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Analysis of the Influence of Influencer Marketing and Social Media Marketing Activities on Instagram Social Media in Creating Customer Purchase Intention on Cosmetic Products in Greater Jakarta

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Social media marketing and influencer marketing occupy the first and second positions in top digital marketing in 2022, but social media users in Indonesia in January 2022 – January 2023 decreased by 24 million. By focusing on generation Y and generation Z in the Jabodetabek area, the research was conducted using quantitative methods and a total of 257 respondents were used who were collected via Google Forms. With the aim of determining the influence of social media marketing activities and influencer marketing on current purchase intentions directly or indirectly, data processing was carried out using SmartPLS resulting in social media marketing activities and influencer marketing having an influence on purchase intentions, as well as the same results for customer perceived value on customer satisfaction, and customer satisfaction on customer purchase intention, and customer perceived value and customer satisfaction successfully mediate social media marketing activities and influencer marketing on purchase intentions. The findings have different results between the generation Y and generation Z groups discussed in the research.

1. Introduction

Today's life is closely related to social media, all communication with schoolmates, relatives, co-workers, even people we don't know can be done through social media. Active users of social media are increasing every year in Indonesia, as can be seen in Figure 1. regarding the number of active social media users in Indonesia with the period 2014 – 2023. The average increase in active social media users in Indonesia is 14.3 million users from January 2014 – January 2022 data. The highest increase was seen in January 2017 of 34.2% with the duration of the calculation from January 2016 - January 2017.

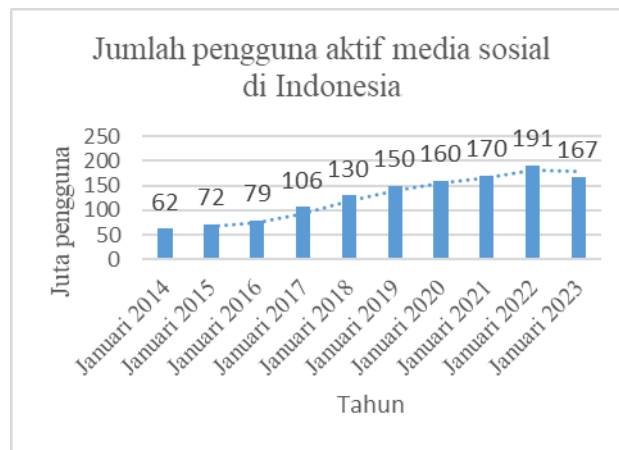


Figure 1. active social media users in Indonesia 2014-2023

However, Datareportal (2023) stated that the number of social media users in January 2022 – January 2023 was 167 million users, which is down from January 2021 – January 2022 with 191.4 million users. The decline in the number of users is motivated by the beginning of the pandemic in Indonesia which has made activities that were initially carried out on social media, now can be carried out directly because there are no restrictions on social interaction again. On social media, a person can easily search for a variety of products they want and can make purchases through social media. Finding a product to buy or just looking for something to do and end up buying it is part of the function of social media as a marketing medium (Tuten and Solomon, 2017). Figure 2. sorting the reasons why people in Indonesia use social media.

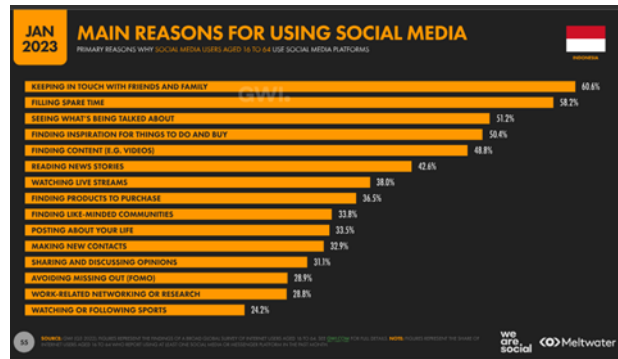


Figure 2. Top reasons to use social media

The social media that has the most users in Indonesia is WhatsApp which has a percentage of 92.1%, followed by Instagram and Facebook with a percentage of 86.6% and 83.3%. Instagram is in second place as the social media with the most users, of which around 144.5 million out of 167 million active social media users and around 52% of the population in Indonesia are Instagram users (Datareportal, 2023). Meta as the parent company of Instagram occupies the first position in the top 12 digital marketing trends in 2022 (Neher, 2021). GetCraft (2020), mentioned that social media occupies the first position as an effective digital marketing actor. This was also said by Forbes board member, Krista Neher, that social media and influencer marketing are in the first and second positions in the top 12 digital marketing trends in 2022 (Neher, 2021).

EMC Healthcare (2020), mentioned the importance of being selective in determining the cosmetic products to be used. Customers are often trapped by products with low prices and quick results without realizing the dangers of using the wrong cosmetics, ranging from acne to skin cancer. In addition, customers are often easily incited by advertisements and large-scale campaigns carried out by a product or brand and influencers before making sure of the condition of the consumer's skin. The latest data released by Zap Beauty (2023), states that around 78% of Indonesian women are more interested in beauty products and services being promoted by local influencers than if they are promoted by Korean artists or influencers who occupy the third position out of 7 positions issued by Zap Beauty.

Beauty products themselves are indeed identical to women, but some men also use beauty products in the form of skincare which is then called cosmetics which are in the form of cosmetic and skincare products. PerBPOM Number 10 of 2021 states that materials or preparations used outside the human body such as epidermis, hair, nails, lips and external genitals, or teeth and oral mucosa, especially to clean, eliminate odors, change appearance to

disguise and/or improve body odor or protect or maintain the body in good condition are referred to as cosmetics. Based on data released by Cindy Mutia Annur in a Databooks post (2022), as of March 2022, it was recorded that the Indonesian beauty product influencer with the highest number of followers was owned by Tasya Farasya (@tasyafarasya) with 5,100,000 followers, followed by Jharna Bhagwani (@jharnabhagwani) and Nanda Arsyinta (@nandaarsynt) with 3,300,000 and 2,400,000 followers, which then the data released 10 influencers of beauty products with the highest number of followers in 2022 which shown in Figure 3.

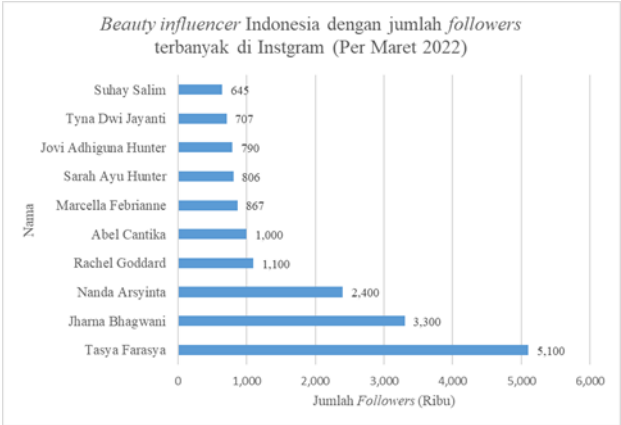


Figure 3. Indonesia's most popular beauty influencer followers 2022

According to Novitaria and Rusdi (2021), the rigidity of the gender category in influencer marketing for beauty products is currently invisible. If the ancient society had the perception that men should be masculine and feminine women, then now society prioritizes human rights and the boundary line between genders is getting thinner. The community believes that the content presented by beauty product influencers with male gender is in accordance with the goal of getting positive feedback from customers on the marketing content they create (Sumardiono, 2022).

According to Datareportal data (2023), the demographics of Meta users (Facebook, Instagram, and Messenger) by age are occupied by the most users at the age of 18 – 24 years, then for the ages of 25 – 34 years and 35 – 44 years old. Based on this data, this study will use the 2 largest samples of Meta users, namely generation Z and generation Y. The age range used is divided into generation Y with vulnerable births in 1980 – 1994 and generation Z with vulnerable births in 1995 – 2010 (McCrindle and Wolfinger, 2014). Furthermore, the demographics of the regions used are Jakarta, Bogor, Depok, Tangerang, and Bekasi. These five regions were selected based on the highest number of internet users in Indonesia in 2021 issued by the

Central Statistics Agency (Sutarsih, 2021).

Every cosmetic brand does its best in marketing their products, one of which is by utilizing digital marketing tools such as utilizing influencers in promoting products or brands and through advertising and through campaigns on social media (Social Media Marketing Activities). There are previous studies that have researched the influence of influencer marketing and social media marketing activities as digital marketing tools on social media so that they can create consumer purchase intentions.

However, in the study there is still a gap with other studies. Research conducted by Prasetyo Matak Aji, Vanessa Nadhila, and Lim Sanny (2020), shows that marketing activities on social media have a positive influence on purchase intentions, but this result is different from research conducted by Mikhael and Marcellia Susan (2022), which shows that marketing activities on social media have a negative effect on purchase intentions. Research conducted by Yulianita, Nadira Ulva, and Rand Rasyid (2020), shows that influencer marketing has a significant influence on product purchase intentions, but this result is different according to research by Kurnia Amalia and RA Nurlina (2022), which shows that influencer marketing has no influence on purchase intention.

Based on the existing research gap, it is known that every study that uses influencer marketing and social media marketing activities as digital marketing tools on Instagram social media in creating customer purchase intention produces a different influence in each study. This is because the sample factors used for each study are different, from age, research area and the type of product being researched has its own criteria for each study. These distinguishing factors can be used as future research with different samples but using the same tools, namely influencer marketing and social media marketing activities on purchase intentions on Instagram social media, as in this study by utilizing samples from generation Y and generation Z in the Greater Jakarta area towards cosmetic products in creating purchase intentions both directly and indirectly. The results are likely to have similarities or differences so that the behavior of customers in the study can be known. In addition, the use of 2 generations of samples can be carried out by the Multi Gorup Analysis test to find out the difference in results between the two generations.

2. Method

This research uses a quantitative approach built with a positivism paradigm. Targeting

Instagram social media users who have made online purchases of cosmetic products due to advertisements on Instagram, both men and women, in the period of January 2022 – March 2024 in generations Y and Z in the Greater Jakarta area. Data collection was carried out by distributing questionnaires through personal WhatsApp media in the form of google forms and providing questionnaires directly to potential subjects. In taking samples, the sampling technique uses purposive sampling which considers several aspects in accordance with the research objectives (Sugiyono, 2017).

3. Result and Discussion

The Influence of Influencer Marketing on Customer Perceived Value

Based on the hypothesis test, the first hypothesis proposed is that influencer marketing has a positive and significant effect on customer perceived value. After conducting tests, the final result was obtained that the first hypothesis was "accepted". In line with the research of Ali et al., (2021) regarding the influence of influencers as celebrity endorsements that produce the hypothesis of "accepted" as a positive and significant influence on customer perceived value. This can be caused because the perceived value that is explicitly perceived by customers is influenced by the perception of the credibility of information and social sources provided by influencers (Yun, 2011). Brands tend to use influencers to convey messages in their products, this is because influencers can target the target market directly through followers or followers that have been mapped based on their respective markets, making it easier for brands to target the market precisely and accurately. Influencers become a bridge between sellers and buyers (Ranga and Sharma, 2014).

The Influence of Social Media Marketing Activities on Customer Perceived Value

Based on the hypothesis test, the second hypothesis proposed is that Social Media Marketing Actions have a positive and significant effect on customer perceived value. After conducting tests, the final result was obtained that the second hypothesis was "accepted". In line with the research of Chen and Lin (2019), they mentioned that the impact of social media marketing activities is often ignored by most research on social websites, however, the results of their research show that social media marketing activities have a positive and significant impact on customer perceived value which in turn affects customer satisfaction levels and the impact of customer purchases. In today's all-digital era, consumers tend to decide to buy through social media no longer through traditional media, brands must consider how the content, time, and frequency of their marketing publications can be on target and achieve their goals. Social media is widely used by companies to build branding and is used as marketing activities so

that it can improve company performance with lower marketing costs.

The Influence of Customer Perceived Value on Customer Satisfaction

Based on the hypothesis test, the third hypothesis proposed is that Customer Perceived Value has a positive and significant effect on Customer Satisfaction. After conducting tests, the final result was obtained that the third hypothesis was "accepted". In line with the research of Chen and Lin (2019), they stated that the level of perceived value received by customers is directly proportional to customer satisfaction so that the results of their research are that customer perceived value has a positive and significant effect on customer satisfaction. The assessment given by customers directly results in the level of satisfaction or not of customers with what they feel. Perceived value is the determining factor for customer satisfaction or not (El-Adly, 2019). After the Covid-19 pandemic made customers in a transition between feeling the impact of online and offline marketing, many brands take advantage of online marketing because in addition to being relatively cheaper, they can also reach a wide target market, reduce direct contact with humans, and be on target. However, the biggest challenge of online marketing is how the value conveyed by a brand, both directly and indirectly, is on target and understood by customers.

The Influence of Customer Satisfaction on Customer Purchase Intention

Based on the hypothesis test, the fourth hypothesis proposed is that Customer Satisfaction has a positive and significant effect on Customer Purchase Intention. After conducting tests, the final result was obtained that the fourth hypothesis was "accepted". In line with the research of Chen and Lin (2019), they mentioned that the level of satisfaction felt by customers has a positive and significant effect on Purchase Intention. Customer satisfaction is proven to be the main indicator of success in purchase intention, this creates a straight comparison, if the level of consumer satisfaction is high, the higher the customer's desire to make a purchase (Istijanto et al., 2023). Low brand performance will have an impact on the loss of customers because they tend to look for similar replacement products from competitors so that it can reduce the brand's sales rate. The level of customer trust and expectations plays a big role in determining whether a product is good or bad (Chen, 2018; Chen, 2013). According to Badar (2021), having the same feeling when making the first purchase or the next purchase is an indicator of the success of the influence of customer satisfaction in influencing customer purchase intention.

The Influence of Influencer Marketing on Customer Purchase Intention

Based on the hypothesis test, the fifth hypothesis proposed is that Influencer Marketing has a positive and significant effect on Customer Purchase Intention. After conducting tests, the final result was obtained that the fifth hypothesis was "accepted". In line with the research of

Dwidienawati et al., (2020), they stated that influencer marketing has a positive influence on purchase intentions. This is supported because influencers have a high number of followers, so the messages they convey can reach many people (Veirman et al., 2017). The number of followers can affect the level of likability (a person's liking for others). When the majority of members in a group like a post, it will affect the opinions of other followers. Wei et al., (2018), argue that customers and followers of influencers have different bonds, customers are considered not to have a strong bond like followers of influencers so that customers who are not followers tend to only think of influencers as their bridge to get to know the product more deeply without a strong bond like a follower.

The Influence of Social Media Marketing Activities on Customer Purchase Intention

Based on the hypothesis test, the sixth hypothesis proposed is that Social Media Marketing Activities have a positive and significant effect on Customer Purchase Intention. After conducting tests, the final result was obtained that the sixth hypothesis was "accepted". In line with the research of Zhang et al., (2023), they stated that social media marketing activities have a high chance of creating customer purchase intent. This was also revealed by Chafidon et al. (2022), that social media marketing activities and customer purchase intention have a very strong relationship with a positive correlation, where if the number of social media users increases as a marketing tool, it will make people tend to have a taste or desire to make a purchase. Social media has an influence on customers' online shopping choices (Chattopadhyay, 2020). According to Laksamana (2018), social media is the best choice for brands to reach millions of people instantly. By utilizing marketing on social media, brands have tools and alternatives to control the purchase intention of customers (Liu and Qureshi, 2023). Marketing through social media helps companies to maintain their principles to get the maximum profit at the smallest cost.

The Influence of Influencer Marketing on Customer Purchase Intention with Customer Perceived Value Mediation

Based on the hypothesis test, the seventh hypothesis proposed is that Influencer Marketing has a positive and significant effect on Customer Purchase Intention with the mediation of Customer Perceived Value. After conducting tests, the final result was obtained that the seventh hypothesis was "accepted". In line with the research of Amalia and Nurlinda (2023), it is stated that perceived value fully mediates customers' purchase intention through influencer marketing. Customers have the view that if they use products advertised by influencers with a good background and educate in every marketing, customers feel more attractive by others. This was also revealed by Jansom and Pongsakornrunsilp (2021), that

influencer marketing has a greater influence in creating purchase intent if it is mediated by perceived value which makes customers feel confident in the value provided by influencers in advertising products on social media. However, keep in mind that every influencer has their own market in advertising a product so that the value is considered maximum if the advertised product matches the market they have.

The Influence of Influencer Marketing on Customer Purchase Intention with Customer Satisfaction Mediation

Based on the hypothesis test, the eighth hypothesis proposed is that Influencer Marketing has a positive and significant effect on Customer Purchase Intention with the mediation of Customer Satisfaction. After testing, the final result was obtained that the eighth hypothesis was "accepted". In line with the research of Smith et al., (2021), it is stated that the satisfaction received by customers has a strong role in creating purchase intentions bridged by influencer marketing. When customers have the same feelings as the first purchase when making a re-purchase and customers feel in accordance with their expectations, then customers are considered satisfied with the advertisement received, resulting in purchase intent (Badar, 2021). In addition, influencers have supporting factors in creating purchase intent such as a high number of followers and have a strong bond with followers, so that influencers have a sense of responsibility in advertising a product and making their followers feel satisfied with using the product they are marketing (Wei et al., 2018).

The Influence of Social Media Marketing Activities on Customer Purchase Intention as mediated by Customer Perceived Value

Based on the hypothesis test, the ninth hypothesis proposed is that Social Media Marketing Activities have a positive and significant effect on Customer Purchase Intention with the mediation of Customer Perceived Value. After conducting tests, the final result was obtained that the ninth hypothesis was "accepted". In line with the research of Bushara et al., (2023), it is stated that perceived value fully mediates customers' purchase intention through social media marketing activities. Brands utilize content that is interesting, creative, interactive, entertaining, and relate to customers' lives in attracting customers so that brands can interact directly with customers to market products and even as brand evaluation material (Hanaysha, 2022). The importance of involving customers in marketing on social media can affect customer behavior in making purchases (Wijaya and Susilawaty, 2023).

The Influence of Social Media Marketing Activities on Customer Purchase Intention mediated by Customer Satisfaction

Based on the hypothesis test, the tenth hypothesis proposed is that Social Media Marketing

Activities have a positive and significant effect on Customer Purchase Intention with the mediation of Customer Satisfaction. After conducting tests, the final result was obtained that the tenth hypothesis was "accepted". In line with the research of Johnson et al., (2021), it is stated that customer satisfaction fully mediates customers' purchase intention through social media marketing activities. Customer satisfaction is influenced by product quality, service received, interactive communication, purchase experience, and competitive prices (Schivinski and Dabrowski, 2014). Brands compete to satisfy customers by improving service both in person and online, by utilizing the features on social media, brands can easily recognize who and where their target market is so that they become closer to customers.

Research Findings

1. Multi Group Analysis

Based on the testing of the six direct path hypotheses, positive and significant values were obtained for the entire direct path hypothesis. The sample in the study involved generation Y and generation Z, which was then found in the study that generation Y and generation Z have different values for the six direct path hypotheses when grouped with each group. The table below attaches the results of the six hypotheses based on generation Z with a total of 201 respondents out of 257.

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>
CPV → CS	0.648	0.651	0.042	15.448	0.000
CS → CPI	0.263	0.271	0.088	2.979	0.003
IM → CPI	0.275	0.277	0.102	2.693	0.007
IM → CPV	0.318	0.326	0.062	5.122	0.000
SMMA → CPI	0.133	0.133	0.087	1.528	0.127
SMMA → CPV	0.304	0.303	0.067	4.526	0.000

Generation Z is smarter in using the internet and technology and is able to obtain information to make purchases, they spend most of their time on social media and browsing the internet where there is more exposure to online shopping. Unlike generation Y, generation Z does not hesitate to explore new brands, they will do all the initial searches before buying products or availing services, they like to try new things and need comfort when shopping (Muralidhar and M, 2019). Interactions carried out in social media marketing activities have no influence on creating purchase intent for generation Z (Dewi

et al., 2022). Generation Z tends to trust and buy a product or service more when they see friends and influencers promoting it (F and Nithya, 2023).

Furthermore, the generation Y group has different results from the generation Z group. The table below attaches the results of the six hypotheses based on generation Y with a total of 56 respondents from 257.

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics ([O/STDEV])</i>	<i>P Values</i>
CPV → CS	0.612	0.630	0.085	7.170	0.000
CS → CPI	-0.101	-0.132	0.258	0.392	0.695
IM → CPI	0.650	0.620	0.195	3.325	0.001
IM → CPV	0.243	0.305	0.188	1.291	0.197
SMMA → CPI	0.149	0.177	0.160	0.932	0.352
SMMA → CPV	0.356	0.354	0.170	2.099	0.036

The influence of customer satisfaction on customer purchase intention in Generation Y does not have a significant effect, Gen Y is not a loyal buyer, tends to switch brands easily if they get more information and offers by comparing other brands (Muralidhar and M, 2019). Gen Y will not be so friendly to new brands unless trust has been built, usually relying on recommendations from family and friends to make purchases (Muralidhar and M, 2019). Gen Y satisfaction is created from price comparisons, product or service quality, transparency, and trust in brands (Muralidhar and M, 2019).

The influence of influencer marketing on customer perceived value in Generation Y does not have a significant effect, Generation Y feels more comfortable in being exposed to marketing if it is done by the brand directly through its social media (Kwon et al., 2019) because it can interact directly without third-party intermediaries (Jan et al., 2023). The feeling of comfort offered by the m-commerce function on social media platforms has a positive impact on Generation Y which in turn will affect their intention to make a purchase (Kwon and Lennon, 2019).

The influence of social media marketing activities on customer purchase intention in Generation Y does not have a significant effect, Generation Y is known to like to look for a variety of available products, but they only review products, collect information but in the end do not make a purchase (Muralidhar and M, 2019). Generation Y likes advertisements

on social media that present humor or irony and do not forget to include elements of truth in it (Hawkins and Mothersbaugh, 2013). Generation Y understands that advertising exists to sell products and is less likely to respond to the thrill of marketing (Hawkins and Mothersbaugh, 2013).

Both Generation Z and Generation Y have different outcomes for all six hypotheses when grouped by generation group. Based on the table below, it is known that the new p-value of the six hypotheses ≥ 0.050 which means that both generation Z and generation Y do not have a different influence or the views of generation Z and generation Y on the influence of the six hypotheses are not different regarding digital marketing that utilizes social media marketing activities and influencer marketing.

	Path Coefficients- diff (14 - 29 (Generasi Z) - 30 - 44 (Generasi Y))	p-Value original (14 - 29 (Generasi Z) vs 30 - 44 (Generasi Y))	p-Value new (14 - 29 (Generasi Z) vs 30 - 44 (Generasi Y))
CPV -> CS	0.035	0.373	0.747
CS -> CPI	0.365	0.088	0.177
IM -> CPI	-0.375	0.948	0.104
IM -> CPV	0.075	0.348	0.695
SMMA -> CPI	-0.016	0.549	0.901
SMMA -> CPV	-0.052	0.625	0.750

Managerial Implications

1. Efforts to increase customer purchase intention through social media marketing activities
Based on the results of data processing, it was found that the interaction carried out on social media marketing activities has an influence in creating purchase intentions for both generation Z and generation Y. Brands can take advantage of the Instagram live feature to communicate directly and real-time with customers, where the Instagram live feature is usually used by brands to make sales directly by listing several discounts or discounts during the live.



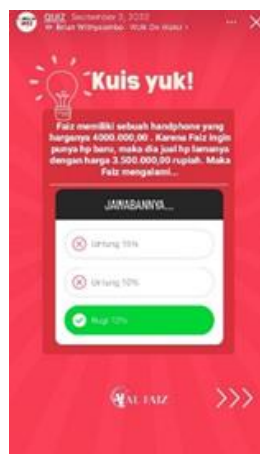
In addition, brands can also take full advantage of features on Instagram Stories such as the poll sticker in the image below, where customers will choose the poll that has been created by the brand. This feature allows customers to directly participate in the marketing activities carried out by the brand, besides that the brand can beautify the post in a unique and attractive way.



Then Instagram stories also have a questions sticker feature or commonly known by Instagram users as the ask me question feature as in the image below, this feature allows customers to ask questions directly to the brand and the brand will answer the question through a new story post where the brand can add interesting background photos, videos, and music to answer the question.



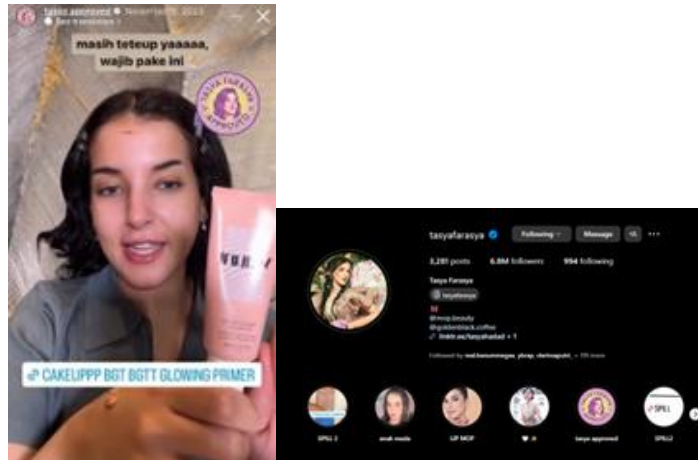
The quiz sticker on the Instagram stories feature can also be used by brands to interact with customers as shown in the image below. This feature can be used by brands to build a brand story or details related to products or services offered to customers by providing questions that are equipped with multiple choice as answers, later customers choose one of the attached answers and will turn green if the answer is correct and red if the answer is incorrect.



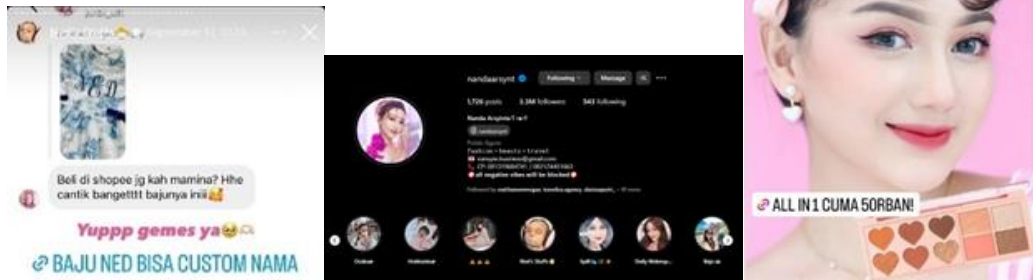
2. Efforts to increase customer purchase intention through influencer marketing

Brands that use influencer services have opportunities for the products they market according to their targets. In addition, the number of followers can affect the level of likability (a person's liking for others). Tasya Farasya or the owner of an Instagram account with the @tasyafarasya ID is one of the beauty influencers with 6.8 million followers as of May 2024. Tasya Farasya is often used as a reference for followers and non-followers in choosing beauty products or cosmetics with the label 'tasya approved' as in the image below, usually Tasya Farasya will post Instagram stories related to products that she labels

'tasya approved' and save them in Instagram highlights so that they can be accessed by followers many times as in the image below. Where brands target their products to get the 'tasya approved' label in order to attract Tasya Farasya's followers to become customers of the labeled product, even those who do not follow Tasya Farasya's Instagram can be exposed to ads from Tasya Farasya.



In addition to Tasya Farasya, Nanda Arsyinta is also one of the beauty influencers with an Instagram id @nandaarsynt who has a total of 3.3 million followers as of May 2024. Unlike Tasya Farasya who has the characteristic of labeling 'tasya approved' to the products she does use in addition to being advertised, Nanda Arsyinta is famous for fashion, beauty, children's needs, and other products that are sold generally on the Shopee application at a fairly affordable price but worth it for her followers to use. In this case, the Brand can target target customers with the criteria of making purchases at affordable prices and purchases made on the Shopee e-commerce platform. Nanda Arsyinta will usually post Instagram stories related to the product which usually takes advantage of the question sticker feature on Instagram stories or Instagram DM replies that ask about what products she or her family use as shown in the image below.



4. Conclusion

The research that has been conducted answers phenomena related to marketing on social media and influencer marketing which occupy the first and second positions in the top digital marketing in 2022, but social media users in Indonesia in January 2022 – January 2023 have decreased by 24 million. By discussing the relationships related to the variables of Social Media Marketing Activities (SMMA), Influencer Marketing (IM), Customer Perceived Value (CPV), Customer Satisfaction (CS), and Customer Purchase Intention (CPI) which ended with ten problem formulations to get the final result, namely the entire hypothesis or six hypotheses of direct relationship and four hypotheses of indirect relationship with the proposed mediation had a positive and significant influence on the sample that It was tested on Generation Y and Generation Z who had bought cosmetic products because they were exposed to advertisements from influencer marketing and social media marketing activities in the period January 2022 – March 2024 (the collection of respondents ended in March 2024) who were domiciled in Greater Jakarta. The reduction in the number of users on social media did not make a sample in the study, especially generation Y and generation Z in the Greater Jakarta area, to not have purchase intentions that come from social media marketing activities and influencer marketing, where social media marketing activities and influencer marketing still have an impact on creating purchase intentions for customers so that for business people who will or are developing digital marketing involving social media Marketing Activities and Influencer Marketing can explore the tools available on social media and the diversity of influencers that exist.

The number of samples of 257 for generation Z and generation Y with a domicile in Greater Jakarta is still not representative of each region, further research can be carried out using a larger and more even sample for each region, there are differences in the results of hypotheses when processing is carried out based on generations, this creates a gap between generation Y and generation Z which can be further researched based on one of the generations, adding and expanding the range of supporting variables and indicators that are not used in the study, considering that the results between generation Y and generation Z are different, there are variables and indicators outside the research that are supporting factors, it is proven that Social Media Marketing Activities and Influencer Marketing have a positive influence on creating purchase intent, brands can increase interaction both directly and indirectly in their marketing activities to customers. Both generation Y and generation Z tend to like interactions that are creative, interactive, and not monotonous.

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