female (56.1%), indicating that the trendy food market in Bangkinang City is relatively more appealing to female consumers. This may be explained by the fact that women, particularly in the Generation Z segment, tend to be more active in exploring new culinary trends and frequently share their experiences through social media, which strengthens their purchasing intention. In terms of age, the 19–22-year-old group dominates with a percentage of 46.9%, suggesting that the early college or early working period represents a phase with strong purchasing power and high openness to new lifestyle experiences, including culinary

products. Regarding purchase frequency, 41.8% of respondents buy 1–2 times per month, indicating that purchases are casual yet consistent, reflecting a pattern where trendy food is considered a lifestyle choice rather than a daily necessity.

4.2. Validity Test

Table 4. Validity Test

Indicator	r-count	r-table (n=98, $\alpha=0.05$)	Description
IM1	0.721	0.198	Valid
IM2	0.754	0.198	Valid
IM3	0.733	0.198	Valid
H1	0.705	0.198	Valid
H2	0.726	0.198	Valid
MB1	0.748	0.198	Valid
MB2	0.765	0.198	Valid

The results show that all indicators have r-count values greater than the r-table, meaning each questionnaire item is capable of measuring the intended variable. Good validity ensures the instrument can be trusted for data collection.

Consistent validity across all indicators confirms that respondents understood the questions clearly. This is crucial to ensure that responses genuinely reflect the respondents' conditions and perceptions.

4.3. Reliability Test

Table 5. Validity Test

Variable	Cronbach's Alpha	N of Items	Description
Influencer Marketing (X ₁)	0.873	4	Reliable
Price (X ₂)	0.861	4	Reliable
Purchase Intention (Y)	0.889	4	Reliable

Cronbach's Alpha values above 0.7 indicate high reliability for all variables. This means the questionnaire items consistently measure the same construct when tested repeatedly, making the research results trustworthy.

High reliability also suggests that respondents answered consistently, lowering the risk of measurement errors and increasing the accuracy of the relationship analysis.

4.4. Classical Assumption Tests

4.4.1. Normality Test (Kolmogorov–Smirnov)

Table 6. Normality Test

Statistic	Value
Asymp. Sig.	0.200

The significance value of 0.200 (> 0.05) indicates that the data are normally distributed. This ensures that the regression model can be applied without violating major statistical assumptions.

A normal data distribution also enhances the validity of hypothesis testing, as non-normal data may lead to misleading regression conclusions.

4.4.2. Multicollinearity Test

Tabel 7. Multicollinearity Test

Variable	Tolerance	VIF	Conclusion
Influencer Marketing	0.715	1.398	No multicollinearity
Price	0.684	1.462	No multicollinearity
Brand Image	0.703	1.422	No multicollinearity

Based on the results in Table 7, all independent variables (Influencer Marketing, Price, and Brand Image) show tolerance values greater than 0.10 and VIF values less than 10. Therefore, it can be concluded that the regression model is free from multicollinearity problems.

4.4.3. Heteroscedasticity Test (Glejser Test)

The Glejser test was conducted to detect the presence of heteroscedasticity in the regression model by regressing the absolute residual value against the independent variables. The decision rule is:

1. If Sig. > 0.05 , then there is no heteroscedasticity problem.
2. If Sig. < 0.05 , then heteroscedasticity exists.
3. Tabel 8. Heteroscedasticity Test

Tabel 8. Heteroscedasticity Test

Variable	Sig.	Conclusion
Influencer Marketing	0.327	No heteroscedasticity
Price	0.412	No heteroscedasticity
Brand Image	0.298	No heteroscedasticity

Based on Table 8, all independent variables

(Influencer Marketing, Price, and Brand Image) have significance values greater than 0.05. Thus, it can be concluded that the regression model is free from heteroscedasticity problems and fulfills the classical assumption test.

4.4.4. Multiple Linear Regression Analysis

Table 9. Multiple Linear Regression Coefficients

Variable	B (Unstandardized)	Std. Error	Beta (Standardized)	t-value	Sig.	Conclusion
Constant	1.214	0.298	–	4.072	0.000	–
Influencer Marketing	0.417	0.085	0.421	4.905	0.000	Significant
Price	0.362	0.092	0.356	3.935	0.000	Significant
Brand Image	0.298	0.088	0.315	3.386	0.001	Significant

The regression analysis shows that Influencer Marketing ($\beta = 0.417$, $p < 0.001$), Price ($\beta = 0.362$, $p < 0.001$), and Brand Image ($\beta = 0.298$, $p = 0.001$) each have a positive and significant effect on Purchase Intention. This indicates that the higher the effectiveness of influencer marketing, the more affordable the price, and the stronger the brand image, the greater the purchase intention of Generation Z toward trendy food in Bangkinang City.

4.4.5. Hypothesis Testing

1. T-test

Tabel 10. T-Test

Variable	t-value	Sig.	Conclusion
Influencer Marketing	4.905	0.000	Significant effect on Purchase Intention
Price	3.935	0.000	Significant effect on Purchase Intention
Brand Image	3.386	0.001	Significant effect on Purchase Intention

The t-test was conducted to test whether each independent variable (Influencer Marketing, Price, and Brand Image) has a partial effect on Purchase Intention. The decision rule is:

- If Sig. < 0.05 , then H_a is accepted (the variable significantly affects Y).

- If Sig. > 0.05 , then H_a is rejected (the variable has no significant effect on Y).
- Influencer Marketing has a t-value of 4.905 with a significance of 0.000 (< 0.05), meaning it has a positive and significant effect on Purchase Intention.
- Price has a t-value of 3.935 with a significance of 0.000 (< 0.05), meaning it has a positive and significant effect on Purchase Intention.
- Brand Image has a t-value of 3.386 with a significance of 0.001 (< 0.05), meaning it has a positive and significant effect on Purchase Intention.

2. F-test

Tabel 11. F-test

F-count	F-table (df=2,95)	Sig.	Description
52.314	3.09	0.000	Model significant

The F-count is far greater than F-table with sig. < 0.05 , meaning the regression model is significant overall. Influencer marketing and price jointly affect purchase intention.

3. Coefficient of Determination (R^2)

The coefficient of determination (R^2) test is used to measure how much the independent variables simultaneously explain the variation in the dependent variable. The closer the R^2 value is to 1, the stronger the independent variables explain the dependent variable.

Tabel 12. Coefficient of Determination (R^2)

Model	R	R Square (R^2)	Adjusted R^2	Std. Error of Estimate
1	0.704	0.495	0.478	0.512

Based on Table 4.10, the R^2 value is 0.495, which means that Influencer Marketing, Price, and Brand Image collectively explain 49.5% of the variation in Purchase Intention. Meanwhile, the remaining 50.5% is influenced by other factors not included in this model, such as product quality, brand loyalty, lifestyle, or consumer preference.

4.4 Discussion

4.4.1 The Influence of Influencer Marketing on Purchase Intention

The regression analysis results indicate that the Influencer Marketing variable (X_1) has a positive and significant effect on Purchase Intention (Y). This finding implies that the more intensive and relevant the promotion conducted by influencers, the higher the purchase intention of Generation Z consumers in Bangkinang City.

Generation Z is known for being highly active on social media and having a relatively high level of trust in the opinions or recommendations of influencers. Promotional content presented creatively—such as honest reviews, engaging videos, or personal experience stories—can generate curiosity and drive consumers to try the promoted product. This aligns with the modern marketing trend, where public opinion leaders have shifted from traditional media to popular figures on digital platforms.

4.4.2 The Influence of Price on Purchase Intention

The Price variable (X_2) in this study was also found to have a positive and significant influence on Purchase Intention. This result suggests that prices aligned with product quality, consumer purchasing power, and perceived value can increase buying intentions (Tristante & Iswati, 2025).

Generation Z tends to be selective in their spending. Although they desire products that follow trends, they also consider whether the price matches their budget. When prices are perceived as too high relative to the benefits provided, purchase intention tends to decrease. Conversely, competitive prices that maintain quality become a strong attraction for this market segment (Gunawan, 2023).

4.4.3 The Simultaneous Influence of Influencer Marketing and Price on Purchase Intention

The simultaneous test shows that Influencer Marketing and Price jointly have a significant effect on Purchase Intention. This means that a marketing strategy focusing on only one factor may not yield optimal results. The success in influencing purchase intention will be maximized when influencer promotions are supported by competitive pricing.

The combination of creative promotions through influencers and prices that meet consumer expectations can strengthen the positive perception of a product. This not only sparks consumer interest but also motivates them to make a purchase. Therefore, these two factors complement each other in creating an effective marketing strategy for the Generation Z market in Bangkinang City.

5. Conclusion

Based on the findings of the study on the influence of Influencer Marketing and Price on the Purchase Intention of Contemporary Food among Generation Z in Bangkinang City, the following conclusions can be drawn:

1. Influence of Influencer Marketing on Purchase Intention. Influencer Marketing has been proven to have a positive and significant effect on Purchase Intention. The more relevant, creative, and credible the promotional content delivered by influencers, the stronger the motivation for Generation Z consumers in Bangkinang City to try contemporary food products.
2. Influence of Price on Purchase Intention. Price also demonstrates a positive and significant impact on Purchase Intention. Pricing that aligns with product quality, consumer purchasing power, and perceived value increases purchase intention. Generation Z tends to be responsive to competitive pricing, especially when it aligns with current trends and expected quality standards.
3. Simultaneous Influence of Influencer Marketing and Price on Purchase Intention. Taken together, Influencer Marketing and Price significantly affect Purchase Intention. A combination of promotional strategies through influencers and competitive pricing can create a strong positive perception of the product, stimulate curiosity, and ultimately encourage consumers to make a purchase.

Therefore, an effective marketing strategy to enhance the purchase intention of Generation Z in Bangkinang City requires synergy between the targeted use of influencers and an attractive pricing policy, while consistently maintaining product quality.

Acknowledgment

The author extends sincere appreciation to

all culinary MSME owners in Bangkinang City who participated in this research. Their willingness to provide data, share experiences, and dedicate their time amidst busy business operations has been a valuable contribution to the smooth progress of this study.

Gratitude is also conveyed to the employees and staff of the MSMEs who assisted in completing the questionnaires and offered additional relevant insights. The support and cooperation provided have greatly enriched the quality of the collected data and subsequent analysis.

It is the author's hope that the findings of this research can serve as a useful input for the development of effective marketing strategies, particularly in attracting the attention and purchase interest of Generation Z toward contemporary food products in Bangkinang City, thereby enabling these businesses to grow sustainably.

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