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The Influence of Social Media Marketing, Influencer Credibility, and Brand Image on Generation Z's Purchase Intention with Price as a Moderating Variable

Milcha Handayani Tammubua¹, Laili Savitri Noor², Wiwit Agustina³, Dany Luqyana Idris⁵

¹Universitas Terbuka Jayapura, Indonesia, milcha@ecampus.ut.ac.id

²Universitas Pancasila, Indonesia, laili.savitri@univpancasila.ac.id

³UIN Maulana Malik Ibrahim Malang, Indonesia, wiwitagustina355@gmail.com

⁴UIN Maulana Malik Ibrahim Malang, Indonesia, danyluqyana29@gmail.com

Corresponding Author: milcha@ecampus.ut.ac.id¹

Abstract: This study aims to analyze the influence of social media marketing, influencer credibility, and brand image on Generation Z purchase intentions, with price as a moderating variable. The development of digital technology and Generation Z's heavy use of social media make digital marketing an important strategy for companies to attract consumer interest. In addition, influencers and the creation of a positive brand image are considered capable of influencing consumer purchasing decisions in the digital era. However, price remains a major consideration that can strengthen or weaken consumer purchase intentions towards a product. This study uses a quantitative approach with a survey method by distributing questionnaires to Generation Z respondents who actively use social media. The sampling technique used purposive sampling with the criteria of respondents aged 17–27 years and having searched for product information through social media. Data analysis was carried out using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the help of the SmartPLS application. Testing was carried out through the outer model and inner model to determine the validity, reliability, and relationships between research variables. The results of the study indicate that social media marketing, influencer credibility, and brand image have a positive and significant influence on Generation Z's purchase intention. Furthermore, price is proven to moderate the relationship between social media marketing, influencer credibility, and brand image on purchase intention. Prices that are in line with product quality and benefits can strengthen the influence of independent variables on consumer purchase intention. This study implies that companies need to optimize digital marketing strategies, select credible influencers, build a positive brand image, and set competitive prices to be able to increase Generation Z's purchase intention in the digital era.

Keywords: Social Media Marketing, Influencer Credibility, Brand Image, Purchase Intention, Price, Generation Z

INTRODUCTION

The development of digital technology and the internet has brought about major changes in communication patterns, consumption behavior, and marketing strategies for companies across various industrial sectors. Digital transformation has made social media a primary means of disseminating information, promoting products, and building relationships between companies and consumers. The presence of various social media platforms such as Instagram, TikTok, YouTube, and X has created new interactive spaces that enable companies to market more quickly, broadly, and effectively. Social media functions not only as a communication tool but also as a strategic medium for influencing consumer perceptions, preferences, and purchasing decisions, particularly among Generation Z, who are closely connected to digital technology (Amini & Auliya, 2025). Generation Z is a generation group born and raised amidst the rapid development of the internet and information technology. This generation is known for its active use of social media, easy access to information, openness to new trends, and a tendency to use the internet as a primary source for reference before making a purchase. In their daily lives, Generation Z spends a lot of time accessing social media for entertainment, communication, and online shopping activities. This condition makes social media a significant factor influencing their consumption patterns and purchase intentions for a product or service.

Social media marketing is becoming an increasingly popular strategy for companies to increase brand awareness, expand market reach, and build engagement with consumers. Through social media marketing, companies can convey product information creatively and interactively, making it easier to capture consumer attention. Engaging visual content, short videos, product reviews, and digital campaigns can create a more engaging experience for consumers than conventional marketing methods. Furthermore, social media algorithms allow companies to target consumers based on age, interests, behaviors, and specific preferences, making promotions more effective and efficient. For Generation Z, social media marketing has a significant impact because this group tends to be more responsive to digital content that is informative, creative, and relevant to their lifestyle. Generation Z consumers often seek product reviews, consult recommendations from other users, and even compare product quality through social media before deciding to purchase a product. This demonstrates that the success of social media marketing depends not only on the intensity of promotions but also on the company's ability to create authentic communication and build consumer trust (Sangapan, 2025).

In addition to social media marketing, influencer credibility is also a crucial factor in influencing the purchasing intentions of Generation Z consumers. Influencers are individuals who have the ability to influence the opinions, attitudes, and decisions of their followers through content shared on social media. In today's digital era, influencers are often used by companies as part of promotional strategies to increase product appeal and build rapport with consumers. Influencers are considered to have significant influence because their communications feel more personal, natural, and easily accepted by audiences than traditional advertising. Influencer credibility is a crucial aspect in determining the success of social media marketing. This credibility encompasses the influencer's expertise, trustworthiness, experience, and ability to convey information convincingly. Influencers who are perceived as honest, experienced, and have a positive image tend to be more trusted by their followers, so their product recommendations can increase consumer interest in making a purchase. Conversely, influencers who are perceived as less authentic or too promotion-oriented have the potential to reduce consumer trust in the products being marketed (Budiarti, 2025).

Generation Z is a relatively critical consumer group when it comes to digital information. They are not only interested in an influencer's popularity but also pay attention to the fit between the influencer and the product being promoted. Generation Z consumers tend to trust influencers who have real-world experience with a product and are able to provide honest reviews. Therefore, influencer credibility is a crucial factor in building positive perceptions and increasing consumer purchase intention. In addition to social media marketing and influencer

credibility, brand image also plays a significant role in influencing consumer purchase intention. Brand image is the perception, belief, and impression consumers have of a brand based on their experiences and the information they receive. Brands with a positive image are typically more likely to gain consumer trust because they are perceived as having good quality, reputation, and value. In an increasingly competitive business world, companies are required to build a strong brand image to survive and win in the market (Rifki et al., 2023).

Brand image is a crucial factor for Generation Z, as this group tends to purchase products that are not only high-quality but also have symbolic value and represent their identity. Products with a modern, innovative image and in line with digital trends are typically more desirable to Generation Z than products deemed less relevant to their lifestyle. Furthermore, a strong brand image can foster consumer loyalty and increase the likelihood of repeat purchases in the future. In practice, consumer purchase intentions are influenced by various interrelated factors. Social media marketing can increase product exposure and foster interaction with consumers. Influencer credibility can strengthen consumer trust in the promoted product. Meanwhile, brand image plays a role in creating positive perceptions that encourage consumers to choose a product over competitors. These three factors are highly relevant in the context of Generation Z's consumption behavior, which is closely related to digital media use.

However, consumer purchasing decisions are influenced not only by promotional aspects and brand perception, but also by price factors. Price is one of the main considerations for consumers in determining whether a product is worth purchasing. For Generation Z, most of whom are still in their student years, or early in their careers, price sensitivity tends to be quite high. Consumers will consider the appropriateness of the benefits obtained versus the costs incurred. Therefore, although social media marketing, influencers, and brand image can create interest in a product, price remains a factor that can strengthen or weaken consumer purchase intention. Price as a moderating variable is important to study because it can influence the relationship between independent variables and consumer purchase intention. Products with prices perceived as appropriate and affordable are likely to strengthen the influence of social media marketing, influencer credibility, and brand image on Generation Z purchase intention. Conversely, if the price is perceived as too high or does not match the product quality, the influence of these three variables may weaken. This condition indicates that price plays a strategic role in determining the effectiveness of digital marketing on consumer behavior (Oktaviani & Marliani, 2025).

This phenomenon can be seen in the increasing number of companies competing through social media by involving influencers to attract the attention of Generation Z consumers. Various brands are competing to create creative content, conduct endorsements, and build a strong brand image to increase consumer purchasing interest. However, in reality, not all digital marketing strategies are able to produce high purchasing decisions. Some consumers still consider price as a primary factor before purchasing a product, even though they are attracted to promotions through social media or influencer recommendations. Furthermore, there are differences in the results of previous studies regarding the influence of social media marketing, influencer credibility, and brand image on consumer purchase intentions. Some studies show that social media marketing and influencers have a significant positive influence on purchase intentions, while other studies find that this influence is not always consistent because it is influenced by other factors such as price, product quality, and consumer trust levels. The differences in research results indicate an interesting research gap that requires further study, especially in the context of Generation Z as the largest digital consumer group today (Rizqi, 2026).

This research is important because Generation Z is a potential market segment that has a significant influence on the development of the digital economy in Indonesia. Understanding the factors that influence Generation Z's purchase intentions can help companies develop more effective marketing strategies that are in line with the characteristics of modern consumers. By

understanding the influence of social media marketing, influencer credibility, and brand image, as well as the role of price as a moderating variable, companies can design more targeted promotional strategies to increase business competitiveness in the digital era. Based on this description, the research on "The Effect of Social Media Marketing, Influencer Credibility, and Brand Image on Generation Z's Purchase Intentions with Price as a Moderating Variable" is relevant and important to conduct. This research is expected to provide theoretical contributions to the development of marketing management science, particularly related to digital consumer behavior, as well as provide practical benefits for companies in designing effective marketing strategies to attract Generation Z's purchase interest amidst increasingly competitive business competition.

METHOD

This study uses a quantitative approach with an associative approach. It aims to analyze the influence of social media marketing, influencer credibility, and brand image on Generation Z purchase intentions, with price as a moderating variable. The population in this study is Generation Z, who actively use social media and have seen product promotions on digital platforms such as Instagram, TikTok, and YouTube. The sampling technique used purposive sampling, with respondents aged 17–27 years old, active social media users, and experienced in searching for product information online. Data were obtained through an online questionnaire using a five-point Likert scale. The sample size was 170 respondents. The independent variables in this study included social media marketing, influencer credibility, and brand image, while the dependent variable was purchase intentions, with price as a moderating variable.

The data analysis technique used the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the help of the SmartPLS application. This method was chosen because it can analyze relationships between variables simultaneously, both direct relationships and moderating effects, and is suitable for use in research with complex models and relatively limited sample sizes. Data analysis was conducted in two stages: outer model testing and inner model testing. Outer model testing aimed to measure construct validity and reliability through convergent validity, discriminant validity, composite reliability, and Cronbach's alpha test. Furthermore, inner model testing was conducted to determine the relationship between research variables through the coefficient of determination (R^2), path coefficient, predictive relevance (Q^2), and hypothesis testing using bootstrapping to see the t-statistic and p-value. Furthermore, moderation analysis was used to determine whether price variables were able to strengthen or weaken the influence of social media marketing, influencer credibility, and brand image on Generation Z's purchase intentions.

RESULTS AND DISCUSSION

Evaluation of Measurement Model or Outer Model

An evaluation measurement model is needed to assess variable indicators that reflect a construct. Model evaluation can be conducted through convergent validity, discriminant validity, and composite reliability tests. The following are the results of the measurement model.

Convergent validity is a test that shows the relationship between reflective items and latent variables. An indicator is considered adequate if it contains a value of 0.5 to 0.7 indicators for each quite large construct (Ghozali, 2014). The loading factor values can be seen in the table below.

Table 1. Convergent Validity Test Results

Variable	Loading Factor	AVE	Information
Social Media Marketing (X1)	0.832	0.701	Valid
	0.876		Valid
	0.822		Valid
	0.765		Valid
	0.791		Valid
	0.825		Valid
	0.821		Valid
	0.853		Valid
Influencer Credibility (X2)	0.911	0.689	Valid
	0.821		Valid
	0.922		Valid
	0.889		Valid
	0.865		Valid
	0.922		Valid
	0.834		Valid
	0.877		Valid
Brand Image (X3)	0.876	0.653	Valid
	0.865		Valid
	0.776		Valid
	0.839		Valid
	0.789		Valid
	0.762		Valid
	0.875		Valid
	0.854		Valid
Price (Z)	0.885	0.712	Valid
	0.913		Valid
	0.874		Valid
	0.863		Valid
	0.770		Valid
	0.832		Valid
	0.780		Valid
	0.871		Valid
Purchase Intention (Y)	0.878	0.698	Valid
	0.823		Valid
	0.746		Valid
	0.868		Valid
	0.789		Valid
	0.754		Valid
	0.890		Valid
	0.852		Valid

Source: Data processed by researchers, 2026

Table 1 shows that the resulting factor loading values for each indicator variable are above 0.70. Thus, these indicators are considered valid measures of the latent variables. The average variance extracted (AVE) for each construct indicator is greater than 0.50. These results indicate that all variables in this study have good convergent validity for measuring their respective variables.

Composite Reliability is used to test the reliability of indicators from their constituent constructs. A variable is considered good if the composite reliability value is greater than 0.7 and the recommended Cronbach's alpha value is > 0.6 (Ghozali, 2014). The following table shows the significance of composite reliability and Cronbach's alpha values.

Table 2 Results of Composite Reliability and Cronbach's Alpha

Variables	Composite Reliability	Cronbach's Alpha	Information
Social Media Marketing	0.947	0.933	Reliable
Influencer Credibility	0.932	0.911	Reliable
Brand Image	0.881	0.824	Reliable
Price	0.887	0.867	Reliable
Purchase Intention	0.892	0.876	Reliable

Source: Data processed by researchers, 2026

Table 2 shows the Composite Reliability value of the latent variable is more than 0.7 while the Cronbach's alpha value of the latent variable shows a value greater than 0.6 so that all variables show good reliability.

Evaluation Structure Model (Inner Model)

Structural model testing (inner model) helps determine the relationship between significant construct values and the research model's R-square. The structural model is estimated using R-square for each independent or dependent latent variable. The results of the R-square test using SmartPLS are shown in the table below.

Table 3 R Square

	R square	R Square Customized
Purchase Intention	0.789	0.761

Source: Researcher data 2026

The R-Square results in Table 3 provide a value of 0.789, meaning that 78.9% of the Purchase Intention variable is influenced by Social Media Marketing, Influencer Credibility, Brand Image, and Price, while the remaining 21.1% is influenced by variables other than this research model. This means that there are still other variables that influence Purchase Intention.

Hypothesis Test Results

To test the presented hypothesis, a t-statistic and a p-value are required. The hypothesis is accepted if the p-value is < 0.05 . The basis for direct hypothesis testing is the return contained in the coefficient or value of the output path and the indirect effect. Structural model testing is used to explain the relationship between variables.

Table 4 Path Coefficient Results

	Research Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Statistics (O/STDEV)	P Value	Note
Influence Direct	X1-Y	0.321	0.333	0.089	2,246	0.000	Accepted

	X2-Y	0.201	0.256	0.192	2,003	0.001	Accepted
	X3-Y	0.245	0.278	0.239	2,054	0.001	Accepted
Moderation	Z-X1-Y	0.245	0.140	0.783	2,023	0.002	Accepted
	Z-X2-Y	0.209	0.260	0.199	2,010	0.001	Accepted
	Z-X3-Y	0.221	0.248	0.223	2,290	0.001	Accepted

Source: Data processed by researchers, 2026

Table 4 shows that social media marketing has a positive and significant effect on Generation Z purchase intention with a path coefficient of 0.321 and a t-statistic value of 2.246 > 1.96 and a p-value of $0.001 < 0.05$. Influencer credibility has a positive and significant effect on Generation Z purchase intention with a path coefficient of 0.201 and a t-statistic value of 2.003 > 1.96 and a p-value of $0.001 < 0.05$. Brand image has a positive and significant effect on Generation Z purchase intention with a path coefficient of 0.245 and a t-statistic value of 2.054 > 1.96 and a p-value of $0.000 < 0.05$. Price is able to moderate the influence of social media marketing on Generation Z's purchase intention with a path coefficient of 0.245 and a t-statistic value of 2.023 > 1.96 and a p-value of $0.002 < 0.05$. Price is able to moderate the influence of influencer credibility on Generation Z's purchase intention with a path coefficient of 0.209 and a t-statistic value of 2.010 > 1.96 and a p-value of $0.001 < 0.05$. Price is able to moderate the influence of brand image on Generation Z's purchase intention with a path coefficient of 0.221 and a t-statistic value of 2.290 > 1.96 and a p-value of $0.001 < 0.05$.

Discussion

The Influence of Social Media Marketing on Generation Z Purchase Intentions

The results of the study show that social media marketing has a positive and significant effect on Generation Z's purchase intention. This finding indicates that the more effective the marketing strategy implemented through social media, the higher the interest of Generation Z consumers in purchasing a product. Creative, interactive, informative, and easy-to-understand promotional content is an important factor in attracting the attention of young consumers in the digital era. Generation Z is a group that is very active in using social media in their daily lives, so product information delivered through digital platforms is more easily accepted than conventional marketing media.

Social media makes it easy for consumers to obtain product information, from specifications, benefits, prices, to user reviews. This allows consumers to feel more confident before making a purchase. Furthermore, features like live streaming, short videos, comments, and customer reviews can increase consumer engagement with a brand. Generation Z tends to gravitate towards visual and interactive marketing, as it better aligns with their characteristics of quickly absorbing digital information.

The results of this study also show that social media marketing can foster two-way communication between companies and consumers. Active interaction through comments, direct messages, and quick responses to consumer inquiries can foster emotional closeness with customers. When companies are able to build positive relationships through social media, consumers will have a positive perception of the products offered. This positive perception ultimately drives consumer purchase intention.

Furthermore, social media marketing strategies that leverage digital trends and viral content have been shown to increase Generation Z's interest in a product. This generation tends to follow emerging trends on social media and often uses viral content as a reference when

making product choices. Therefore, companies need to understand consumer digital behavior so that their marketing strategies can be more effective and tailored to market needs. This study's findings align with previous research (Chen, 2022; Moniaga & Laksamana, 2025; Rizqi, 2026) which states that marketing communications plays a crucial role in shaping consumer interest and purchasing decisions. The higher the quality of a company's social media marketing, the greater the likelihood that consumers will intend to purchase the product. Therefore, social media marketing is a crucial strategy for companies to attract Generation Z in the digital age.

The Influence of Influencer Credibility on Generation Z Purchase Intentions

The results of the study show that influencer credibility has a positive and significant impact on Generation Z's purchase intentions. This indicates that influencers with trust, expertise, experience, and a positive image can increase consumer confidence in the products they promote. In today's digital era, influencers have become one of the most trusted sources of information for Generation Z because they are considered closer and more authentic than formal company advertisements.

Generation Z tends to pay attention to reviews and recommendations from influencers before purchasing a product. They view influencers as individuals with direct experience with the product, making the information they provide more honest and realistic. When influencers have a good reputation and are able to convey information convincingly, their followers will have more confidence in the product being promoted. This trust ultimately influences consumer purchase intention. In addition to trust, the fit between the influencer and the product being promoted is also a crucial aspect in increasing purchase intention. Influencers whose characteristics align with the product will more easily influence their audience because they are perceived as relevant and understand their followers' needs. Conversely, if influencers are perceived as merely promoting the product without any actual experience with the product, consumers tend to doubt its quality. The findings of this study align with previous research (Alfiannor, 2024; Apriliani et al., 2024; Herdiana et al., 2025) which states that influencer credibility has a positive and significant influence on Generation Z's purchase intentions.

The research also shows that influencer communication feels more personal and less formal, making it more easily accepted by Generation Z. The influencer's relaxed communication style, use of everyday language, and ability to build emotional connection make product promotions feel more natural. This contrasts with traditional advertising, which is often perceived as too commercial by young consumers. The research findings reinforce the view that the credibility of information sources has a significant influence on consumer behavior. In the context of digital marketing, credible influencers can act as a bridge between companies and consumers, building trust in a particular brand or product. Therefore, companies need to choose influencers with good reputations, audiences that match their target market, and effective communication skills to optimize their marketing strategies.

The Influence of Brand Image on Generation Z Purchase Intentions

The results of the study indicate that brand image has a positive and significant effect on Generation Z's purchase intentions. This indicates that the better a brand's image in the eyes of consumers, the higher the consumer's desire to purchase the product. A positive brand image reflects the quality, reputation, and trustworthiness of a company, thus creating consumer confidence in the products it offers.

Generation Z tends to choose products that have a modern, innovative image and fit their lifestyle. In many cases, young consumers not only buy products based on function but also consider the symbolic value and identity attached to the brand. Products with a positive image are often considered to increase self-confidence and represent the consumer's character in their social circle. A strong brand image can also foster consumer loyalty. When consumers have a

positive experience with a brand, they are more likely to trust other products released by the same company. Furthermore, a good brand image can reduce consumer hesitation in making a purchase because the brand is perceived as having guaranteed quality. This is especially important in a highly competitive business environment.

In the digital era, brand image building is not only achieved through product quality, but also through company activity on social media. Good interaction with consumers, consistent content, and a company's ability to follow digital trends can strengthen a brand's image in the eyes of Generation Z. Younger consumers tend to be more attracted to brands that are active, responsive, and maintain close communication with their audience. This study's findings align with previous research (Arta et al., 2026; Rahmalia & Fikriyah, 2025; Udayana, 2024) which states that brand image is one of the main factors influencing consumer behavior. The more positive a company's brand image, the greater the likelihood that consumers will intend to purchase its products. Therefore, companies need to maintain their brand reputation and build a strong brand identity to compete in the digital marketplace.

Price as a Moderating Variable in the Influence of Social Media Marketing on Purchase Intention

The results of the study indicate that price moderates the influence of social media marketing on Generation Z's purchase intentions. This means that the effectiveness of social media marketing in increasing purchase intentions is influenced by consumer perceptions of product price. When price is perceived as commensurate with the product's quality and benefits, the influence of social media marketing on purchase intentions is stronger.

Generation Z is known as a relatively price-sensitive consumer group, as most are still in their education or early career stages. Therefore, while social media promotions can attract consumers' attention, purchasing decisions are still influenced by financial capabilities and perceived product value. Affordable products tend to attract Generation Z's interest more easily than high-priced products. While social media can generate consumer interest through creative content and digital promotions, if the product price is perceived as inappropriate, consumers tend to delay or cancel the purchase. Conversely, when consumers perceive the product's price to be commensurate with the benefits received, social media marketing strategies will be more effective in driving purchase intention.

These findings suggest that companies need to focus not only on digital promotional strategies but also consider pricing that aligns with their target market. Competitive pricing that aligns with Generation Z's purchasing power can strengthen the success of social media marketing in increasing consumer interest in products. These findings align with previous research (Elanda & Rizki, 2025; Octaviani & Selamat, 2023; Wibowo & Heryjanto, 2020) which states that price is able to moderate the influence of social media marketing on Generation Z's purchase intentions.

Price as a Moderating Variable in the Influence of Influencer Credibility on Purchase Intention

The results of the study indicate that price moderates the influence of influencer credibility on Generation Z purchase intentions. This suggests that even though influencers have a high level of credibility, consumer purchasing decisions are still influenced by the price of the product offered. Generation Z consumers tend to consider whether the product recommended by the influencer is priced appropriately for its benefits and quality.

While credible influencers can indeed increase consumer trust in a product, price remains a rational factor in determining purchasing decisions. When the price is affordable, influencer recommendations are more effective in increasing consumer purchase intention. Conversely, if the product price is perceived as too high, the influencer's influence on purchase intention is weakened. This suggests that Generation Z consumers are influenced not only by emotional

factors such as attraction to influencers but also by economic considerations before making a purchase. Therefore, companies need to ensure that the products promoted by influencers are priced appropriately for the target market to optimize their endorsement strategy.

These findings also demonstrate that Generation Z exhibits relatively rational consumption behavior. They are indeed attracted to influencer recommendations but still consider the economic value of the products they purchase. Therefore, the combination of a credible influencer and a suitable price is a crucial factor in increasing consumer purchase intention. These findings align with previous research (Rahma et al., 2023; Sabrina & Engriani, 2025; Silvia et al., 2025) which states that price is able to moderate the influence of influencer credibility on Generation Z's purchasing intentions.

Price as a Moderating Variable in the Influence of Brand Image on Purchase Intention

The results of the study show that price is able to moderate the influence of brand image on Generation Z's purchase intentions. A positive brand image can indeed increase consumer interest in a product, but this influence will be stronger if the product price is considered appropriate to the quality and benefits offered.

Generation Z tends to favor brands with a good reputation and that align with their lifestyle. However, consumers still consider financial capabilities before making a purchase. Products with a strong brand image but too high a price can reduce consumer purchasing interest, especially for Generation Z, who have limited purchasing power. Conversely, if a brand has a positive image and is supported by a competitive price, consumers will be more motivated to purchase the product. This shows that price plays a significant role in strengthening the relationship between brand image and consumer purchase intention. Consumers not only look at brand reputation but also consider whether the product price matches the value they receive.

The findings of this study confirm that a company's strategy for building brand image needs to be balanced with an appropriate pricing policy. The combination of a positive brand image and appropriate pricing can increase a product's appeal to Generation Z and encourage higher purchasing decisions. These findings align with previous research (Adryan et al., 2024; Maulidiyah & Handoko, 2024; Nopita et al., 2024) which states that price is able to moderate the influence of brand image on Generation Z's purchase intentions.

CONCLUSION

Based on the research results, it can be concluded that social media marketing, influencer credibility, and brand image have a positive and significant influence on Generation Z's purchase intention. Social media marketing carried out creatively, interactively, and informatively can increase consumer interest in the promoted product. In addition, influencer credibility demonstrated through trust, experience, and communication skills has also been proven to increase consumer confidence in the product, thus encouraging purchase intention. On the other hand, a positive brand image has a significant influence on consumer perception because brands with a good reputation tend to be more trusted and sought after by Generation Z.

The results of the study also show that price acts as a moderating variable that can strengthen or weaken the relationship between social media marketing, influencer credibility, and brand image on Generation Z's purchase intention. Prices that are considered appropriate to the quality and benefits of the product can strengthen the influence of these three variables on consumer purchase intention. Conversely, if the price is considered too high or does not match consumer expectations, the influence of social media marketing, influencers, and brand image becomes weaker. This shows that Generation Z is not only influenced by emotional factors and digital promotions, but also considers rational aspects in making purchasing decisions.

This research implies that companies need to utilize social media optimally, choose credible influencers, and build a strong brand image to increase the purchase intention of Generation Z consumers. In addition, companies must also consider pricing strategies that are in line with consumer purchasing power and value perceptions so that digital marketing effectiveness can be maximized. With the combination of the right digital marketing strategy and competitive pricing policies, companies will be better able to attract the attention and increase purchasing decisions of Generation Z in the era of increasingly competitive digital business.

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