

ANALYSIS OF THE INFLUENCE OF INFLUENCER MARKETING AS MARKETING ON A BRAND EQUITY PRODUCT PURCHASE DECISION FOR GENERATION Z CONSUMERS IN PEKALONGAN.

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ABSTRAK: A form of marketing advertisement where there are parties who support support in promoting a product, which is commonly called an endorsement by someone called done by someone called influencer marketing. Influencer marketing is one type of marketing done by someone who is widely used and is said to be more effective than marketing done by a person. used and said to be more effective than marketing done through television media. through television media. The purpose of this study is to investigate how Instagram influencer marketing recommendations influence Generation Z's purchase decision of Generation Z. With trust factors, brand image factors (brand equity), and influencer marketing factors. equity, and influencer marketing factors. This research was conducted using using a qualitative approach, the data collection method was carried out by conducting interviews and questionnaires using direct questionnaires. conducting interviews and questionnaires using a questionnaire directly. With looking for data on trust, brand image factors (brand equity), and influencer marketing factors affecting marketing in marketing decisions. influencer marketing factors influence marketing in purchasing decisions Generation Z consumers. This research proves that the stages of purchasing decisions Generation Z still considers trust factors, brand image factors (brand equity), and influencer marketing factors on Instagram. equity, and influencer marketing factors on Instagram. By knowing the results of the results of this research, we hope that this research can be used as knowledge and insights and considerations for business owners in organizing marketing strategies in the business in determining target consumers, determining marketing strategy in business in determining target consumers, and maximizing profits.

Key words: purchasing decisions, influencers, factors brand image (brand equity)

ABSTRACT: Suatu bentuk iklan pemasaran dimana ada pihak yang mendukung dalam mempromosikan suatu produk yaitu biasa disebut endorsement yang

dilakukan seseorang yang disebut influencer marketing. Influencer marketing merupakan salah satu jenis pemasaran yang dilakukan oleh seseorang yang banyak digunakan dan dikatakan lebih efektif dibandingkan dengan pemasaran yang dilakukan melalui media televisi. Tujuan dari penelitian ini yaitu untuk menyelidiki bagaimana rekomendasi influencer marketing Instagram mempengaruhi keputusan pembelian Generasi Z. Dengan faktor kepercayaan, faktor citra merek (brand equity), dan faktor influencer marketing. Penelitian ini dilakukan dengan menggunakan pendekatan kualitatif, metode pengambilan data dilakukan dengan cara melakukan wawancara dan kuesioner menggunakan angket secara langsung. Dengan mencari data mengenai kepercayaan, faktor citra merek (brand equity), dan faktor influencer marketing mempengaruhi pemasaran dalam keputusan pembelian konsumen Generasi Z. Penelitian ini membuktikan tahapan keputusan pembelian Generasi Z tetap mempertimbangkan faktor kepercayaan, faktor citra merek (brand equity), dan faktor influencer marketing di Instagram. Dengan mengetahui hasil penelitian ini, kami harap penelitian ini dapat dijadikan pengetahuan dan wawasan serta bahan pertimbangan bagi pemilik usaha dalam mengatur strategi marketing dalam bisnis dalam menentukan sasaran konsumen, dan memaksimalkan keuntungannya.

Kata kunci : keputusan pembelian, influencer, faktor citra merek (brand equity)

1. INTRODUCTION

The development of social media was paraded with the publication in 2002 which is an application for building a friendly relationship online with a wide range. Then followed by Facebook which makes it possible to exchange private messages and in groups, not only messages but also pictures and videos, and can send friend requests to all Facebook account users around the world (Afandi et al., 2021). Along with the times, social media is now growing very rapidly and the number is increasing. Starting from the emergence of Twitter, Whatsapp, Instagram to line, each of these social media has different features and advantages. Easily, quickly and practically, of course, sending messages anywhere at any time without any restrictions to everyone who is also a user of social media. Technology provides many improvements and conveniences in various fields including communication. The emergence of new socials at this time is quite diverse from entertainment such as TikTok, education, games, E-commerce, and many more. With all of that, of course, especially for doing business for industrial industry players can use social media to do business easily.

The use of the internet and social networks has been widely used by business people in the business industry as a product marketing strategy. There are many forms of product marketing communication strategies through social networks such as advertisements, offers, paid promotions and so on. One form of strategy that is now booming into a trend among industry players is the use of influencer marketing on social media (Amalia & Putri, 2019). Many industry players introduce their business and business to be quickly recognized by everyone using influencer marketing. Influencers who have a large following on their social media make it easy or can attract attention and usually their followers will follow and even try anything consumed by this influencer.

In influencer marketing, these “social media influencers” can be understood as bloggers, instagramers, facebookers, group moderators on Xing and LinkedIn. The target group follows those who engage directly with the content they post. Through collaboration with businesses, influencers report on products, services, destinations, and the like in their posted text, images and videos, which they then test, present or describe. Social media influencers can authentically convey advertising messages to the target market groups in their posts. If they are smart and have expertise in influencer marketing they will only work with well-known equity brands and with their own topic and perception profile. It can be said that professional influencers will only present what they believe in (Schulz & Academy, 2018). This form of product marketing strategy in social media is diverse, for example, advertising, endorsement, paid promotion, and others. Influencers come from various professions, such as celebrities, bloggers, figures, and so on. Content creation is also influencers certainly see consumers who become the goal of achieving product promotion, one of which is generation z, the largest social media user today.

Among the many consumers in the lives of people in Pekalongan, generation Z has emerged as the generation that has attracted the most attention from researchers. In the latest data on the Pekalongan city statistics agency, the population included in generation Z is the highest at 50,812.00 people (Badan Pusat Statistik kotapekalongan, 2021). Generation Z is a group born between the years 1995-2010 (Amalia & Putri, 2019). When referring to this research, which is written in 2024, Generation Z refers to the group aged 14-27 years. Generation Z is different from their predecessors, the baby boomers, generation Y and, generation Z have been familiar and accustomed to the internet and social media even since they were born. In Indonesia itself, the internet was present in 1990 through indonet (Afandi et al., 2021). Generation Z experienced the development of social media which experienced changes in social media that came and changed every time. Such as Facebook in 2004, YouTube in 2005, Twitter in 2006, and Instagram in 2010, as time goes by their growth, so it is not surprising that social media has become part of this generation's life every day (Amalia & Putri, 2019).

In this case, it raises many questions based on how much significant influence the endorsements made by influencers and why endorsements made by influencers on Instagram, TikTok and other social media can have a significant influence on purchasing decisions in Generation Z. Instagram is currently the best platform used by influencers to market products (Folkvord et al., 2020). According to the Napoleon cat report, currently in Indonesia there are more than 89.67 million active Instagram users, which turns out that 60% of active Instagram users are also related to developing SMEs. Therefore, many people question the influence that Instagram influencers have on Generation Z when doing endorsements.

My goal in doing this research is to be able to find out how much influence Instagram influencers have on purchasing decisions in generation z, which I focus on consumer behavior factors, brand equity factors, and influencer factors. By influencing the influence of influencer endorsements on purchasing decisions, this research explores the thoughts of generation Z who have a future as the nation's successor, with the rapid flow of information supported by internet technology, there is great potential to become a promising consumer. The results of this research are expected to contribute not only from an academic point of view but also for marketing communication practitioners, especially those who use platforms such as social media. Thus, with this background, this research raises the title of "ANALYSIS OF THE INFLUENCER INFLUENCER MARKETING AS MARKETING ON THE PURCHASE DECISION OF EQUITY BRAND PRODUCTS ON GENERATION Z CONSUMERS IN PEKALONGAN".

2. METHOD

This study aims to determine how the influence of influencers as marketing and purchasing decisions on generation Z in Pekalongan. This research uses descriptive qualitative research methods, while in collecting data this research uses interviews and questionnaires (questionnaires). This particular methodology is directed to obtain descriptive and observable description results. In essence, the qualitative approach methodology is a research technique that utilizes the advantages of qualitative data. This allows researchers to define and analyze data through descriptive investigations (Pramesti et al., 2023). The main data sources (primary) in this study are journals, articles, relevant, words, and actions of the sources, the rest are additional (secondary) such as documentation and others. What is meant by words and actions here is that the words or actions observed or interviewed are the main data source (primary). While other data sources can be in the form of written sources (secondary), and documentation.

Then the data source is obtained from the results of in-depth interviews with sources, namely directly between the interviewer and the research respondent. Through this method, researchers are expected to know their needs. After writing the author will reduce the data, this is done to make it easier for researchers when looking for data and make it easier to collect data so that it can be clearer which is shown in the form of a picture on the data that has been entered.

The next stage is analyzing the data carried out by researchers directly in conjunction with data collection. This data analysis is taken from the process during the observation of student conditions when making purchases because they are tempted by influencer endorsements. The data analysis used by researchers is using data truth. This research uses truth information that exists at the time of research. Then the existing data is compared in different ways. Researchers do not only use one way to prove the truth but use different ways to get data from the same source. Researchers can use observation, in-depth interviews, and documentation. Through various perspectives, it is hoped that results will be obtained that are close to the truth. Therefore, the truth at this stage is carried out if the data or information obtained from the research subject or informant is doubtful in its truth.

3. RESULT AND DISCUSSION

In the era of the industrial revolution 4.0, social media has become a popular tool for buying and selling activities. Many entrepreneurs use influencer marketing services to improve the quality of marketing in the products they sell. Influencer marketing has a significant impact on people's consumption behavior, especially in generation Z millennials and also increases the recognition of a brand equity or brand brand in the wider community. Because, in increasing product sales, you must pay attention to significant marketing and target marketing for the success of a business in the company.

Basically, sales and marketing are the foundation in the process of marketing activities for online and offline product sales in businesses owned by companies. Offline activities in marketing are usually done by participating in events such as large events that involve many people, concerts, exhibitions, and others. By participating in the event, some of these activities can certainly have great potential in introducing the products sold and attracting consumers to know the brand image of the products sold by the company. With offline sales, it can expand the introduction of consumer products and consumers can directly see the physical products being sold.

In addition to participating in events, companies that already have a brand or brand will also do their marketing through social media to increase sales, product recognition more widely and easily seen from any circle easily. By using influencer marketing services that have become a trend nowadays. The company chooses one influencer who is significant and influential in marketing its products. Then, later this influencer will receive the product, later content will be created from the product that will be used as promotional material in marketing. The influencer will try, review the product and introduce it to the public through their social media. The influencer will recommend the product to his/her Instagram followers to buy the product. With the influencer creating content that is as interesting as possible, the audience becomes curious, and tries the product used by the influencer.

The marketing strategy for brand equity products used by the company refers to the marketing mix strategy, a series of forms of marketing strategies with various kinds of sales activities in selling and promoting products to consumers effectively, so as to get satisfactory results. Identify the use of mix strategies on brand equity in the company as follows:

1. product

In the company focuses on the quality of the products sold by a company, with these products having good quality and having a brand name or brand, of course, will make consumers choose these products. The products sold are certainly tailored to the needs of consumers. Then by giving a characteristic to the product, in terms of a new shape, the quality of this can show that the company is innovating new products so that it can attract many consumers and increase the company's marketing in purchasing decisions from consumers.

2. Price

Presenting affordable products by presenting products according to price, offering unit products so that consumers get the right price. If there is a bundling package of a product, the company will certainly provide cashback or discounts at a price that is cheaper than the unit price. For example, when consumers buy food, skincare, fashion products, there are usually sold separately at the price of each product.

but with the package of a set of clothes, skincare care package, food and beverage package, of course the company will also serve a cheaper price. But it does not close the opportunity for consumers if they want to buy individual products according to consumer needs. In addition, the company will certainly also provide special prices if consumers buy these products in large quantities, or later will be resold so here consumers become resellers of these products and the prices they buy are cheaper than normal prices.

3. Consumers

The consumers who are the target of marketing this time are Generation Z students, students, workers in Pekalongan who fall into the category. Consumers who will be studied by student researchers with births 1999-2004 with ages 19-24 years. These consumers usually buy products because they are being promoted by influencers. Generation Z uses a lot of social media and follows developments in technology. So, it becomes the target marketing of influencers in promoting endorsement products.

4. marketing team

A person who runs marketing is an important basis for a company, not only from the employees in marketing, namely the marketing team. In marketing a product, it also requires a marketing team from outside such as influencers who are still a trend now in product promotion so that it can be widely recognized by the public.

5. promotion

The company focuses on marketing communication with target consumers through influencer marketing, by promoting its products by working with well-known artists and influencers who are still rising, with many followers on social media. In addition, the company uses the personal social media of the business created such as, Instagram, Facebook and TikTok to present advertising promotions, by providing promo access for the terms and conditions that apply in purchasing its products, public reaction, and direct marketing.

6. trust

Trust in convincing consumers through the content created in promoting the products made. Consumer trust can also improve the quality of the product, increase sales, and the development of the company for the products sold.

Influence of Influencer Marketing on Generation Z purchasing decisions

The use of social media is important for companies, especially for companies that have product brands that need to be known more widely to introduce the products they sell. Digital development itself becomes a reference in conducting online marketing on social media, a way for companies to introduce, disseminate, build brand image, reputation, and build relationships with various types of businesses. Based on the descriptive results of the author's participation as an intership, the writing is fully involved in the entire process of marketing activities. Where the author as a student is very deep in marketing science and information technology science from various

sources.

In the marketing process using influencers, the author takes a sample of influencers from Pekalongan district who are still hits, widely used by business people in promoting their products. In this influencer post, many promote various forms of products that already have a brand, from electronic products, fashion, places to eat and other brands.



Sumber: Instagraminfluence@aufiena

The author observes that the use of influencers in promoting a product brand to the public is very effective in obtaining consumers in purchasing a product. interaction activities and company activities with consumers in social media will improve company quality, brand equity, then increase buyers, and can increase the number of followers along with active posts on social media. Generation Z also recognizes that before buying a product, they look at reviews, content from influencers, ratings first, reviews from an influencer for Generation Z are important to see first before making a purchase. Moreover, the product is used by an influencer who is a person who is widely admired, imitated by the public for his clothes, lifestyle. So, people are influenced by the promotion carried out by the

influnrcer on social media. This use of inflinrcer marketing as a promotion of a business has an effect on purchasing decisions for Generation Z in Pekalongan. Generation Z in Pekalongan follows many trends that are still hits, especially promoted by influencers who are widely known, making them want to try it too.

Influencer Marketing Implementation

During the internship at the Company, the author analyzes the marketing strategy used on the online platform is to use influencer marketing or the endorsement advertising method where influencers are involved to gain engagement and reach a wider audience. JavaMifi has collaborated with various influencers to introduce their products to their audience or social media followers.

The results prove that trust factors influence purchasing decisions in generation Z. This trust factor relates to the trustworthiness and honesty of a product brand and the influencer who reviews it. This study has proven that purchasing decisions by generation Z are influenced by trust factors to a particular product brand and influencer. This result is in accordance with previous research

4. CONCLUSION

The development of technology today has made many changes, one of which is in the world of marketing. Social media is now one of the latest ways in infrastructure that is still used by business people in promoting the products they sell. Among the community, to be precise, Generation Z, which uses social media, has become one of its target markets. Ease of shopping det market. The ease of shopping on social media makes social media gealam makes Generation Z like the online shopping system. online decision. online decision. purchase decision.

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