



**THE INFLUENCE OF INFLUENCER MARKETING, VIDEO CONTENT,
AND SOCIAL MEDIA INTERACTION ON GENERATION Z'S BUYING
INTEREST IN ONLINE FASHION PRODUCTS**

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Abstract

This study used a quantitative approach to determine the influence of influencer marketing, video content, and social media interactions on Generation Z's purchasing interests. Data collected through questionnaires were used as a source of research. The study involved Generation Z. Probability sampling was used for sampling, the sample size was calculated by lemeshow formula for 100 respondents, and PLS (Partical Least Square) was used to analyze the data. PLS is a structural equation modeling (SEM) model that uses an approach based on variance or component based structural equation modeling. SmartPls 4 produces data processing results. This study shows that marketing influence factors have a positive but not significant effect on Gen Z's interest in buying fashion items online. There is a positive and significant influence of video content and social media interaction variables on Gen Z's interest in buying fashion products via the internet.

Keywords: Influencer Marketing, Video Content, Social Media, Buying Interest

INTRODUCTION

In recent years, the online fashion industry has experienced significant growth. The way people buy clothes and accessories has changed due to the advancement of technology and the wide penetration of the internet. The way people interact, shop and consume information has also changed due to advances in information and Communication Technology.

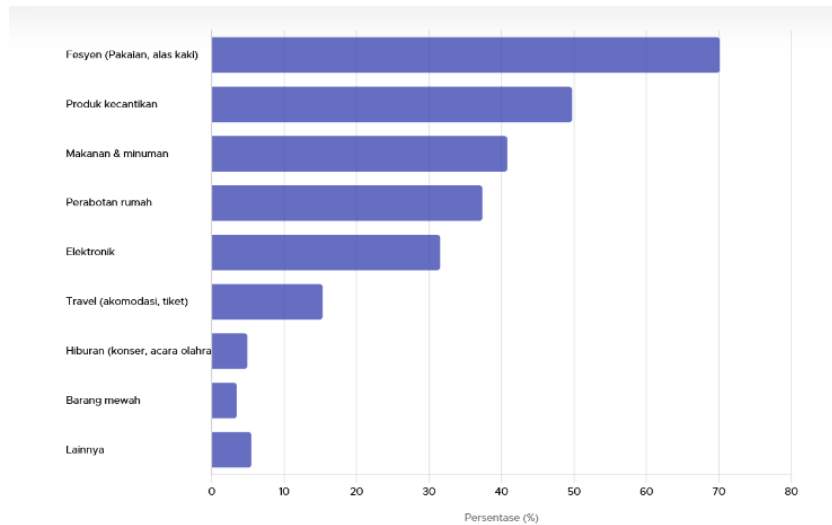


Figure 1

Online products that are in great demand

Source: Google Data, 2023. Accessed via [databoks.katadata.co.id](#)

Until now, most Indonesian people still choose to shop online. Based on the Consumer Report Indonesia 2023 from Standard Insight, as many as 24.11% of Indonesians shop online at least once a month. The above report shows that fashion products are the most frequently purchased category online, with 70.13% of the population choosing this category. In addition, there are beauty and personal care products, which reached 49.73%, and food and beverages, which reached 40.8%, and furniture and home appliances, which reached 37.34%, and electronics, which reached 31.51%.

One very visible phenomenon is the huge role that influencer marketing plays in influencing consumer behavior, especially Gen Z, Gen Z born between 1997 and 2012 are the most active consumer group and are often affected by the information and advice provided by influencers. This is as delivered by (Muazam, 2020), which shows that 85% of e-commerce transactions are made by people aged 18 to 35, who usually buy fashion and beauty items. On the other hand, many internet users in Indonesia come from Generation Z and Y, namely



the age range of 10 to 24 years (APJII, 2024). The results of the APJII survey show that Generation Z and millennials have different social media preferences. The majority (51.9%) of Generation Z Indonesians often access social media applications. Almost 75% of Generation Z follow influencers on social media and social media stars have a much greater impact on Generation Z buying decisions compared to traditional influencers. This generation is discovering new products through influencers and through content shared by peers.

According to (Keiser & Tortora, 2022) A rapidly growing sector known as influencer marketing seeks to promote goods or increase brand awareness through content shared by social media users who are perceived to have the ability to influence others. They are very familiar with e-commerce because they grew up with easy internet access and digital technology. Influencer marketing has become a major marketing strategy as the popularity of social media has increased. Brands use influencers with a large following and a lot of interaction on platforms like Instagram, YouTube and TikTok to promote their goods. In 2023 a third (33%) of Gen Z shoppers bought products from influencer-founded brands and youtube reported that by 2023, more than 25 billion unboxing video viewers. Thus, influencer marketing becomes an effective tool for marketing fashion items on the internet. Compared to conventional advertising, Generation Z is more likely to follow the advice of the influencers they follow. Influencers who can be trusted by the audience can increase trust in the products they promote (Toha & Supriyanto, 2023). Generation Z will be more interested in influencers who show real and honest use of products because they value authenticity and personal stories shared by those influencers, but there are some influencers who do not say accordingly about the qualifications of online fashion products so that the audience is less interested in buying the product. Although influencer marketing has tremendous potential, there are some problems faced by brands and businesses when using this strategy. One of them is to recognize the right influencers, namely influencers who have strong credibility and appeal in the eyes of Generation Z. Based on the results of research respondents who have done, there are several problems that occur in influencer marketing starting from the audience feeling that influencers who promote online fashion products only think about their personal benefits, not thinking about the needs of their followers. In addition, with the large number of influencers who collaborate with many brands, authenticity and overexposure problems arise, which cause consumers to start feeling like they are being cheated. In addition, companies should pay attention to the engagement and interaction between influencers and



their audience because more authentic and personalized promotions are more likely to attract the attention of customers.

One of the most interesting and interactive types of content is video. Because of its attractive visuals and audio, generation makes video content more responsive. By using videos, brands can showcase their merchandise in a more vivid and detailed way, such as unboxing, try-on hauls, and style advice, which can increase buyer interest. Although engaging videos have the potential to go viral, which can expand the reach of promotions and increase Generation Z awareness of brands, the level of content saturation on social media is increasing. Although video content usually features images of products, it is often unable to thoroughly demonstrate the physical qualities of fashion products, such as material, color, durability, and comfort. This can cause Gen Z to be disappointed after purchasing a product because they feel the product they received did not meet the expectations made. Therefore, influencers need to hold live streaming sessions in order to be able to explain in more detail about the quality of the product directly and the brand provides features such as “view in 3D” or “fit preview. When advertising videos appear on the platform, users, especially Gen Z, become more selective in choosing what content they watch. As a result, brands have to create more original, relevant, and engaging content to grab users' attention. In addition, there are differences in preferences and in the way Generation Z shops. To ensure that the content created matches the needs and desires of the targeted audience, it is important to understand the market segmentation thoroughly as some consumers prefer content that is educational and informative in nature, whereas others may prefer entertainment content.

Social Media like Instagram, TikTok, Shopee, and YouTube are very popular among Gen Z, and actively participating on these platforms allows brands to interact directly with their target audience. Social Media also allows brands to build community and interact with their audience. Engagement such as likes, comments, and shares can increase the desire to buy something. Using relevant hashtags and following trends can help brands become more discoverable to Generation Z, who often follow the latest social media trends. Generation Z is also known as an active social media user. They spend a lot of time on social media and often use influencer posts to encourage them to buy something. Influencers have a significant impact on their buying interest, especially in the highly visual and trend-oriented fashion industry. This generation usually gets product recommendations from influencers they admire and trust, based on the results of research respondents who have done, there are several problems that occur on social media starting from too much information



collected from various sources on social media, ranging from advertisements to other user reviews, can cause information overload so that Generation Z will have difficulty making purchasing decisions when buying fashion items online, because they are still hesitant and delaying purchases.

Although many studies have examined the influence of influencer marketing and video content on purchase interest, there are still gaps in understanding how the combination of the three, including the role of social media interactions, specifically affects Generation Z in the context of online fashion products. Previous research has often focused on one variable or tested its effect on a wider audience, so it has not comprehensively outlined the mechanisms of how two-way interactions between Gen Z and influencers and brands on social media platforms can strengthen the effectiveness of marketing messages. Therefore, this study has a novelty by presenting an integrated model that analyzes simultaneously and in depth how these three elements interact with each other to form Gen Z buying interest, making a significant contribution to the literature by providing more specific and relevant insights for the digital fashion market.

This study aims to analyze and empirically test the influence of influencer marketing, video content, and social media interaction on the interest in purchasing online fashion products in Generation Z. Specifically, this study will measure the extent to which the presence of effective influencers, the quality and attractiveness of shared video content, and the level of interaction that occurs on social media are able to form positive perceptions and encourage Gen Z buying interest. The results of this study are expected to provide strategic insights for online fashion business people in developing digital marketing strategies that are more effective and relevant to the characteristics of Generation Z consumers who rely heavily on social media.

LITERATURE REVIEW

Consumer Behavior

According to (Kotler & Keller, 2016), Consumer behavior is the study of how people, groups, and organizations select, deliver, and use goods, services, concepts, or experiences to meet their needs and desires. According to (Sangadji & Sopiah, 2013), Consumer behavior includes all actions directly involved in the acquisition, consumption, and disposal of goods or services, including the processes that occur before and after them. Then according to (Mowen & Minor, 2002) Consumer behavior is the study of the components and processes of



decision-making related to the acceptance, use, purchase, and determination of goods, services, and concepts.

Gen Z who are known as digital natives tend to seek validation and recommendations from figures they trust on digital platforms. Influencer marketing plays a crucial role by showcasing products authentically and engagingly through short video content on platforms like TikTok and Instagram Reels. Video content that is dynamic, informative, and entertaining is easier to attract the attention of Gen Z than conventional advertising. Social media interactions, such as comments, likes, and shares, create a sense of community and social proof that convinces Gen Z that a product is worth buying. The combination of these three elements synergistically shapes preferences, creates desire, and ultimately drives Gen Z's buying interest in online fashion products.

Influencer Marketing

According to Sudha and Sheena in (Lengkawati & Saputra, 2021) Product campaign activities carried out by someone who has an influence on the audience are known as influencer marketing, which is used to expand marketing networks, increase sales, and maintain relationships with customers. According to (Nurul Agustin, 2022), In marketing, influencer marketing uses social media as a promotional platform by using a person who is considered to have an influence on others who follow him. These influencers are usually artists, celebgrams, YouTubers and bloggers.

Video Content

According to (Pulizzi, 2009), To attract, acquire, and engage a clear and understood target audience with the goal of driving profitable customer action, video content marketing is a technique used to create and distribute relevant and valuable content. Using a combination of audio and visual, video content is a way to convey a message or communicate with others (Pritama et al., 2020).

Social Media

Social media is a digital platform that allows users to interact or share content in the form of writing, photos, and videos. In addition, they provide each user with the opportunity to conduct social activities. According to (Taprial & Kanwar, 2012) Social Media is a platform where users share information, images, sound, video, and text with others. According to (Taprial & Kanwar, 2012) social media is a medium used to be social or get online by sharing content, News, Photos, and other information with others.

Purchase Interest

According to (Kotler & Keller, 2016) Consumer behavior that indicates their desire to make a purchase is known as buying interest. This behavior arises in



response to goods that show their desire to make a purchase. According to (Schiffman & Kanuk, 2007) Buying interest is a mental act caused by feelings (affective) and thoughts (cognitive) towards a desired good or service. Therefore, interest in buying a product can be defined as a happy attitude towards something that encourages a person to pay for it with money or with sacrifice. Different people have different levels of interest in a product. Interest in buying is a thought that arises because of a feeling of interest and want to have the expected goods or services.

Hypothesis

Hypothesis according to (Sugiyono, 2019) represents a temporary solution to the research problem formulated and based on the data conclusions made. Hypothesis testing is also used to test hypotheses or claims about population parameters with sample data.

The influence of influencer marketing on the purchasing interest of Generation z in online fashion products

According to Sudha and Sheena in (Lengkawati & Saputra, 2021), Product campaign activities carried out by someone who has an influence on the audience are known as influencer marketing, which is used to expand marketing networks, increase sales, and maintain relationships with customers.

According to research (Suhendra, 2013) in this study, which was conducted on customers of MS Glow skincare products, it was found that influencer marketing and social media advertising had a positive and significant impact on the variable interest in purchasing Generation X skincare products in Pancur Batu District. further research from (Carissa & Aruman, 2019) In the article entitled The influence of sales promotion and influencer advertisers on purchase interest in Mobile Legends, it is said that influencer advertisers have a positive and significant impact on purchase interest, while according to research (Situmorang, 2020) who examined the influence of influencer advertisers and trust on buyback interest in MS GLOW skincare products in medan City, found that influencer advertisers had a negative and insignificant impact on purchase interest, then research from (Agustin & Amron, 2022) which discusses the influence of influencer marketing and price perception on the desire to buy skin care products in the tiktok store shows that influencer marketing has a positive and significant impact on the desire to buy skin care products in the tiktok store, and the last research from (Putri & Rosmita, 2024) which talks about the influence of influencer marketing on customer buying interest in sneakerspku9



stores, which states that influencer marketing has a positive and significant impact on customer buying interest in sneakerspku9 stores.

Based on the previous research mentioned above, influencer marketing can have an influence or not on purchase interest. The better the influencer delivers the product honestly, the more the interest in purchasing increases, if the influencer delivers the product unattractive and less effective, the interest in purchasing will decrease. Based on the above explanation, the hypothesis is formulated as follows:

H1 : Influencer marketing has a positive and significant effect on purchase interest

The effect of video content on Generation z's buying interest in online fashion products

According to research from (Wjaya & Yulita, 2022) who talked about the influence of content marketing, e-wom, and brand images on tiktok social media on the desire to buy Mother of Pearl cosmetics said that content marketing increases the desire to buy, further research from (Rafi & Daud, 2022) In the article entitled "The effect of exposure to culinary review content on the @sahabatdiet account on buying interest among followers", it is stated that culinary review content on the @sahabatdiet account has a significant impact on the buying interest of followers. While according to research (Qadafi et al., 2023) which states that video content does not have a positive or significant impact on customer buying interest in the tiktok store through customer trust as an intervention variable, states that e-promotions and video content do not have a positive or significant impact on customer buying interest, then research from (Nefrida et al., 2022) Instagram (case study of STIE Persada Bunda students in Pekanbaru) states that content advertising affects the interest in online shopping on Instagram significantly and positively, further research from (Pratiwi et al., 2023) who discussed the influence of content marketing, influencers, and free postage on customer buying interest in the tiktok store stated that content marketing had a positive impact on customer buying interest.

Based on the previous research mentioned above, video content can have an influence or not on purchase interest. if the video content is made with high quality and good when videoing the product, the increased interest in purchasing,if the video content is less in conveying the call to action of the product, the interest in purchasing will decrease. Based on the above explanation, the hypothesis is formulated as follows:

H2 : Video content has a positive and significant effect on purchase interest



The influence of social media on the purchasing interest of Generation z in online fashion products

According to (Kotler & Keller, 2016) Consumers use social media to share information, images, sound, video, and text with others. (Taprial & Kanwar, 2012) social media is media that is used to be social or get online by sharing content, News, Photos, and other information with others.

In the research journal of (Sinaga & Aziz, 2023) in an article entitled The influence of social media marketing and brand ambassador Sehun on interest in buying Whitelab products, it is stated that social media marketing has a positive impact on interest in buying Whitelab products, further research from (Asi & Hasbi, 2021) in an article entitled The effect of Social Media Marketing and Brand Image on customers 'buying interest in the Bukalapak application, it was found that social media advertising has a positive impact on customers' interest in buying goods in the Bukalapak application, while (Satriyo et al., 2021) in a study entitled The effect of social media promotion, e-commerce service quality, and content review on consumer interest in organic products (MSMEs), it was found that social media promotion had no impact on consumer interest in organic products (MSMEs)., further research from (Annisa et al., 2016) entitled The effect of social media marketing on buying interest in Shopee with trust as an intervening variable (case study on Shopee users in Surabaya) states that social media has a positive impact on buying interest in Shopee with trust as an intervening variable, in addition, research from (Kader & Nurjanah, 2022) With the title "the influence of shopee e-commerce and social media advertising on the buying interest of online store customers (a study on MSME snack products Hitz Indonesia Ciamis)", it was found that social media advertising has a positive effect on the interest of online store customers.

Based on previous research that has been mentioned above, social media can have an influence or not on purchasing interest. if social media is created by developing communication channels and self-owned communities, such as brand websites and apps, to interact directly with customers, then buying interest increases; if Generation Z is exposed to a lot of fashion information every day, which can make them feel overwhelmed and ignore marketing messages, then interest can reduce purchases. Based on the above explanation, the hypothesis is formulated as follows:

H3 : social media has a positive and significant effect on purchasing interest



RESEARCH METHOD

The author uses a type of quantitative research derived from the philosophy of positivism to study a specific population or sampel; research instruments are used to collect data, and then the data are analyzed quantitatively or statistically to test the hypotheses that have been made.

Quantitative research is defined as the measurement of objective quantitative and statistical data through the scientific calculation of a sample of individuals or populations who are asked to answer a number of survey questions to determine the frequency and percentage of those individuals' responses.

The population in this study is Generation Z, and the sample was taken by probability sampling technique. The population is a generalizing region made up of objects or subjects that have certain qualities and attributes that the researcher establishes to study and draw conclusions about them, according to (Sugiyono, 2019) probability sampling methods provide an equal chance or chance for each element or member of the population to be sampled. In this study, the number and size of samples can not be known with certainty and are variable. Lemeshow formula is used to determine the sample size with 100 respondents.

Data analysis in this study using Partial Least Square (PLS) method with the help of SmartPLS4 application. This approach was chosen to evaluate the complex relationship between the independent variable (Influencer Marketing, Video content, and social media interaction) to the dependent variable (purchase interest), even with the potential intervening variables. The analysis steps begin by evaluating the Outer Model, which measures the validity and reliability of the research instruments. Convergent validity testing is done by ensuring that the outer loading value of each indicator is greater than 0.5, which indicates that all questionnaire items can represent the measured construct. Furthermore, the reliability test is performed by checking the value of Cronbach's Alpha and Composite Reliability greater than 0.6 and the value of AVE greater than 0.5, so that the research instruments are consistent and reliable.

RESULTS AND DISCUSSION

In this study respondents are Generation z in Bandar Lampung, and there are 100 respondents.

PLS Analysis Result (Partial Least Square)

In this study, PLS (Partial Least Square) method was used to analyze the effect of the independent variable on the dependent variable by considering the

intervening variables. This approach allows researchers to evaluate the complex relationships between these variables and provide a deeper understanding of the mechanisms that influence outcomes.

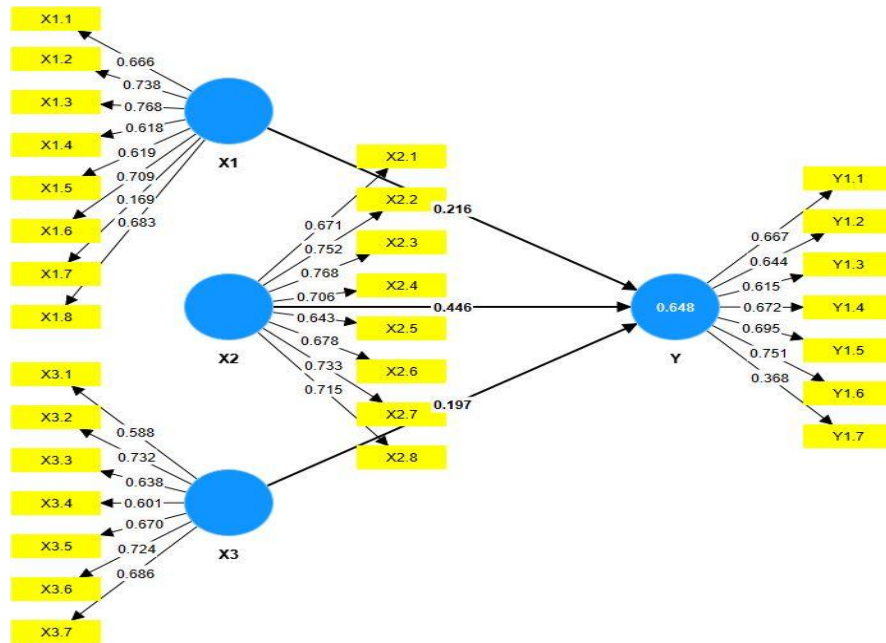


Figure 2
Partial Least Square

Source: data processed with SmartPLS4, 2025

Outer Model

Outer model or measurement model is done to ensure that the constructs used in the study have met the criteria of validity and reliability. For reflective indicators, the assessment is done by testing convergent validity and discriminant validity of indicators forming latent constructs, as well as the reliability of indicator blocks measured using composite reliability and cronbach's alpha. The outer model test results in the form of PLS algorithm diagrams are presented in the following figure:

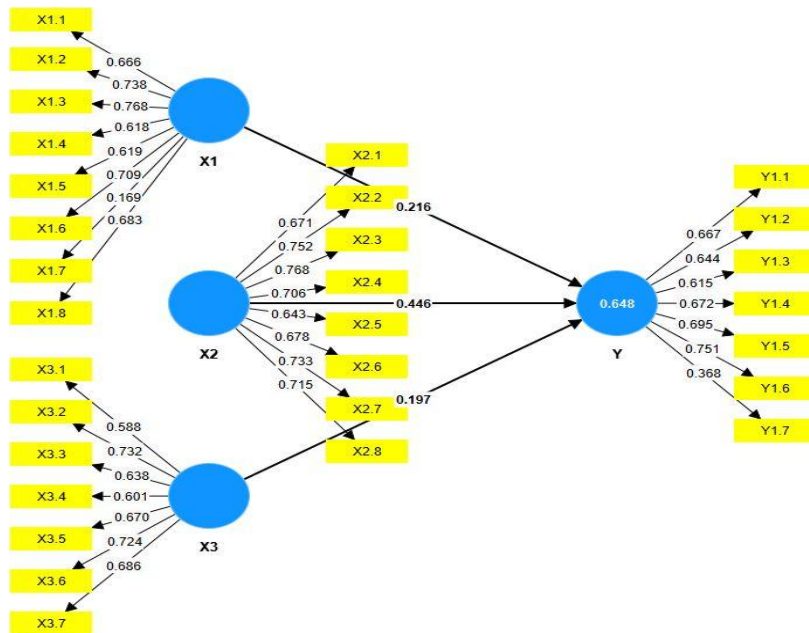


Figure 3.
Outer model

Source: data processed with SmartPLS4, 2025

Validity Test

Validity tests were performed to assess whether each item in the questionnaire could be understood by the respondent and truly represented the construct being measured. The results of the analysis showed that all items have a validity value that meets the criteria, so it is feasible to use in this study.

Convergent Validity

Convergent validity testing is based on the correlation between the indicator score and the score of the latent variable. The indicator is considered valid if it shows all outer loading >0.5. here are the results of the calculation of convergent validity using the value of loading, obtained the following results:

Tabel 1
Convergent Validity Test

Variable	Indicators	Outer Loading	Description
Influencer Marketing (X1)	X1.1	0.719	Valid
	X1.2	0.760	Valid
	X1.3	0.775	Valid



	X1.4	0.675	Valid
	X1.6	0.688	Valid
	X1.8	0.619	Valid
Video Content (X2)	X2.1	0.671	Valid
	X2.2	0.757	Valid
	X2.3	0.768	Valid
	X2.4	0.703	Valid
	X2.5	0.645	Valid
	X2.6	0.675	Valid
	X2.7	0.735	Valid
	X2.8	0.712	Valid
Social Media Interaction (X3)	X3.1	0.656	Valid
	X3.2	0.686	Valid
	X3.5	0.702	Valid
	X3.6	0.758	Valid
	X3.7	0.735	Valid
Purchase Interest (Y)	Y1	0.704	Valid
	Y2	0.667	Valid
	Y4	0.679	Valid
	Y5	0.718	Valid
	Y6	0.784	Valid

Source: data processed with SmartPLS4, 2025

Based on the table above shows that each indicator has met the requirements of convergent validity, which is between 0.6 is considered sufficient to meet the requirements of convergent validity (Ghozali, 2015). Scores for each indicator ranged from 0.619 to 0.784. Thus the indicators used have sufficiently described each variable to be measured.



Reliability Test

Reliability testing using questionnaires as indicators of constructs or variables. If people's responses are consistent or stable over time, the survey is considered reliable. Instrument reliability testing aims to assess the extent to which an instrument produces consistent results, even when used in different time, location, and sample conditions. Instruments that have a high level of reliability are able to provide consistent and reliable data, thus strengthening validity in the analysis and interpretation of research findings. In this study, reliability testing is done through the measurement of Cronbach's Alpha, rho_A, composite reliability, and average variance extracted (AVE)

Tabel 2
Reliability test

Variable	Cronbach's Alpha	Composite reliability (rho_a)	Composite reability (rho_c)	Average variance extracted (AVE)
Influencer marketing (X1)	0.803	0.814	0.857	0.501
Video Content (X2)	0.859	0.866	0.890	0.503
Social media (X3)	0.751	0.755	0.834	0.501
Purchase Interest (Y)	0.756	0.756	0.836	0.507

Source: data processed with SmartPLS4, 2025

In Table 2, it is known that the value of Cronbach's Alpha and Composite Reliability > 0.6, with the value of AVE > 0.5, so it can be concluded that the research data is reliable or has good reliability.

Hypothesis Test

Based on the data management that has been done, the research hypothesis can be tested using the initial sample value, statistical t value, and p value. In cases where the p-value is not greater than 0.05, the hypothesis is considered accepted; conversely, in cases where the p-value is greater, the hypothesis is considered invalid. To test the data of this study, we then processed the data with the SmartPLS 4 application. The following calculation of the value of the hypothesis is presented here:



Tabel 3
Hypothesis Test

Influence	Original Sample (O)	Sample Average	Standard deviation (STDEV)	T-Statistics	P - Value
X1 -> Y	0.114	0.134	0.117	0.971	0.331
X2 -> Y	0.540	0.535	0.104	5.211	0.000
X3 -> Y	0.183	0.175	0.125	1.464	0.143

Source: data processed with SmartPLS4, 2025

Variable Explanation:

X1 : Influencer Marketing

X2 : Video Content

X3 : Social Media

Y : Purchase Interest

Hypothesis test 1: there is a positive and insignificant influence between influencer marketing on purchasing interest of Generation Z.

With an original p-value of 0.114 and a p-value of 0.331 greater than 0.05, it can be concluded that influencer marketing has no effect on purchase interest. The test results showed that advertising has no effect on purchase interest. These results support his research (Israr et al., 2025) who argue that influencer marketing has a positive, albeit insignificant, impact on purchase interest.

Hypothesis test 2: there is a positive and significant effect of video content on purchasing interest of Generation Z.

This is based on the results of tests conducted and it can be concluded that video content has a positive and significant effect on purchase interest. With original sample 0.535 and p-value 0.000 < 0.05. It can be concluded that video content has a positive and significant effect on purchase interest. These results support his research (Greece & Kamilla, 2023) which states that video content has a positive and significant effect on purchase interest.

Hypothesis test 3: there is no effect between social media on purchasing interest of Generation Z.

With an initial sample of 0.175 and a p-value of 0.143 greater than 0.05, it can be concluded that video content has a positive and insignificant effect on purchase interest. The results showed that social media had no effect on purchasing interest. These results support his research (Satriyo et al., 2021) which states that social media affects purchase interest positively, but not significantly.



Discussion Results

This study is intended to understand the influence of influencer marketing, video content, and social media interaction on the purchasing interests of Generation Z. Variables that we have examined involve influencer marketing variables, video content, social media, and purchase interest. With the results of testing that has been done by the study has obtained the results of the discussion as:

a. Influence of influencer marketing on purchase interest

The hypothesis showed that the effect of marketing influence (X1) on purchasing interest (Y) has a t-value of 0.971 and a p-value of 0.331 statistik greater than 0.05. The results of this study show that influencer marketing does not affect purchase interest. This shows that because influencers offer fashion products that do not attract the attention of customers, influencer marketing is not included in the interest of customers to buy fashion products online.

b. Influence of video content on purchase interest

Based on the results of the hypothesis, it was found that the effect of video content (X2) on purchase interest (Y) has a statistical t-value of 5.211 and a p-value of 0.000 less than 0.05. The results of this study show that video content increases buyer interest significantly and positively. This shows that Gen Z is interested in buying fashion products over the internet.

c. Influence of social media on buying interest

Based on the hypothesis, the influence of social media (X3) on purchasing interest (Y) has a statistical t-value of 1.464 and a p-value of 0.143 which is greater than 0.05. The results of this study showed that video content does not affect purchase interest. This shows that social media hinders buying fashion products online because they provide bad fashion products.

CONCLUSION

Based on the results of research on the influence of influencer marketing, video content, and social media interaction on Generation Z's buying interest in online fashion products, several conclusions were found. First, influencer marketing does not significantly affect purchase interest, as Gen Z tends to be more critical and consider other factors such as influencer credibility and product quality. Therefore, business people are advised to be more selective in choosing relevant and credible influencers. Second, video content has been shown to have a positive and significant influence. This is because video content can convey



product information in a visual, attractive, and interactive manner, which is in accordance with Gen Z's habits in consuming digital content. Businesses are advised to prioritize creating creative and informative video content on platforms such as TikTok and Instagram. Finally, social media interaction also has no significant effect on purchasing interest, because Gen Z tends to be saturated with promotional content and is more influenced by the quality of content and trust in the brand. To increase effectiveness, business people need to focus on the quality of interaction and content creation that is oriented to the needs and preferences of the audience.

Analysis of findings on the influence of influencer marketing, video content, and social media interaction on buying interest of Generation Z will be stronger if supported by more specific empirical evidence. For example, recommendations for choosing credible influencers can be reinforced by including research data that shows a correlation between influencer credibility and increased buying interest. Similarly, suggestions for optimizing video content are more convincing when backed by concrete data, such as an A/B testing analysis that compares the performance of video and photo content, or a case study of a successful video campaign driving conversions. In addition, for recommendations on social media interactions, evidence from sentiment analysis of comments or interaction data indicating what types of interactions are most effective in building trust can give more weight to the resulting conclusions.

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