The Influence of Social Media on Gen Z Consumer Behavior in *E-Commerce*

Javiardi Dima[1], Maria Magdalena Beatrice Sogen[2], Clerinzia Gladitsa Tallo[3], Riandri Ndun[4], Rizaldy Evander Taneo[5]

[12345]Program Studi Pendidikan Informatika, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Citra Bangsa

Email: javierdima107@gmail.com

Abstract

This study investigates the influence of social media content on Gen Z students' purchasing decisions in e-commerce. The problem is how significantly social media—through promotional content, influencers, and short videos—affects the behavior of Gen Z consumers. Using a descriptive quantitative method, data were collected from 30 students at Universitas Citra Bangsa using a closed-ended questionnaire. The results indicate that 86.6% of students use social media frequently, 70% often see promotional content, and 50% are influenced by short-form videos and testimonials. The findings confirm that decision-making is shaped by engaging and trustworthy content, such as influencer recommendations and viral trends. Thus, social media plays a central role in shaping purchasing behavior among Gen Z students.

Keywords: *Gen Z, consumer behavior, social media, e-commerce, short video content*

INTRODUCTION

The advancement of digital technology has brought about major changes in people's consumption patterns, especially in generation Z. This generation is very close to technology and relies on social media in many aspects of life, including in shopping decisions. In the context of e-commerce, social media is the main means of promotion and product information used by companies to reach the young target market.

Previous studies, such as by Prasetyo and Rahma (2021), show that Gen Z is highly influenced by visual content and digital testimonials in determining product choices. In addition, according to Kotler and Keller (2016), consumer behavior is highly influenced by social, cultural, and psychological factors that are often mediated by digital media. Therefore, this study is important to explain how social media shapes the digital shopping patterns of the younger generation.

The purpose of this study is to determine how much influence social media has on Gen Z students' purchasing decisions in the e-commerce realm.

METHOD

This type of research is quantitative descriptive with a survey approach. The subjects of the study were 30 students of the Informatics Education Study Program, Citra Bangsa University consisting of semesters 2, 4, and 6, 10 people each. The data collection technique was carried out using a closed questionnaire on a Likert scale of 15 questions.

Data analysis techniques are carried out by calculating the frequency distribution and percentage for each answer, then analyzing it descriptively to see the tendencies and response patterns.

RESULTS AND DISCUSSION

The results of the questionnaire showed that:

1. 86.6% of respondents use social media frequently to very frequently.
2. 70% of respondents often see product promotions on social media.
3. 56.6% stated that they had quite a bit of trust in influencers.
4. 60% are influenced by short video content (TikTok, Reels).
5. 63.3% always look for reviews/testimonials before purchasing a product.

These findings show that digital elements such as visual content, testimonials, and a personal approach have a strong appeal to Gen Z. In visualizing the results, here is a summary diagram of the findings:
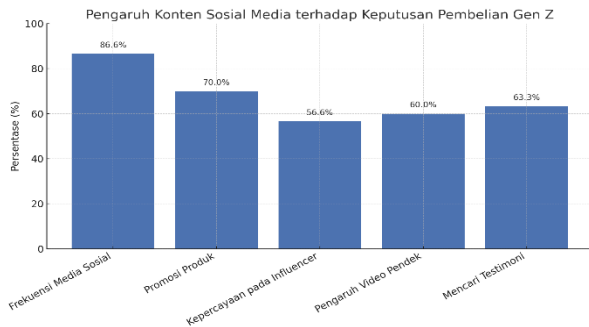
Figure 1. Diagram of the Influence of Social Media Content on Shopping Decisions

This finding is in line with a study by Hollebeek & Macky (2019) which shows that engaging digital content significantly drives interaction and shopping decisions.

CONCLUSION

Social media has been shown to have a significant influence on Gen Z's purchasing decisions, especially through short-form content visualization, testimonials, and relatable promotions. Gen Z are active consumers who are sensitive to personal approaches in digital marketing.

SUGGESTION

Further research is recommended to expand the scope of the area and add inferential analysis techniques such as correlation or regression to measure the relationship between variables statistically.

ACKNOWLEDGEMENT

BIBLIOGRAPHY

Amelia, R. (2023). Strategi Endorsement Influencer dalam Meningkatkan Penjualan Produk Fashion. Jurnal Komunikasi Visual dan Iklan, 3(1), 33–42.

Febriani, N. (2023). Peran Media Sosial dalam Keputusan Pembelian Mahasiswa. Jurnal Ekonomi dan Bisnis Digital, 4(1), 12–20.

Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Semarang: Badan Penerbit Universitas Diponegoro.

Hollebeek, L. D., & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement. Journal of Interactive Marketing, 45, 27–41.

Indonesia Internet Service Providers Association (APJII). (2023). Laporan Survei Internet Indonesia 2023. Retrieved from https://apjii.or.id/

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. Business Horizons, 53(1), 59–68.

Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed. Pearson.

Prasetyo, H., & Rahma, S. (2021). Pengaruh Media Sosial terhadap Perilaku Konsumen Generasi Z. Jurnal Komunikasi dan Digital Marketing, 5(2), 123–135.

Putri, M. A., & Ramadhani, S. (2022). Pengaruh Video TikTok Terhadap Minat Beli Produk Kosmetik. Jurnal Ilmu Komunikasi Digital, 7(1), 56–66.

Rahmadani, S. (2022). Efektivitas Review Produk di YouTube terhadap Keputusan Pembelian. Jurnal Pemasaran Digital, 9(2), 76–84.

Smith, A. (2021). The Impact of Influencers on Gen Z's Online Shopping. Journal of Consumer Behaviour, 20(4), 354–368.

Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.

Wahyuni, I., & Hidayat, D. (2022). Analisis Pengaruh Iklan Instagram terhadap Perilaku Konsumen Gen Z. Jurnal Manajemen Pemasaran, 14(2), 89–102.

Yuliani, T., & Prabowo, H. (2022). Pengaruh Social Media Marketing terhadap Loyalitas Konsumen Generasi Z. Jurnal Ilmu Ekonomi dan Bisnis, 11(3), 98–110.

Zhang, Y. (2020). The role of social media advertising in Gen Z's purchase decision. International Journal of E-Business Research, 16(3), 45–60.